



***Soar Above the Competition!***

***Stand Out  
with***

***2019 - 2020***

***Sponsorship, Exhibiting &  
Advertising Opportunities***





# 2019/2020 Seminar/Conference Schedule

| <b>AUGUST</b>       |                   |  |
|---------------------|-------------------|--|
| Tuesday             | August 6          | <b>Bankers Cup Golf Outing and Networking Reception</b><br>Fiddlers Elbow Golf Club, Bedminster, NJ                |
| <b>SEPTEMBER</b>    |                   |  |
| Wednesday-Thursday  | September 11 - 12 | <b>Compliance University</b><br>Sheraton Edison Hotel Raritan Center, Edison, NJ                                   |
| Sunday – Tuesday    | September 22 - 24 | <b>Annual Senior Management Conference</b><br>Borgata Resort, Atlantic City, NJ                                    |
| <b>OCTOBER</b>      |                   |  |
| Thursday-Friday     | October 3 - 4     | <b>Regulatory Visit to Washington DC</b><br>The Mayflower Hotel, Washington, DC                                    |
| Thursday            | October 3         | <b>Cybersecurity Incident Response Planning Workshop with Wolf &amp; Company</b><br>NJBankers Office, Cranford, NJ |
| Wednesday-Thursday  | October 9 - 10    | <b>Advanced IRA with PMC</b><br>Millville, NJ  |
| Tuesday             | October 15        | <b>Enterprise Risk Management Conference</b><br>Kean University, Union, NJ   |
| Thursday            | October 17        | <b>Directors College with FDIC</b><br>Sheraton Edison Hotel Raritan Center, Edison, NJ                             |
| Monday              | October 21        | <b>South Jersey Roundtable Series 2 of 2</b><br>Ramada Inn, Vineland, NJ   |
| Monday-Tuesday      | October 21 - 22   | <b>Advanced IRA with PMC</b><br>NJBankers Office, Cranford, NJ   |
| Tuesday             | October 22        | <b>Bank Secrecy Act 101 – The Basics</b><br>Sheraton Edison Hotel Raritan Center, Edison, NJ                       |
| Wednesday           | October 23        | <b>Bank Secrecy Act Advanced – The Regulations</b><br>Sheraton Edison Hotel Raritan Center, Edison, NJ             |
| Wednesday           | October 30        | <b>Women’s Leadership Conference</b><br>The Embassy Suites by Hilton, Berkeley Heights, NJ                         |
| Thursday            | October 31        | <b>Ethics Seminar</b><br>NJBankers Office, Cranford, NJ  |
| <b>NOVEMBER</b>     |                   |  |
| Thursday            | November 7        | <b>Rising Star Gala Dinner</b><br>The Stone House at Stirling Ridge, Stirling, NJ                                  |
| Thursday            | November 14       | <b>CFO Conference with FMS-NY/NJ</b><br>Embassy Suites Berkeley Heights, Berkeley Heights, NJ                      |
| Wednesday-Thursday  | November 20 - 21  | <b>Advanced IRA with PMC</b><br>NJBankers Office, Cranford, NJ   |
| <b>2020 JANUARY</b> |                   |  |
| Friday              | January 17        | <b>9<sup>th</sup> Annual Economic Leadership Forum</b><br>The Palace at Somerset Park, Somerset, NJ                |
| <b>MARCH</b>        |                   |  |
| TBD                 | TBD               | <b>Advanced IRA with PMC</b><br>NJBankers Office, Cranford, NJ   |
| TBD                 | TBD               | <b>STOC Conference</b><br>Location TBD   |
| Monday-Wednesday    | March 23 - 25     | <b>ABA Government Relations Summit</b><br>Washington Marriott Marquis, Washington, DC                              |
| TBD                 | TBD               | <b>Board &amp; Management Summit</b><br>Location TBD   |
| TBD                 | TBD               | <b>South Jersey Roundtable Series (1 of 2)</b><br>Ramada Inn, Vineland, NJ   |
| TBD                 | TBD               | <b>Security Seminar</b><br>Location TBD  |

|                    |                  |   |
|--------------------|------------------|---|
| <b>APRIL</b>       |                  |   |
| Tuesday- Friday    | April 28 – May 1 | <b>ICBA Capital Summit</b><br>Washington, DC  |
| TBD                | TBD              | <b>Accounting Seminar w/ FMS-NY/NJ</b><br>Stony Hill Inn, Hackensack, NJ                                      |
| TBD                | TBD              | <b>CRA Conference</b><br>Location TBD   |
| <b>MAY</b>         |                  |   |
| Wednesday - Sunday | May 27 – 31      | <b>116<sup>th</sup> Annual Conference &amp; Trade Show</b><br>Manchester Grand Hyatt San Diego, San Diego, CA |
| <b>JUNE</b>        |                  |   |
| Wednesday          | June 17          | <b>10<sup>th</sup> Annual Women In Banking Conference</b><br>The Palace at Somerset Park, Somerset, NJ        |
| TBD                | TBD              | <b>Commercial Real Estate Conference</b><br>Location TBD  |

### 2021 and Beyond SAVE THE DATES

|                    |                   |  |
|--------------------|-------------------|--|
| Friday             | January 15, 2021  | <b>10<sup>th</sup> Annual Economic Leadership Forum</b><br>The Palace at Somerset Park, Somerset, NJ   |
| Wednesday          | April 7, 2021     | <b>11<sup>th</sup> Annual Women In Banking Conference</b><br>The Palace at Somerset Park, Somerset, NJ |
| Wednesday – Sunday | May 19 – 23, 2021 | <b>117<sup>th</sup> Annual Conference &amp; Trade Show</b><br>The Breakers, Palm Beach, FL             |

Check [www.njbankers.com](http://www.njbankers.com) for full registration info

Locations and dates subject to change; please check the NJBankers website ([www.njbankers.com](http://www.njbankers.com)) and bi-monthly Connections for the latest updates to this listing. Sponsorships are subject to review and change by NJBankers and seminar presenter. Preference will be given to sole sponsors. Sponsors name and logo will be included when possible in promotional material.

Updated: 7/16/19

# 2019/2020 Sponsorship & Exhibiting Opportunities

**August 6, 2019**

## **Bankers Cup Golf Outing and Networking Reception**

Fiddlers Elbow Golf Club, Bedminster, NJ

*This annual event includes lunch, shotgun start golf tournament, reception, dinner, plenty of networking and prizes.*

Target audience: 200 C-level and other senior level bankers and associate members

Exhibit: Limited to Event Sponsors Only

Sponsorships: Various (\$250-\$5,000)



**September 11-12, 2019**

## **Compliance University**

Sheraton Edison Hotel Raritan Center, Edison, NJ

*This two-day program covers a wide range of intermediate and advanced compliance issues presented by compliance experts.*

Target audience: 200 senior level compliance officers

Exhibit: Limited to Event Sponsors Only

Sponsorship: Various (\$1,000 - \$5,000)

**September 22-24, 2019**

## **Annual Senior Management Conference**

Borgata Resort Hotel & Casino, Atlantic City, NJ

*A top-tier NJBankers event that includes educational sessions as well as networking opportunities such as, golf tournament, fishing and reception.*

Target audience: 200 C-level and other senior level bankers and associate members

Exhibit: No

Sponsorships: Gold Sponsor Level (\$10,000); Silver Sponsor Level (\$7,500); Bronze Sponsor Level (\$5,000) and Logo Item Sponsors

**October 3-4, 2019**

## **Regulatory Trip to Washington DC**

The Mayflower Hotel, Washington, DC

*This member bank only event includes meetings with the American Bankers Association and Independent Community Bankers of America for briefing on federal legislative and regulatory issues, followed by visits to various regulatory agencies, receptions and networking dinners.*

Target audience: 30 – 40 NJ banks C-level and other senior level bankers

Exhibit: No

Sponsorship: Contact Jenn Zorn for further details.



**October 3, 2019**

## **Cybersecurity Incident Response Planning Workshop with Wolf & Company**

NJBankers Office, Cranford, NJ

*Attendees will learn how to build and implement an incident response program. Participants will be taken through the 6 phases of the framework: Preparation, Identification, Containment, Eradication, Recovery and Lessons learned, to understand the practical application of each element.*

Target audience: Senior level bank compliance, operations and security officers

Exhibit: No

Sponsorship: No



**October 9-10, 2019**

## **Advanced IRA with PMC**

Millville, NJ

*This Advanced IRA Issues Compliance Workshop, presented by Pension Management Company, is an exceptional, hands-on workshop that provides critical information on IRAs and tax-favored savings plans.*

Target audience: 50 middle managers and senior branch level bankers

Exhibit: No



**October 15, 2019**

**Enterprise Risk Management Conference**

Kean University, Union, NJ

*This seminar will update the industry on ERM strategies.*

Exhibit: Limited to Event Sponsors Only

Sponsorship: Various (\$1,000 - \$5,000)

**October 17, 2019**

**Directors College with FDIC**

Sheraton Edison Hotel Raritan Center, Edison, NJ

*This one-day workshop provides local education and networking opportunities for bank directors.*

Target audience: 100 C-level bankers and directors

Exhibit: No

Sponsorship: No



**October 21, 2019**

**South Jersey Roundtable Series (2 of 2)**

Ramada Inn, Vineland, NJ

*A series of two breakfast meetings on various industry related topics. Speakers vary for each meeting.*

Target audience: 25-30 South Jersey senior level bankers

Exhibit: Limited to Sole Event Sponsor Only

Sponsorship: Event Sponsor: Cost of breakfast (includes time for short introduction to company)

**October 21-22, 2019**

**Advanced IRA with PMC**

NJBankers Office, Cranford, NJ

*This Advanced IRA Issues Compliance Workshop, presented by Pension Management Company, is an exceptional, hands-on workshop that provides critical information on IRAs and tax-favored savings plans.*

Target audience: 50 middle managers and senior branch level bankers

Exhibit: No



**October 22, 2019**

**Bank Secrecy Act 101 – The Basics**

Sheraton Edison Hotel Raritan Center, Edison, NJ

*This annual program provides education on one of the most critical regulatory topics affecting the banking industry. BSA 101 is a class geared for all compliance staff to review basic policies and regulations.*

Target audience: 150 senior level bank compliance, operations and security officers

Exhibit: Limited to Event Sponsors Only

Sponsorship: Various (\$500 - \$2,000)

**October 23, 2019**

**Bank Secrecy Act Advanced – The Regulations**

Sheraton Edison Hotel Raritan Center, Edison, NJ

*This program is designed to assist experienced personnel in staying ahead of BSA/AML compliance steamroller. It focuses on only a few targeted issues.*

Target audience: 150 senior level bank compliance, operations and security officers

Exhibit: Limited to Event Sponsors Only

Sponsorship: Various (\$500 - \$2,000)

**October 30, 2019**

**Women's Leadership Conference**

The Embassy Suites by Hilton, Berkeley Heights, NJ

*The NJBankers Women's Leadership Conference features an impressive line-up of speakers and topics designed to enhance the careers of women in the banking industry.*

Target audience: 100 bankers, various positions

Exhibit: No

Sponsorship: Talent Sponsor: \$5,000; Event Sponsors: \$2,500?

**October 31, 2019**

**Ethics Seminar**

NJBankers Office, Cranford, NJ

*Attorneys will present and engage attendees in realistic scenarios focusing on ethical challenges that lawyers in-house at banks must navigate in cyber and other internal investigations.*

Target audience: 30 in-house and outside bank counsel

Exhibit: No

Sponsorship: No

**November 7, 2019**

**Rising Star Gala Dinner**

The Stone House at Stirling Ridge, Stirling, NJ

*The Rising Star Award recognizes young bankers who make a significant impact on your bank, demonstrate leadership, and demonstrate service characteristics to their peers and/or direct reports, customers and communities.*

Exhibit: No

Sponsorship: Various (\$1,000 - \$10,000)

**November 14, 2019**

**CFO Conference with FMS-NY/NJ**

Embassy Suites Berkeley Heights, Berkeley Heights, NJ

*This program provides attendees with updates on the most recent accounting rules and proposals, economic forecast and regulatory proposals affecting the accounting and finance areas of the bank.*

Target audience: 90 senior level accounting and financial officers and associate members

Exhibit: Limited to Event Sponsors Only

Sponsorships: Various (\$500 to \$5,000)



**November 20-21, 2019**

**Advanced IRA with PMC**

NJBankers Office, Cranford, NJ

*This Advanced IRA Issues Compliance Workshop, presented by Pension Management Company, is an exceptional, hands-on workshop that provides critical information on IRAs and tax-favored savings plans.*

Target audience: 50 middle managers and senior branch level bankers



**January 17, 2020**

**9<sup>th</sup> Annual Economic Leadership Forum**

The Palace at Somerset Park, Somerset, NJ

*Among NJBankers annual top-tier events, this economic outlook forum includes a roster of high-profile presenters touching on New Jersey's most important business sectors – past topics have included: commercial lending and real estate; healthcare, outmigration of business, higher education.. 2019 speakers include: Patrick Harker, Federal Reserve Bank of NY; Jelena McWilliams, FDIC; and Morning Keynote Speaker Karl Rave, Former Deputy Chief of Staff and Senior Advisor to President George W. Bush and Endnote Speaker Steve Forbes, Editor-in-Chief Forbes. In addition to C-level bankers, the audience also draws large numbers of those from the noted business sectors.*

Target audience: 500-600 C-level bankers and NJ business leaders

Exhibit: No

Sponsorships: Contact Jenn Zorn – [jzorn@njbankers.com](mailto:jzorn@njbankers.com) or John McWeeney – [jmcweeney@njbankers.com](mailto:jmcweeney@njbankers.com) for information on the January 2020 sponsorships and speaking opportunities available.

**March 2020**

**Advanced IRA with PMC**

Location TBD

*This Advanced IRA Issues Compliance Workshop, presented by Pension Management Company, is an exceptional, hands-on workshop that provides critical information on IRAs and tax-favored savings plans.*

Target audience: 50 middle managers and senior branch level bankers

Exhibit: No

Sponsorships: No



## **March 2020**

### **STOC Conference (Security. Technology. Operations. Cyber)**

Location TBD

*If you are responsible for keeping your bank, staff and customers safe and informed; ensuring seamless execution in the back office; or need tips for avoiding STOC Shock, you've got to attend the inaugural STOC Conference.*

Target audience: 150 bank security officers and frontline personnel

Exhibit: Limited to Event Sponsors Only

Sponsorship: Various

## **March 23 – 25, 2020**

### **ABA Government Relations Summit**

Washington Marriott Marquis, Washington DC

*This annual event attracts NJBankers officers and board members and other C-level banking officers. The program includes visits with members of the New Jersey Congressional delegation.*

Target audience: 20 C-level bankers

Exhibit: No

Sponsorships: Various Available (\$1,000 - \$3,000)

## **March 2020**

### **Board & Management Summit**

Location TBD

*This top-tier program attracts C-level bankers and their directors to learn the latest on the regulatory environment, politics, legislation, economy and other timely matters of interest.*

Target audience: 200 C-level bankers, directors and associate members

Exhibit: No

Sponsorships: Various Available (\$1,600-\$5,000)



## **March 2020**

### **South Jersey Roundtable Series (1 of 2)**

Ramada Inn, Vineland, NJ

*A series of two breakfast meetings on various industry related topics. Speakers vary for each meeting.*

Target audience: 25-30 South Jersey senior level bankers

Exhibit: Limited to Sole Event Sponsor Only

Sponsorship: Event Sponsor: Cost of breakfast (includes time for short introduction to company)

## **March 2020**

### **Security Seminar**

Location TBD

*This annual program, will help attendees attain their Regulation H requirements as well as their annual security training.*

Target audience: 80 bank security officers and frontline personnel

Exhibit: Limited to Event Sponsors Only

Sponsorship: Event Sponsors: \$750

## **April 28 – May 1, 2020**

### **ICBA Capital Summit**

Washington DC

*The Capital Summit gives leaders dedicated time to engage with members of the regulatory agencies and your Congressional representatives. Participants have several opportunities to network with fellow community bank leaders and gain access to a network of voices in which to influence change for your community bank and the industry.*

Target audience: 20 C-level bankers

Exhibit: No

Sponsorships: No



## April 2020

### Accounting Seminar w/ FMS-NY/NJ

Stony Hill Inn, Hackensack, NJ

*This semi-annual program provides attendees with updates on recent accounting rules and proposals, economic forecasts and regulatory proposals affecting the accounting and finance areas of the bank.*

Target audience: 90 senior level accounting and financial officers and associate members

Exhibit: No

Sponsorships: No

## April 2020

### CRA Conference

Location TBD

*This seminar will bring together regulators and a CRA & Fair Lending expert for an informative and lively discussion on compliance examinations, investigations and enforcement actions relating to the Community Reinvestment Act and the Fair Lending laws.*

Target audience: Chief Executive Officers, Compliance Officers, Chief Lending Officers, Risk Officers, Directors and Associate Members

Exhibit: Limited to event sponsors only

Sponsorships: Event Sponsor \$1,000

## May 27 – 31, 2020

### 116<sup>th</sup> Annual Conference & Trade Show

Manchester Grand Hyatt San Diego, San Diego, CA

*The NJBankers premiere four day event that includes education, a Market Showplace for service providers, installation of new officers, recognition ceremonies, golf tournament, networking and social activities.*

Target audience: 500 C-level bankers (52 institutions - based on 2019 data), directors, spouses, and associate members

Exhibit: 30 vendor exhibit hall

Sponsorships: Platinum Sponsor Level (\$25,000 and higher); Diamond Sponsor Level

(\$15,000 - \$24,999); Gold Sponsor Level (\$10,000 - \$14,999); Silver Sponsor Level (\$5,000 - \$9,999); Bronze Sponsor Level (\$1,000 - \$4,999); Patron (under \$1,000)



## June 17, 2020

### 10<sup>th</sup> Annual Women in Banking Conference

The Palace at Somerset Park, Somerset, NJ

*The Women in Banking Conference focuses on strategic planning and visioning for women in the banking field. Speakers aim to empower attendees to realize their full potential in the workplace.*

Target audience: 500 multi-level bankers, both senior and new to the industry

Exhibit: No

Sponsorship: Diamond: \$10,000; Platinum: \$7,500; Gold: \$5,000; Silver: \$2,500; Bronze: \$1,000;

Patron: \$500



## June 2020

### Commercial Real Estate Conference

Location TBD

*This conference will feature a regulatory perspective as well as market analysis on the Commercial Real Estate market.*

Target audience: 65 multi-level bankers and service providers

Exhibit: Limited to Event Sponsors Only

Sponsorships: Event Sponsors: \$750 (includes table and one complimentary registration)

**NOTE:** Locations, dates and sponsorships are subject to change; please check the NJBankers website ([www.njbankers.com](http://www.njbankers.com)) and bi-monthly Connections for the latest updates to this listing. Sponsorships are subject to review by NJBankers and seminar presenter. Preference will be given to sole sponsors. Sponsors name and logo will be included when possible in promotional material.

Check [www.njbankers.com](http://www.njbankers.com) for full registration information.





## Class Schedule 2019/2020

*The NJBankers Leadership Academy is a comprehensive program which provides the tools for all levels of bankers to succeed in their careers, support their financial institution, and advocate for the banking industry. Participation in the educational modules of the NJBankers Leadership Academy is a win-win-win opportunity for all; the student banker, the bank and the industry!*

*The NJBankers Leadership Academy is composed of many modules that address the necessary skills for moving one's career forward and moving the bank into the future.*

### **In Bank Training:**

**STEPS** is a two-day certification program\* equips both new and experienced Head Tellers/Teller Supervisors and First Line Supervisors with the practical skills necessary to support the bank's goals and have immediate impact back on the job!!!

**STEM** is also a three-day program with classes on Management Fundamentals, Coaching for Success and Planning & Conducting Effective Performance Evaluations. The prerequisite is that participants are Assistant Branch Managers, Branch Managers, and/or Department Managers.

**Advanced Leadership: Leading Your Managers.** This program is designed for Managers/Leaders who Manage Managers. Leading your managers who have direct reports requires a very different skill set than managing a team of individual contributors. To be effective in that role, leaders need to move beyond making sure that work expectations are met and focus more heavily on coaching their managers to support and develop their teams. Pre-Requisite: Completion of a DISC Training Program or Equivalent.

**Unlocking Your Leadership Style with DISC;** The foundation of effective leadership lies in understanding self, understanding others and realizing the impact of personal behavior on the people around you. The DISC Assessment® has unlocked the door to productive communication and relationships for over 20 million people, worldwide. The DISC Model provides nonjudgmental language for exploring behavioral styles across 4 primary dimensions. Using the DISC Profile tool, participants will be introduced to a guiding framework for understanding the behaviors of others and how to best utilize these relevant differences in the workplace.

**NOTE:** For more information on training sessions in your bank, contact: **Jessica Furino** at 908-272-8500 ext. 641 or [jfurino@njbankers.com](mailto:jfurino@njbankers.com)

### **Live Events:**

**1: The Emerging Leaders Program,** is designed to enhance the organizational, performance, and leadership skills of highly motivated managers who have the potential to become future leaders in the banking industry. The program's content is designed to develop emerging leaders in the areas of leading change, maximizing team development, talent development/performance management, communication effectiveness, strategic banking, and individual development planning. As the prerequisite for this module, participants should have direct reports and three – five years management experience with potential for leadership

This program is an eleven month blended learning program. Participants will be required to participate in an online program (which provides flexibility for their schedules) as well as attend full day programs as scheduled. Between sessions, participants will be required to practically apply newly acquired skills, get feedback from their institutional mentor, and then discuss what worked or did not work as part of the next learning session. Students will be required to complete a "leadership challenge" project that will not only foster their own development, but benefit their institution.

**2: The Women's Leadership in the 21st Century is a Communication Boot Camp.** This module is an intensive, practical, highly interactive boot camp which focuses candidly and analytically on the communication challenges facing women in banking today. This is a full-day program for women wishing to develop the ultimate career advantage, being a stronger communicator at work. All levels of bankers may participate.



# NJBANKERS WOULD LIKE TO THANK THE 2019/2020 ANNUAL SPONSORS FOR THEIR SUPPORT OF THE ASSOCIATION & INDUSTRY



For additional details on the Annual Sponsorship Package of Events contact:

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SVP/Director of Education & Business Development  
NJBankers  
411 North Ave East  
Cranford, NJ 07016-2436  
908-272-8500, ext. 611  
908-868-5634 (cell)  
jzorn@njbankers.com

# ADVERTISING OPPORTUNITIES

## 2 0 1 9 / 2 0 2 0

### January

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### February

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### March

- *Connections* (published bi-monthly on Wednesday)
- Spring Issue *New Jersey Banker* Magazine
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### April

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### May

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)
- *Annual Conference Program & Business Guide and Mobile App* (May 27 –31, 2020)

### June

- *Connections* (published bi-monthly on Wednesday)
- Summer Issue *New Jersey Banker* Magazine
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### July

- *Connections* (published bi-monthly on Wednesday)
- *Annual Report underwriter*
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### August

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### September

- *Connections* (published bi-monthly on Wednesday)
- Fall Issue *New Jersey Banker* Magazine
- *Website* advertising available
- *Senior Management Conference Mobile App and Pocket Guide* (September 22-24, 2019)
- *Professional Development* e-Blasts (daily)

### October

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### November

- *Connections* (published bi-monthly on Wednesday)
- *Website* advertising available
- *Professional Development* e-Blasts (daily)

### December

- *Connections* (published bi-monthly on Wednesday)
- Winter Issue *New Jersey Banker* Magazine
- *Website* advertising available
- *Professional Development* e-Blasts (daily)



## 2019/2020 Advertising Opportunities Publications Overview

### **Connections** (bi-monthly)

NJBankers Connections is distributed via email to nearly 5,000 members, associate members and others interested in the banking industry, bi-monthly on Wednesdays. Connections provides a capsule version of important legislative, regulatory, educational offerings and other information impacting the New Jersey banking industry. Most articles provide web links for more in-depth coverage. The Applications Bulletin accompanies Connections. Advertising opportunities are available. At this time, your company can purchase any six issues for only \$600. Side bar ad six placements for \$300 (Available now.) *Contact Emily DeMasi, Director of Communications, 908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com).*



### **Professional Development e-Blasts** (daily) **\*NEW\***

The Professional Development e-Blasts mailing is electronically distributed to over 6,000 members, associate members and non-member banks and service providers daily. It includes a summary and Internet links to all upcoming NJBankers programs – the cost is \$1,000/month. (Available now.) *Contact Jenn Zorn, Director of Education and Business Development, 908-272-8500, ext 611 or [jzorn@njbankers.com](mailto:jzorn@njbankers.com). (Limited to 4 sponsors)*

### **www.njbankers.com Website** (January – December)

NJBankers.com is the go-to destination for New Jersey bankers and others seeking the latest developments on legislation, regulation, education, and late breaking matters affecting the industry. There are a number of advertising opportunities for Associate Members in order to gain additional exposure to the New Jersey banking industry throughout the year. Homepage advertising rates range from \$205-\$400/month, depending on the term. *Contact Claire Anello, Website Manager, 908-272-8500, ext 631 or [canello@njbankers.com](mailto:canello@njbankers.com).*



### **New Jersey Banker Magazine** (quarterly)

As the official magazine of NJBankers, *New Jersey Banker* focuses on stories and developments that impact the New Jersey financial services industry. The magazine is widely read by all ranks and titles in the industry and members and associate members are encouraged to submit articles for consideration. Visit the NJBankers website for further details on advertising. *New Jersey Banker* magazine currently reaches 15,000 subscribers. *Contact Emily DeMasi, Director of Communications, 908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com).*



### **Annual Conference Program & Business Guide and Mobile App** (May 27-31, 2020)

Be a part of NJBankers premiere event by placing an ad in the Annual Conference Program & Business Guide or a sponsored post on our mobile app. Both are a great way to advertise your firm's products and services to the expected 500 attendees or to simply congratulate NJBankers new incoming chairman, officers and board members. A full-page ad costs \$1,225 for the 2020 edition. The mobile app sponsored post is \$1,200. Call for availability and pricing on cover ads, which may be available in color, or for full details on sole sponsorship for the Program and Business Guide. *Contact Emily DeMasi, Director of Communications, 908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com).*

***Annual Membership Report*** (available Fall 2019)

The NJBankers *Annual Membership Report* provides a comprehensive overview of the most recent fiscal year's activities –including legislative and regulatory matters; community service, education and communications activities, biographies and photos of new officers; along with a summary of Bankers Cooperative Group, Inc. activities for the year. It is distributed to all members, associate members, legislative and regulatory leaders and the media. This report is read cover-to-cover and has a year-long shelf life! Underwriting opportunities are available starting at \$6,000 for the joint sponsors. *Contact Emily DeMasi, Director of Communications, 908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com).*



***Senior Management Conference Mobile App and Pocket Guide*** (September 22-24, 2019)

Attendance at this top-tier event is expected to be about 250 plus. As a bonus, the APP sponsor will also get a complimentary sponsorship of the Pocket Guide. *Contact Emily DeMasi, Director of Communications, 908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com).*

**For advertising deadlines please contact  
Emily DeMasi, Vice President/Director of Communications  
908-272-8500, ext 610 or [edemasi@njbankers.com](mailto:edemasi@njbankers.com)**

*\*Schedule subject to change; please check the [njbankers.com](http://njbankers.com) and bi-monthly connections for the latest updates to this listing.*

