

SPONSORSHIP OPPORTUNITIES

**COBA
2021**

**MAKING OUR
MARK**

**29-30 NOVEMBER
VIRTUAL CONVENTION
& EXHIBITION**



**CUSTOMER
OWNED
BANKING
ASSOCIATION**

**BOOKING DEADLINE:
1 SEPTEMBER 2021**

INVITATION FROM THE CEO

Dear Industry Partner,

Our annual Customer Owned Banking Virtual Convention will take place on Tuesday 30 November this year. We are pleased to be offering members and sponsors the opportunity to connect again in the virtual format, without risk of disruption from COVID-19 border closures.

The sector has shown their commitment to customers and communities throughout the COVID-19 health crisis and as part of Australia's economic recovery. This year's Convention theme "Making Our Mark" is an exciting opportunity for us to explore how we can continue to make our mark in the financial sector. By embracing our values and strengths as a sector and owning our history we are making our mark and changing the future of the industry.

This year we are excited to incorporate a second day being our annual Financial Crimes Symposium, the day prior on Monday 29 November.

We anticipate high interest and attendance from the sector's most senior decision makers at this event, with a strong line up of topics and speakers targeted for our program. Let's not forget that being virtual, the opportunity is also open for a larger number of additional staff to attend and provide extra opportunity for your company to connect at various levels within the industry. The Financial Crimes Symposium is yet a further opportunity.

COBA 2021 is the platform and opportunity for you to demonstrate how a partnership with your organisation will make our members stronger and give them the support they need to succeed. The COBA 2021 Sponsorship Prospectus offers a range of new and exciting packages which will provide exposure to your company across both days.

As always, we encourage early confirmation of your participation as spaces are limited. We look forward to your ongoing support and welcoming you again this year to the virtual COBA 2021.



MICHAEL LAWRENCE

Chief Executive Officer
Customer Owner Banking Association



VIRTUAL PROGRAM

The program is a draft overview only and is subject to change.

Day 1 on Monday 29 November is the educational satellite day with the Financial Crimes Symposium to be run online.

The COBA Virtual Convention & Exhibition will be held on Day 2 on Tuesday 30 November.

MONDAY 29 NOVEMBER - FINANCIAL CRIMES SYMPOSIUM

0800 - 1600

Financial Crimes Symposium

TUESDAY 30 NOVEMBER - COBA CONVENTION & EXHIBITION

0800 - 1700

Virtual Exhibition and Meeting Hub Open

0800 - 0900

Women in Mutuals Breakfast Session

0910 - 1010

COBA 2021 Official Opening and Plenary Session 1

1015 - 1045

Presentation Hub Sponsored Sessions

1050 - 1140

Business Session

1145 - 1215

Presentation Hub Sponsored Sessions

1220 - 1310

Business Sessions

1330 - 1425

Presentation Hub Sponsored Sessions

1430 - 1510

Business Sessions

1520 - 1620

COBA 2021 Plenary Session 2

1630 - 1715

Fun Session & Closing Virtual Drinks

ABOUT COBA FINANCIAL CRIMES

Our specialist Financial Crimes advisory services are unique to the sector with our commercial neutral approach earning us the long-term trust of members.

COBA's Financial Crimes team has been a member partner for 18 years, providing unbiased expert support across all fraud typologies and facilitating strong sector collaboration and engagement for an informed fraud prevention community. Our work has saved the sector millions annually through early alerts, advice, customised training, coordinated representation and liaison activities with law enforcement, government, and banking partners.

COBA's Financial Crimes team continually monitors the rapidly evolving financial crimes and cyber risk landscape, and advocates on behalf of members with relevant law enforcement and compliance agencies. The team provides education and resources to members, to help them stay ahead of an ever-changing risk landscape.

Do not miss the opportunity to be a part of this year's Financial Crimes Symposium.



**CUSTOMER OWNED
BANKING ASSOCIATION**
Financial Crimes

PACKAGE OPTIONS AND ENTITLEMENTS

BOOKING DEADLINE: 1 SEPTEMBER 2021

BENEFITS	PLATINUM [MAX 2]	GOLD [MAX 2]	SILVER [MAX 4]	BRONZE [MAX 4]	EXHIBITOR ONLY
AUD INCL GST	\$30,000	\$20,000	\$15,000	\$8,000	\$4,000
Logo displayed on the attendee portal for COBA 2021	✓	✓	✓	✓	✗
Verbal acknowledgement at opening and closing sessions	✓	✓	✓	✓	✗
Company logo on convention website with link to your website	✓	✓	✓	✓	✓
Link to online A4 company advertisement on convention website (artwork to be provided by sponsor)	✓	✓	✓	✗	✗
Acknowledgement as a sponsor with logo in all electronic marketing emails	✓	✓	✓	✓	✓
Logo scrolling across portal during convention	✓	✓	✓	✓	✓
Feature article in electronic marketing email in lead-up to the convention (max 150 words)	x2	x1	✗	✗	✗
Opportunity to provide a 20 minute "On the Couch with XXX" pre-recorded dialogue / interview in the lead up to convention which will be promoted via email, and placed on convention website	✓	✗	✗	✗	✗
Opportunity for a 15 minute Sponsor concurrent session incorporated during break time in the program (can be pre-recorded or live)	✓	✓	✓	✗	✗
Push notification on COBA 2021 Portal on the day of the main convention	✓	✓	✓	✗	✗
Opportunity for 1 x bumper advertisement (30 seconds) to be shown immediately prior to a plenary session	✓	✓	✗	✗	✗
Social Media shout-outs in the lead up to convention with links to your tags	x3	x2	x1	✗	✗
Announcements to attendees encouraging visits to booths	✓	✓	✓	✓	✓
Database access to all consenting delegates	✓ released 3 weeks prior to convention	✓ released 2 weeks prior to convention	✓ released 1 week prior to convention	✓ released 1 week prior to convention	✓ released 1 week prior to convention

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BENEFITS	PLATINUM [MAX 2]	GOLD [MAX 2]	SILVER [MAX 4]	BRONZE [MAX 4]	EXHIBITOR ONLY
AUD INCL GST	\$30,000	\$20,000	\$15,000	\$8,000	\$4,000
Access to comprehensive post event reporting with detailed lead information	✓	✓	✓	✓	✓
Opportunity to host mini session with delegates at any time during the program. Note: maximum 40 attendees and will not be advertised in the official program.	✓	✓	✓	✓	✓
VIRTUAL EXHIBITION					
Build of 3D exhibition with fascia name, logo, video and visual guide to attendees of meeting availability. Accessible in a visual 3D hall.	✓	✓	✓	✓	✓
Number of full registrations included in package	6	4	3	2	-
Number of exhibitor passes included in the package	6	4	3	3	3
Link from sponsor logo to virtual exhibition	✓	✓	✓	✓	✗
Logo and company profile displayed on the virtual exhibition gallery	✓	✓	✓	✓	✓
One video file to be uploaded for all attendees to watch in the exhibition portal	✓	✓	✓	✓	✓
One PDF brochure download	✓	✓	✓	✓	✓
Opportunity for 1:1 meeting requested by delegate or exhibitor. Portal will be open day prior for added exposure.	✓	✓	✓	✓	✓
Audio recording of meetings (with delegate consent)	✓	✓	✓	✓	✓
Gamification points will be awarded to delegates who visit booths, download brochures and view video content to incentivise participation in exhibition	✓	✓	✓	✓	✓

All fees listed are GST inclusive.

The Convention Portal will be opened the week prior to ensure additional access for delegates and adequate time for exhibitors to pre-schedule appointments. The Virtual Portal will be used for the Financial Crimes Symposium and all branding of sponsors will be visible to the attendees on this day. Exhibitor presentations and 1:1 meetings will only be held on Tuesday 30 November.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

LOOKING FOR SOMETHING EXTRA?

Why not consider sponsoring / hosting a morning tea, lunch or an end of day refreshment for attendees? We encourage our sponsors to “think outside the square” to engage with attendees.

COBA would be pleased to discuss opportunities and assist you in maximising your exposure. We are eager to tailor a package to suit. Any sponsored items to be distributed to attendees would need to cover the cost of the item as well as freight distribution to attendees.

Let's get creative!

VIRTUAL EVENT PLATFORM

HOW WILL IT WORK?

The event will be opened up for attendees on a virtual platform. While these attendees will be able to view sessions held in the venue, we will also ensure they are engaged through live Q&A, dedicated virtual exhibition and networking sessions.

The virtual platform allows for:

- Online virtual presentations within the business program with the ability for live Q&A, polling
- Sponsor branding across the platform
- Virtual exhibitions including 1:1 meetings, company information to be available and contact exchange. NEW this year is the 3D Mode where the exhibition and your booth can come to life with more branding than in 2020
- Online presentations by key sponsors within the main timeline of the convention. All attendees can view these sessions when run.

ONLINE PORTAL

Below is an example of what the online portal will look like based on COBA 2020.

The screenshot displays the COBA 2020 Virtual Portal interface. At the top, it features the text "COBA 2020 VIRTUAL PORTAL - FORGING OUR PATH AHEAD" and the Customer Service Association logo. On the right, there is a "WIN POINTS" section showing a balance of 08950 and a "3D MODE" toggle. The main content area is divided into several sections:

- Proudly sponsored by:** A banner featuring logos for Q2, Blumark, Clear Dynamics, WesternUnion (WU), Genworth, NUANCE, and QBE.
- Convention Agenda:** A section for "DEC 2" starting at "6:00am". It includes a "Welcome Explanatory Video" scheduled for "6:30am - 7:00am" with a "View" button.
- COBA 2020 Virtual Exhibition:** A session scheduled for "8:00am - 8:00am" with a "Visit" button.

On the right side of the portal, there is a "No further events today" message, a search bar, and a "Advanced" filter icon. Below these are two featured items: "COBA 2020 Virtual Exhibition" with a "Visit" button and "Meeting Hub" with a "View" button. At the bottom right, there is a "Resource Gallery" section showing a grid of images.

VIRTUAL EVENT PLATFORM

VIRTUAL EXHIBITION

The Virtual Exhibition will provide the following:

- Exhibition Listing
- Exhibitor Profiles, Logos and Brochures
- Virtual 1:1 meetings requested by attendees
- The exhibitor can view a list of additional attendees waiting in the queue
- NEW this year is the 3D mode which brings to life the exhibition and your booth.
- NEW this year is the ability for every exhibitor to schedule presentations during live exhibition hours with a maximum of 40 people in attendance.

Attendees can choose any presentation they wish to attend where there are available seats.

Below are examples of how the exhibitor area and a booth will display in the portal.



VIRTUAL EVENT PLATFORM



Blank screens and the OnAIR logo represent opportunities for COBA sponsor branding.



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2021
MAKING OUR
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29-30 NOVEMBER
VIRTUAL CONVENTION
& EXHIBITION



2021 Customer Owned Banking Convention

Virtual Convention & Exhibition
Monday 29 and Tuesday 30 November 2021

www.coba2021.com.au

CONTACTS

Customer Owned Banking Association

Sponsorship and Exhibition Contact
Phone: 0415 425 869
Email: scontempree@coba.asn.au

Convention Secretariat

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1 SEPTEMBER 2021