

TARGET YOUR AUDIENCE!

2027 TBA EVENT SPONSORSHIP GUIDE

Vendor Opportunities at Texas Bankers Association Events



Texas Bankers Association
Strong Banks. Stronger Communities.

**VIEW ALL OF TBA'S
VENDOR OPPORTUNITIES**

Texas Bankers Association conferences are designed to promote interaction between bankers and vendors — most breaks, receptions and meal functions take place in an area conducive for exposure and interaction with the conference attendees. Taking advantage of sponsoring allows you a larger target audience in one setting and provides opportunities to develop strong relationships with multiple bankers from across Texas.

CyberTech 2027

Feb. 10-12, 2027 • Horseshoe Bay, Texas

The CyberTech Conference offers IT officers the latest of best practices, state-of-the-art technology solutions and a look at the future. Current issues, such as security, compliance, vendor selection and technology efficiencies will be presented.

- **Who Attends:** CIOs, information security, operations, risk managers, technology officers

CYBER TECH SPONSOR OPPORTUNITIES

Women in Banking Conference

March 23-25, 2027 • Fredericksburg

TBA's Women in Banking Conference is designed to help inspire, motivate and support women in banking by providing them with nationally recognized speakers addressing topics and unique challenges specifically targeted to them.

- **Who Attends:** Women in banking

WOMEN IN BANKING SPONSOR OPPORTUNITIES

CFO Conference

June 16-18, 2027 • Horseshoe Bay, Texas

TBA's annual CFO Conference addresses issues such as asset/liability management, regulatory changes, accounting principles and other relevant topics. In addition the program allows for extensive peer interaction and resource sharing.

- **Who Attends:** CFOs & operations officers

CFO SPONSOR OPPORTUNITIES

Agriculture & Rural Affairs Conference

April 7-9, 2027 • Fort Worth, Texas

The annual Ag Conference addresses legal, legislative and market issues impacting agri-business in Texas and the U.S. The Ag industry update is beneficial to bankers and customers alike.

- **Who Attends:** Agricultural lenders

AG SPONSOR OPPORTUNITIES

Security & Risk Management Conference

November 17-19, 2027 • San Antonio, Texas

This conference focused on the latest strategies and solutions to protect the bank and its customers. This comprehensive agenda will cover all aspects of physical bank security, including recent developments and changes in regulatory requirements.

- **Who Attends:** Security, training, compliance and HR officers

SECURITY & RISK MGMT SPONSOR OPPORTUNITIES

BSA/AML School

July 12-14, 2027 • San Antonio, Texas

The BSA/AML School helps bankers stay on top of their institution's most dynamic and pervasive compliance responsibility by providing a unique opportunity of "how to" instruction.

- **Who Attends:** BSA/AML officers

BSA/ALM SCHOOL SPONSOR OPPORTUNITIES

TBA Annual Convention

May 5-7, 2027 • JW Marriott Austin

TBA's Annual Convention is the largest banking event in Texas. It features an extensive exhibit hall and a star-studded lineup of keynote speakers who share their insights and expertise on the latest industry trends and innovations.

- **Who Attends:** Leaders and decision-makers from community banks of all sizes

SEE CONVENTION SPONSOR BENEFITS & OPPORTUNITIES