



New York Bankers Association



**Annual Financial Services Forum**  
**November 6-9, 2012**  
**The Breakers—Palm Beach, Florida**

Dear Association Colleagues:

The New York Bankers Association is delighted to invite you, your directors and senior officers to enjoy first-rate banker education programming in a world-class setting. You requested “climate change” for the venue of the 2012 Financial Services Forum, and we could think of no more inviting place to reflect on the current industry environment, trends for the future, economic forecasts, regulatory pressures and much more.

Of course, one of the most valuable benefits of returning this meeting to a place further from home is the sense of camaraderie and community these experiences engender. You spoke and we listened. This is *your* New York Bankers Association and we look forward to welcoming you to *your* Annual Financial Services Forum.

**Martin A. Dietrich**  
President & CEO  
NBT Bancorp, Inc.

**Michael P. Smith**  
President & CEO  
New York Bankers Association

## Schedule-At-A-Glance

Hotel check in time is after 4 p.m. Check out time is 12:00 noon.

### Tuesday, November 6

6:00 - 7:00 P.M. "Early Returns with Early Arrivals"  
Reception for CEOs and Sponsors  
*View early election returns!*

### Wednesday, November 7

12:00 P.M. Trustees & Directors Workshop/Lunch  
3:00 P.M. Registration  
4:00 P.M. NYBA Board of Directors Meeting  
6:00 - 7:00 P.M. Chairman's Welcoming Reception

### Thursday, November 8

7:15 A.M. Concurrent Breakfast Workshops  
8:45 A.M. General Session  
9:30 A.M. Spouse/Guest Program  
1:00 P.M. Golf Tournament  
8:30 P.M. Dessert Reception

### Friday, November 9

7:15 A.M. Concurrent Breakfast Workshops  
9:00 A.M. - 12 P.M. General Session

**\*Watch your email and [nyba.com](http://nyba.com) for frequent updates all Summer!**

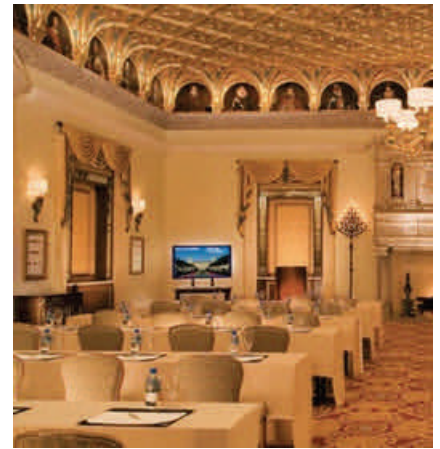
#### Trustees and Directors Workshop

Wednesday, November 7  
12 noon - 4:00 pm

#### Evaluating Risks and Assessing the Impact on Earnings, Liquidity and Capital: A Case Study Workshop

NYBA is pleased to again work with the FDIC and other regulatory agencies in providing directors and trustees with a hands-on, interactive case study session. The workshop will focus on sound practices for evaluating risks in the bank's portfolio. Directors and trustees will work in small groups on a case study, with input provided by senior regulatory officials. The session will also include lunch, background reading and presentations.

The New York Bankers Association is a sponsor of Continuing Professional Education for the New York State Board of Public Accountancy. Recommended CPE credit for this workshop is 3 hours.



**Featured Speakers include:**



**Dr. Frank I. Luntz**  
Luntz Global LLC



**Bert Ely**  
Ely & Co., Inc.



**Thomas P. Vartanian**  
Partner, Dechert LLP



## About The Breakers

The legendary, five diamond, 140-acre ocean front resort offers a tropical oasis with stunning vistas of the Atlantic Ocean, lush, colorful gardens and charming courtyards. You will find your Breakers experience enhanced by one half-mile of private beach, five oceanfront pools and four whirlpool spas. Visit the luxury oceanfront spa for masterful treatments, services and spa fitness classes. There are two fitness centers, ten Har-Tru tennis courts, and 36 holes of championship golf to enjoy, as well as world-class golf instruction. In addition, The Breakers features ten on-site boutiques for your every need. For more information, visit [www.thebreakers.com](http://www.thebreakers.com).

## Dining at The Breakers

The restaurant collection boasts nine onsite venues to satisfy a range of dining desires.

**The Beach Club:** Where Mediterranean sophistication meets casual Atlantic chic. The Beach Club Restaurant offers delectable dishes with views of the pools and the ocean. (Available to hotel guests and club members).

**The Ocean Grill:** Offers casual luncheon fare and refreshments in a setting reminiscent of a seaside cottage. The restaurant features indoor seating, public restrooms, and an outdoor covered porch area providing breathtaking views of the Atlantic Ocean. (Available to hotel guests and club members).

**Echo:** Tempt your palate with the diverse...distinctive...delicious flavors of Asia. Your dining experience at Echo reverberates with the tastes of China, Thailand, Japan and Vietnam. Complimentary shuttle service is provided to hotel guests.

**The Circle:** Offers breakfast daily and is the home of The Breakers celebrated Sunday Brunch. Choose from an extensive buffet of hot and cold selections or order from the appetizing a la carte menu.

**The Flagler Steakhouse:** The premier choice in Palm Beach for mouthwatering, hand-cut, aged prime steaks. Its unique setting in the golf and tennis clubhouse combines the comfort of a club with panoramic views of the fairway.

**The Italian Restaurant:** Beckons you to enjoy home-style cooking in a warm and relaxed atmosphere. Smell the aromatic pizzas baked in brick ovens. Whet your appetite with an assortment of appetizers while the chefs prepare homemade pastas and classic dishes.

**The Seafood Bar:** Tempts diners with fresh seasonal fish and seafood in a casually elegant setting, reminiscent of Old Florida.

**The Tapestry Bar:** A chic and sophisticated cocktail bar offering an array of beverages, wine, appetizers and desserts in a contemporary setting. A seasonal tradition, the Tapestry Bar serves Afternoon Tea featuring a variety of assorted tea sandwiches, mini pastries and scones, as well as chocolates and cookies.

**Top of the Point:** Offers an innovative, globally-influenced menu of modern American cuisine in a sophisticated and inviting atmosphere. Located a few minutes from the resort and situated atop the Phillips Point building in West Palm Beach, the restaurant offers breathtaking views of the Intracoastal Waterway, Palm Beach and the Atlantic Ocean. Complimentary shuttle service is provided to hotel guests.

**Private Room Reservations for Groups Only: Contact Staci Tillery at [staci.tillery@thebreakers.com](mailto:staci.tillery@thebreakers.com)**  
**Restaurant Reservations: Call the Concierge at (561) 659-8440 x7851.**

## Ground Transportation

Ground and group transportation to The Breakers from area airports is provided by Dav El Chauffeured Transportation. Please reserve your service in advance by filling out a reservation form, which may be found at:

<http://www.nyba.com/education/DavElform.pdf>

Phone: (561) 687-9454

Fax: (561) 687-9467

Email: [Liliana@Davel.com](mailto:Liliana@Davel.com)

Taxis are available at the airport.

For program updates, visit [www.nyba.com](http://www.nyba.com).

For information about The Breakers, visit [www.thebreakers.com](http://www.thebreakers.com).

To make hotel reservations, visit:

<https://resweb.passkey.com/go/NYBNK12>



## Tournament and Individual Golf

Golfers arriving with their own clubs must arrange to have them sent directly to the Pro Shop upon arrival. Golfers wishing to rent clubs are asked to call in advance to make arrangements. Individual tee-times not associated with the NYBA Tournament must also be arranged in advance.

Pro Shop phone: (561) 659-8440

## Spa Reservations

It is highly recommended that you schedule spa services in advance by calling 1-888-BREAKERS or (561) 653-6656. For a complete menu of spa services, treatments, therapies and fitness classes, visit: [http://www.thebreakers.com/i/downloads/Spa\\_Brochure.pdf](http://www.thebreakers.com/i/downloads/Spa_Brochure.pdf)



### New York Bankers Association

99 Park Avenue

4th Floor

New York, New York 10016

(212) 297-1600

[www.nyba.com](http://www.nyba.com)

# TWO EASY STEPS TO REGISTER

1. Fill out and return this form to Mary Robb at mrobb@nyba.com or fax (212) 297-1683
2. Go to <https://resweb.passkey.com/go/NYBNK12> to reserve your hotel rooms.

Last name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Badge Name \_\_\_\_\_

Email \_\_\_\_\_

Member Type: Bank  Service  Non-Member

First Name \_\_\_\_\_ MI \_\_\_\_\_

Title \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Spouse/Guest \_\_\_\_\_

Phone \_\_\_\_\_

*Additional Registrants: (attach separate sheet, if necessary)*

Last name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Badge Name \_\_\_\_\_

First name \_\_\_\_\_ MI \_\_\_\_\_

Title \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Spouse/Guest \_\_\_\_\_

	Register by September 15	Register after September 15
Up to 5 bank members *	x \$795 = _____	x \$845 = _____
Additional Members *	x \$745 = _____	x \$795 = _____
Service Members *	x \$895 = _____	x \$945 = _____
Spouses/Guests	x \$250 = _____	x \$275 = _____
Non-members *	x \$1500 = _____	x \$1550 = _____
Director Workshop Members	x \$250 = _____	x \$275 = _____
Director Workshop Non-Members	x \$500 = _____	x \$550 = _____
Golf	x \$200 = _____	x \$225 = _____
Program Ad Full page \$1000 Half page \$600	_____	_____
<b>Total Fees: \$ _____</b>		

**The Breakers Hotel Reservations**

Make hotel reservations directly with The Breakers by visiting:

<https://resweb.passkey.com/go/NYBNK12>

Hotel check in time is after 4 p.m.  
Check out time is 12:00 noon.

**\*Trustees and Directors Workshop Fee not included**

**PAYMENT**

Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to New York Bankers Association.

Check in the amount of \$ \_\_\_\_\_ to follow under separate cover.

We prefer to make payment by VISA \_\_\_\_\_ MasterCard \_\_\_\_\_

CC No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature \_\_\_\_\_

Registration prepared by \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Sponsorship Opportunities

Concierge Services at Registration	<b>SOLD</b>
Trustees/Directors Luncheon*	\$15,000
Trustees/Directors Refreshments (A.M.)	<b>SOLD</b>
Trustees/Directors Refreshments (P.M.)	<b>SOLD</b>
Hospitality at Registration	\$ 7,000
Chairman's Reception*	Gold \$15,000
	Silver \$10,000
	Bronze \$ 7,500
Opening Session Entertainment	\$ 8,000
Concurrent Breakfast Workshops - Thursday	\$10,000
Workshop Audio Visual Support - Thursday	<b>SOLD</b>
Workshop Audio Visual Support - Friday	<b>SOLD</b>
Concurrent Breakfast Workshops - Friday	\$10,000
Dessert Reception - Thursday	<b>SOLD</b>
Refreshment Break - Thursday	\$ 8,000
Refreshment Break - Friday	\$ 8,000
Audio Visual Support - General Session - Thursday	\$ 7,000
Audio Visual Support - General Session - Friday	\$ 7,000
Name Badges	<b>SOLD</b>
Program Book Printing*	\$ 7,500
Door Prize	<b>SOLD</b>
Spouse/Guest Program	<b>SOLD</b>
Hotel Card Keys	<b>SOLD</b>
Office Communications	\$ 3,000
Golf Tournament Lunch/Prizes/Refreshments*	\$25,000
Convention Gifts	\$20,000

## Stand Out From the Crowd

We are pleased to offer you the opportunity to build brand awareness as a **sponsor** or **advertiser** at this year's Financial Services Forum. The premier event on the Association's annual calendar, this program will give you the chance to get your message out to a wide audience of CEOs, Presidents, Directors and other senior bank executives.

There are many sponsorship opportunities at a range of pricing levels. We'll make certain that you are amply recognized for your generous contribution. We'll promote sponsors on the NYBA website, in mailings and in the final onsite program. We'll also provide sponsor logos and company information in the onsite program book. Onsite, sponsor ribbons on your badges and signage will help to identify our supporters.

Advertising in the onsite program book and recognition by the Chairman from the podium provide your firm with an additional chance to make an impact. **We look forward to your participation this year!**

Please contact Mary K. Robb at [mrobb@nyba.com](mailto:mrobb@nyba.com) or (212) 297-1662.

\*Co-Sponsorships available; Sponsorships of \$5000 or more will receive one complimentary full-page ad in the Program Book.

**ALL SPONSORS ARE INVITED TO A PRIVATE RECEPTION WITH BANK CEOS ON TUESDAY EVENING.**

# Advertising Opportunities

A 100-plus page program will be distributed to all attendees. The publication serves as a reference guide providing general information, program schedules, attendees list, and much more.

Inside front cover **SOLD**

Full page \$1000

Inside back cover \$2000

Half page \$600

All rates are gross rates. Preferred materials are .pdf, .tif, and .jpg with all fonts and images supplied. All ads are black-and-white and should measure 7.5" x 10" for a full page and 7.5" x 4.5" for a half page. Copy deadline is October 14. Space deadline is October 5. **Submit ad copy to [karmstrong@nyba.com](mailto:karmstrong@nyba.com) | (212) 297-1635**



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