

bank
automation

summit

US

2024

bank automation news

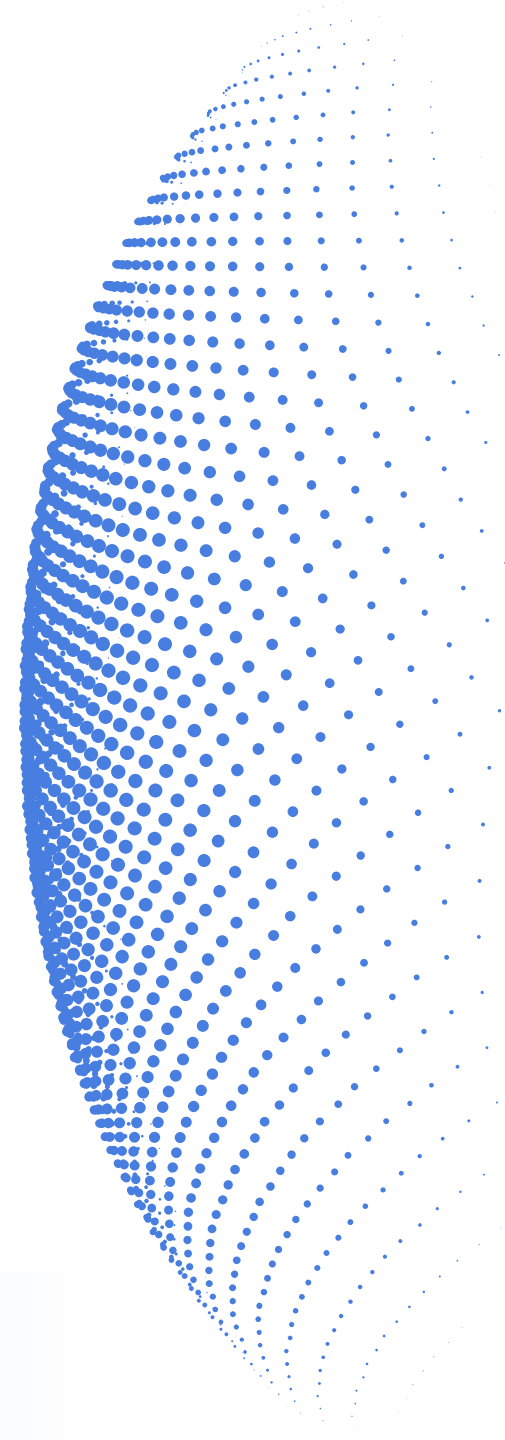
2024 Event Media Kit

bank automation news

OVERVIEW

In a world of artificial intelligence and machine learning algorithms, **Bank Automation Summit US** stands as the nexus for banking and fintech professionals aiming to redefine and influence the future of finance. Anchored in intelligent automation strategies, this event gathers stars from the financial sector, offering unparalleled insights into the merger of cutting-edge tech and banking. In a relaxed yet professional setting, attendees are poised for genuine, high-quality networking, ensuring they engage, learn and collaborate.

As our summit unfolds, anticipate dynamic conversations that not only address the industry's most pressing challenges but unveil the opportunities that rapidly evolving technologies present.

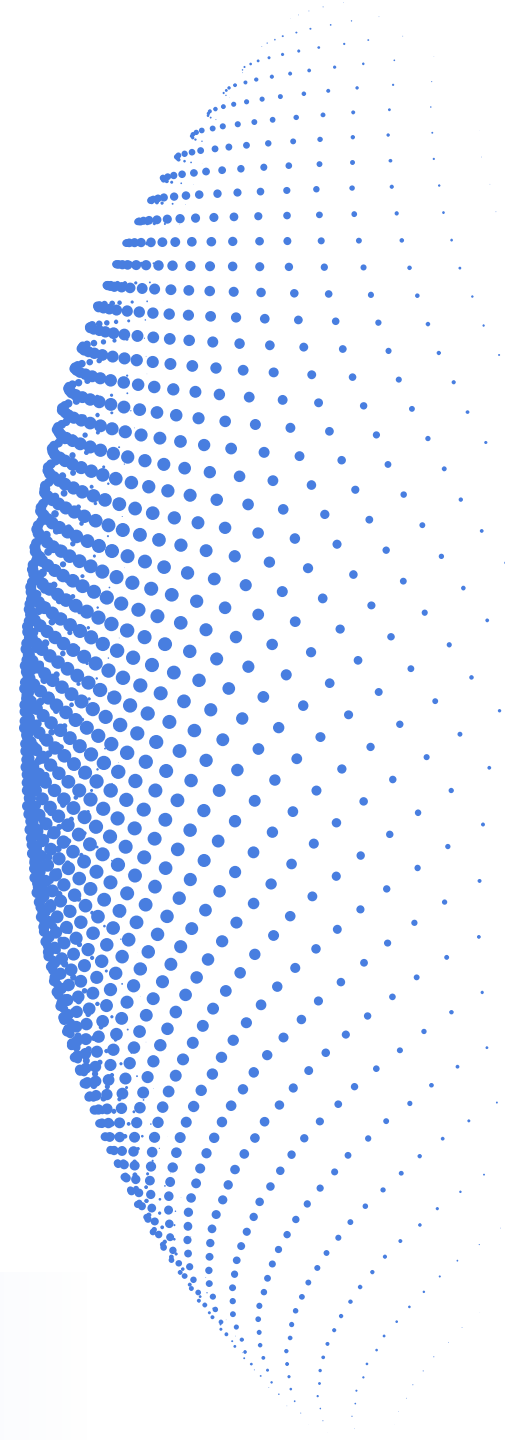


bank automation | **US** summit

Embark on a journey where the heartbeat of progressive technology aligns with the pulse of global finance. **Bank Automation Summit US**, hosted on March 18-19 at the OMNI Nashville, stands as the premiere event focusing on the transformative power of automation and progress within the banking sector. With technologies like machine learning, RPAs and artificial intelligence evolving at rapid rates, we strive to be the epicenter for discourse and insights to better prepare industry professionals for the future.

Bank Automation Summit US offers an atmosphere for meaningful gatherings. Instead of vast, impersonal spaces, we aim for a close-knit feel, encouraging organic discussions and facilitating deeper interactions between you and those you came to network with. Our carefully chosen speakers complement this setting, each sharing insights and expertise that span the broad spectrum of banking automation.

It's not just an event—it's an experience. A movement. An affirmation of the transformative role rapidly evolving technology plays in reshaping the banking industry's future.



Bank Automation News reaches high-level executives across a variety of channels, engaging with industry leaders through multiple touch points.

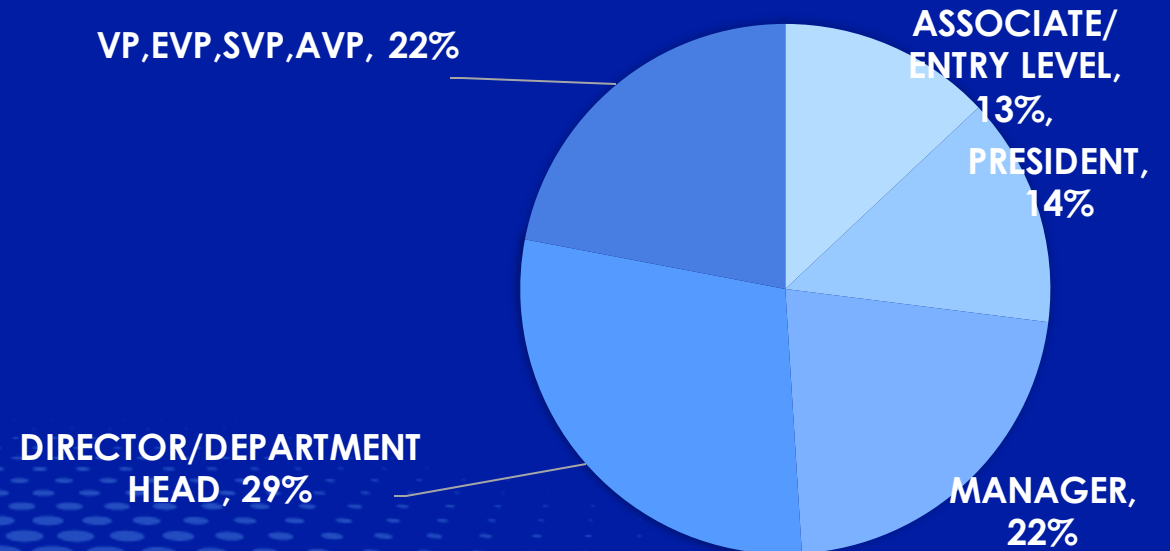
PAST PARTICIPANTS INCLUDE:

- Bank of America
- American Express
- Amazon
- BBVA
- Capital One
- Chase Bank
- City Bank
- Citi
- Equifax
- Google
- Wells Fargo
- IBM
- U.S. Bank
- Truist
- SAP America
- PNC Bank
- Oracle
- nCino
- Ingram Micro
- Accenture
- Ally Bank
- Citigroup
- Deloitte Digital
- Discover
- SunTrust
- T-Mobile
- Visa
- HSBC
- Verizon
- HCL America

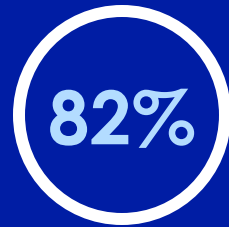
FINANCIAL SERVICES EXECUTIVES WILL COME FROM DEPARTMENTS SUCH AS:

- TECHNOLOGY
- AUTOMATION
- OPERATIONS
- INNOVATION
- RISK MANAGEMENT
- CYBERSECURITY
- COMPLIANCE

WHO WILL ATTEND:



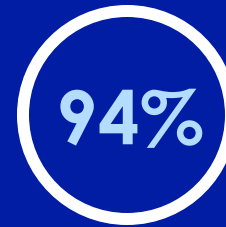
Source: Subscriber Database, June 2022



Of attendees would recommend to a colleague



Of attendees utilized the networking opportunities



Of attendees rated the information provided during sessions highly valuable

““ I thought the whole conference was great. Small enough to be intimate, but big enough to have multiple tracks. Just the right size! ””

““ Everything ran very smoothly, and the size of the conference allowed for some really nice conversations, without feeling overwhelming. ””

DIAMOND SPONSORSHIP - EXCLUSIVE

Sponsorship Includes:

- Exclusive listing as 2024 Bank Automation Summit US title sponsor
- Listed as Diamond Sponsor with premier logo placement on:
 - All conference signage
 - Conference Website: Premier listing as Diamond Sponsor
 - Marketing postcard: Premier logo placement as Diamond Sponsor
- Five (5) complimentary conference registrations
- Five (5) complimentary guest registrations
- Pre- and post-conference attendee list (excel file)
- Speaking opportunity on a panel during conference (based on availability)
- Premium Single 8ft x 10ft Exhibit Booth in Exhibition Hall
 - First choice of tabletop location during selection process
- Exclusive cocktail reception sponsorship.
 - Sponsor signage is placed in the reception hall
 - Cocktail materials printed with company logo
 - Logo on cocktail reception signage
- Rotating Top Banner Ad in the Bank Automation Summit Event Daily
 - The Event Daily will run during the live event and one-month post-meeting coverage.
- Three sponsored content posts on Bank Innovation in the two months leading up to Bank Automation Summit. Includes distribution:
 - In the Daily alert to an audience of 6,000
 - On Twitter to an audience of 44,600
 - On LinkedIn to an audience of 23,400
- Rotating 728x90 top banner advertisement on conference website (non-exclusive)
- Sponsor to provide one (1) promotional item to be included in the official Bank Automation Summit Conference Bag
- Rotating banner advertisement in the official conference mobile app
- (1) single sided meter board located in the conference walkway; artwork provided by sponsor.
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Discounted rate for additional company participants

PLATINUM SPONSORSHIP THOUGHT LEADERSHIP

Sponsorship Includes:

- Listing as a Platinum Sponsor
- Featured listing as a Platinum Sponsor on:
 - All conference signage
 - Conference Website
 - Marketing post card
- Three (3) complimentary conference registrations
- Two (2) complimentary client/guest registrations
- Pre- and post-conference attendee list (excel file)
- Speaking opportunity on a panel during conference (based on availability)
- Premium Single 8ft x 10ft Exhibit Booth in Exhibition Hall
- Three sponsored content posts on Bank Innovation in the two months leading up to Bank Automation Summit. Includes distribution:
 - In the Daily alert to an audience of 6,000
 - On Twitter to an audience of 44,600
 - On LinkedIn to an audience of 23,400
- Sponsor to provide one (1) promotional item to be included in the official Bank Automation Summit Conference Bag
- Rotating banner advertisement in the official conference mobile app
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Discounted rate for additional company participants

LOUNGE SPONSORSHIP - EXCLUSIVE

The Bank Automation Summit Lounge will provide attendees with a space to relax and reconnect with work while keeping up with the flow of the event. Located in the BAS US Exhibition Hall.

Sponsorship Includes:

- Your company will be listed as the exclusive Bank Automation Summit Lounge Sponsor
 - Company logo is included on the signage located at the front of the Lounge.
- Three (3) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

MOBILE APP SPONSORSHIP- EXCLUSIVE

The Bank Automation Summit US Mobile App is essential to all BAS attendees, allowing attendees to navigate their way around the event and manage their schedule.

Sponsorship Includes:

- Your company will be listed as the exclusive Bank Automation Summit US Mobile App Sponsor
 - Company logo on the splash screen. The splash screen is visible to the attendee each time the app is opened.
 - Sponsor banner on the dedicated mobile app emails sent to attendees two weeks prior to the event.
 - Sponsor banner ad displayed within Bank Automation Summit US Mobile App
- Three (3) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

LUNCH SPONSORSHIP- EXCLUSIVE

Sponsorship Includes:

- Company will be listed as the exclusive sponsor of the Bank Automation Summit US Lunch
 - Company logo is included on the signage located at the entrance to the lunchroom
 - Rights to distribute one (1) promotional item on each chair in the lunchroom
- Three (3) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

CONFERENCE REGISTRATION SPONSORSHIP
- EXCLUSIVE

Sponsorship Includes:

- Company will be listed as the exclusive sponsor of the Bank Automation Summit US Registration
 - Sponsor's logo featured on the Registration landing page; logo linked to URL of sponsor's choice.
 - Company logo is included on the onsite registration signage
- Three (3) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

ROOM KEY SPONSORSHIP
- EXCLUSIVE

Sponsorship Includes:

- Company to provide custom artwork for the room keys handed out to delegates staying at the host hotel. Artwork to include the Bank Automation Summit logo and final artwork must be approved by the Bank Automation Summit team.
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

BANK AUTOMATION NEWS EVENT DAILY SPONSORSHIP - EXCLUSIVE

Attendees can stay on top of breaking news from the event with our dedicated daily coverage page, which will be updated throughout each day of the conference.

Sponsorship Includes:

- Your company will be listed as the exclusive Bank Automation News Event Daily sponsor.
 - Company logo included in the design of the header of the Event Daily page.
 - 300x250 sidebar banner on the Event Daily page.
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Auto Finance News account
- Discounted rate for additional company participants

WELCOME BOX SPONSORSHIP (3 AVAILABLE, NON-EXCLUSIVE)

The Bank Automation Summit US Welcome Box is a curated box provided onsite to each attendee staying at the host hotel, delivered as a room drop. The Welcome Box will include items to fuel attendees throughout the event.

Sponsorship Includes:

- Your company logo will be incorporated into the design of the Bank Automation Summit US Welcome Box (non exclusive).
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

LANYARD SPONSORSHIP - EXCLUSIVE

Sponsorship Includes:

- Sponsor logo on lanyards offered at the registration area - 1 or 2 Color Imprint Logo
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

ECO FRIENDLY WATER BOTTLE SPONSORSHIP - EXCLUSIVE

Sponsorship Includes:

- Sponsor logo on reusable water bottles distributed at the event
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

CONFERENCE BAG SPONSORSHIP
(3 AVAILABLE, NON-EXCLUSIVE)

Sponsorship Includes:

- Sponsor logo on official conference bag (non-exclusive)
 - Sponsor to provide one (1) promotional item to be included in the official Bank Automation Summit US Conference Bag
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

BREAKFAST SPONSORSHIP
(2 AVAILABLE)

Sponsorship Includes:

- Official Breakfast sponsor
 - Company logo is included on the signage located at the Bank Automation Summit US Breakfast
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

COFFEE BREAK SPONSORSHIP
(3 AVAILABLE)

Sponsorship Includes:

- Official Coffee Break sponsor, sponsor will select coffee break based on availability.
 - Company logo is included on the signage located at the coffee break
- Two (2) complimentary conference registrations
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

ATTENDEE ONSITE EMAIL SPONSORSHIP - EXCLUSIVE

Reach attendees by promoting your brand on the footer of our dedicated registered attendee emails. The Bank Automation Summit US onsite email campaign will start two weeks prior to the event.

Sponsorship Includes:

- Company 728x90 banner located in the footer of the dedicated Bank Automation Summit US onsite attendee emails.
- One (1) complimentary conference registration
- Pre- and post-conference attendee list (excel file)
- Social media promotion of sponsorship on LinkedIn, including exclusive event discount code for distribution on social media and a tweet promoting your sponsorship on our Bank Automation News account
- Listing as sponsor on select pre-conference marketing materials, official conference website, and on select conference materials and signage
- Discounted rate for additional company participants

EXHIBIT BOOTH (8' X 10')

- Two (2) complimentary conference registrations
- Discounted registration rate for additional conference participants
- Listing as exhibitor on official conference website
- Listed as an exhibitor on select conference materials and signage
- Pre- and post-conference attendee lists (excel file)

Booth location is chosen by the exhibitor in the order of payment received. Exhibit space cannot be reserved without a completed exhibitor registration and payment. Additional requirements such as internet access and special audio/visual equipment must be arranged separately by the exhibiting company through a vendor assigned by the Summit and/or host hotel.