BISA 2027 Annual Conference Toolkit

FOR SPONSORS

Thank you for supporting the **BISA 2027 Annual Conference** as a sponsor. To help you promote your participation and share the value of this year's event with your clients, colleagues, and professional network, we've developed a collection of marketing resources for your use.

The BISA 2027 Annual Conference will take place **March 7-10, 2027, at the Westin Kierland Resort in Scottsdale, Arizona**. As the premier event for financial services professionals, the conference brings together leaders from financial institutions, wealth management firms, and investment programs for four days of education, networking, and professional growth.

Centered around the theme **"Gather. Guide. Grow."**, the conference provides opportunities to exchange ideas, strengthen industry relationships, explore emerging trends, and discover innovative strategies shaping the future of financial services.

Toolkit includes:

- Email Signature & Banner
- Web Banners and Social Graphics
- Example Social Media Posts
- Sample Pass-Along Email

Email Signature

Include the below BISA 2027 Annual Conference banner in your email signature, linking it here: https://www.bisaconference.org/

Register today and join us at the **Westin Kierland Resort in Scottsdale, Arizona, March 7-10, 2027.**



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How to format your email signature image in Microsoft Outlook:

1. Save the image above to your computer.
2. Open a new email in Outlook.
3. Click the "Signature" option in the top menu.

4. Click “Signatures...” listed in the drop-down options.
5. This will take you to the “Signatures and Stationery” pop-up window.
6. Select your current signature from the “Select signature to edit” menu.
7. Go to the last line of copy in your current email signature and hit enter.
8. Copy and paste the “*Register today…”* text above the image into the signature. 9. Click the insert image button (circled below) and select the image from your desktop. 10. Click on the image that now appears in your email signature.
11. Click the hyperlink button from the menu and insert the https://www.bisaconference.org/ in the “Address” field and click OK.
12. Click OK to finalize all the changes made.

Web Banners and Social Graphics

Post these banners on social media or add them to your website or blog. To save each image, right click and select “save as”. Then you can select where you would like to save the graphic to your computer.

Website Banner (8000 x 1250 pixels)



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Social Media Graphic (1080 x 1080 pixels) - LinkedIn



3 of 6

Social Media Graphic (1080 x 1350 pixels) - Instagram



Sample Social Media Posts

Share the sample social media posts below with your social networks to promote your participation at the BISA 2027 Annual Conference. Be sure to include #BISA2027 and tag BISA's social media page to help increase exposure of your social posts. You may include any branded graphics (see above Web Banners and Social Graphics) with your social media post to make them more visually interesting and dynamic. To direct people to the BISA website, you can use this website link in your posts as well: https://www.bisaconference.org/. *Feel free to adjust the language to best fit your voice!*

BISA Social Media Account

LinkedIn: *Bank Insurance and Securities Association (BISA)*

LinkedIn p Examples

- There are countless opportunities for learning, engagement, and connection at **#BISA2027**. Register today and join us March 7-10 in Scottsdale, Arizona. https://www.bisaconference.org/Exhibits-Sponsors

- We are so excited to support the **BISA 2027 Annual Conference**, taking place March 7-10 in Scottsdale, Arizona. Join us as financial services leaders gather to exchange insights, build valuable connections, and explore strategies for future growth. We hope to see you there! https://www.bisaconference.org/Exhibits Sponsors

- We are proud to sponsor **#BISA2027** and look forward to sharing our **[insert product or service]** with attendees. We hope to see you March 7-10 in Scottsdale, Arizona. https://www.bisaconference.org/Exhibits-Sponsors

Sample Pass-Along Email

Customize the message below and pass it on to your colleagues and contacts who may be interested in attending the BISA 2027 Annual Conference.

Subject: **[Company Name**] is a Proud Sponsor of the BISA 2027 Annual Conference

Dear **[Name]**,

I invite you to join us at the **BISA 2027 Annual Conference**, the premier educational and networking event for executives across the financial services industry, taking place March 7-10 at the Westin Kierland Resort in Scottsdale, Arizona.

This conference offers invaluable insights, strategies, and connections that you can put to work immediately.

BISA supports all areas of a successful program, including executive management, sales management, compliance, and financial advisory professionals, by offering tools and resources that help drive meaningful business growth.

The **BISA 2027 Annual Conference** brings together leaders from financial institutions, wealth management firms, and investment programs for four days of forward-thinking education, strategic networking, and professional growth. Guided by this year's theme, **"Gather. Guide. Grow."**, the conference empowers participants to:

- **Gather** to exchange insights and build cross-industry relationships.
- **Guide** one another through emerging opportunities and challenges through peer-to-peer dialogue and sessions led by industry experts.
- **Grow** by embracing innovative solutions and future-focused strategies that strengthen their organizations and advance the industry.

Why Attend the BISA Annual Conference?

- **Connect** with influential decision-makers and peers through exclusive networking opportunities.
- **Learn** from industry thought leaders and subject matter experts through dynamic educational programming.
- **Grow** your impact, expand your perspective, and position your organization for success in 2027 and beyond.

For more details, please visit the BISA 2027 Annual Conference website.
I hope to see you there!
Sincerely,
[Your Name]