

American Banker's

BANKTHINK

Inside the Industry. Outside the Box.

OCTOBER 1, 2008 ■ PRINCETON CLUB ■ NEW YORK CITY

Ideas matter.

That's the premise underlying **BankTHINK**, a new forum for financial services professionals who understand that success in this industry doesn't come from the application of cookie-cutter solutions to common-denominator problems.

Hosted by the editors of *American Banker*, **BankTHINK** offers an exclusive opportunity for an audience of leaders to interact with peer-level presenters and panelists: executives, strategists, and policy-makers.

BankTHINK embraces the full range of disciplines that financial companies care about: consumer and commercial banking, e-commerce and payment systems, public policy and regulation, technology and innovation.

On the Agenda

- Has a new era of re-regulation dawned?
- What it takes to be an endgame player
- Understanding your emerging competition
- Cultivating operational excellence
- Demographics: Where the growth really is
- The future of securitization
- Payments as strategy (not utility)
- The civic role of the banker
- And more ...

BankTHINK aims to challenge both audience and presenter, highlighting new perspectives and analyzing the issues and trends that are shaping the industry's future.

Engage with industry leaders and visionaries on October 1, 2008 at The Princeton Club of New York in a challenging, thought-provoking forum that will define the future of financial services. As a sponsor, you will position your company as a forward-thinking industry partner.

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EXECUTIVE LEADERSHIP SPONSOR

\$30,000 | 2 Available

BENEFITS

- Company logo/name included in all on-site sponsorship signage and promotion as Executive Leadership Sponsor
- Company logo included in slide show running during session intermissions
- Premium advertising placement in conference workbook (one full-page, 4-color)
- Company logo included in all print house advertising that promotes the conference
- Link from conference web site to sponsoring company's web site
- 6' table for table top display (tables will be displayed at the back of the general session room)
- 1 piece of sponsor literature to be distributed in the General Session
- 6 complimentary event registrations for sponsoring company
- 6 complimentary event registrations for sponsoring company's clients
- Full-page 4-color ad to run in American Banker on October 1, 2008
- Logo and 50-word company profile in conference workbook
- Company name or logo included in direct mail brochure (if signed by deadline)
- Pre- and post-conference attendee list (name, title and firm)

Enhanced Branding Opportunities for Executive Leadership Sponsors

Choose one of the following options:

- **Registration & Lanyard Sponsor | 1 Available**
 - Registration area branded with company logo
 - Custom badge lanyard with company's logo distributed to attendees
- **Cocktail Reception Sponsor | 1 Available**
 - Company logo included on branded décor including signs, napkins, etc.
 - Company logo on conference agenda as Reception Sponsor

GOLD SPONSOR

\$17,500 | 4 Available

BENEFITS

- Company logo/name included in all on-site sponsorship signage and promotion as Gold Sponsor
- Company logo included in slide show running during session intermissions
- Premium advertising placement in conference workbook (one full-page, BW)
- Company logo included in all print house advertising that promotes the conference
- Link from conference web site to sponsoring company's web site
- 6' table for table top display (tables will be displayed at the back of the general session room)
- 3 complimentary event registrations for sponsoring company
- 3 complimentary event registrations for sponsoring company's clients
- Logo and 50-word company profile in conference workbook
- Company name or logo included in direct mail brochure (if signed by deadline)
- Pre- and post-conference attendee list (name, title and firm)

Enhanced Branding Opportunities for Gold Sponsors

Choose one of the following options:

- **Break Sponsor | 3 Available**
 - Custom napkins and signage branded with company logo
- **Breakfast Sponsor | 2 Available**
 - Custom napkins and signage branded with company logo

EXHIBITING SPONSOR

\$6,500 | Unlimited Available

BENEFITS

- Company logo/name included in all on-site sponsorship signage and promotion as Exhibiting Sponsor
- Company logo included in slide show running during session intermissions
- Advertising placement in the conference workbook (half-page, BW)
- Link from conference web site to company's web site
- Company logo included in all print house advertising that promotes the conference
- 6' table for table top display (tables will be displayed at the back of the general session room)
- 2 complimentary event registrations for sponsoring company
- Logo and 50-word company profile in conference workbook
- Company name or logo included in direct mail brochure (if signed by deadline)

AMERICAN BANKER.

Contact your sales manager for more information:

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