BISA 2027 Annual Conference Toolkit

FOR EXHIBITORS

Thank you for supporting the **BISA 2027 Annual Conference** by joining us as an exhibitor. To help you promote the value of this year's conference and spread the word to your professional network, we have developed tools for you that you can utilize when promoting your presence at the conference. We appreciate your support and look forward to the conference and exhibition.

Toolkit includes:

- Email Signature
- 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 plan to meet us at booth [**insert booth number**] 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 "*Join me…"* 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 (1:1) - LinkedIn



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Social Media Graphic (4:5) - Instagram



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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 tag your posts with #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 Post Examples

- There are unlimited opportunities for learning, engagement and interaction at #BISA2027. Register today. — we would love to meet with you March 7-10 in Scottsdale, Arizona at booth [**insert booth number]** https://www.bisaconference.org/

- Come visit us in the Exhibit Hall and learn more about [**insert product**]. [**Insert Product**] is [**Product Description**]. Register now and join us at booth [**insert booth number**] at the Westin Kierland Resort in Scottsdale, Arizona, March 7-10, 2027! Register today: https://www.bisaconference.org/Exhibits-Sponsorships

- We are excited to be exhibiting at #BISA2027 to share our [**insert product or service**] with you! Register today and make sure to come say hello at booth [**insert booth number**] at the Westin Kierland Resort in Scottsdale, Arizona! https://www.bisaconference.org/Exhibits-Sponsorships

2027 BISA Conference Sample Pass-Along Email
Customize the message below and pass it on to your colleagues and contacts who may be interested in seeing you at the BISA 2027 Annual Conference.
Subject: Join **[Company Name**] at 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 from 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. Join **[insert company name]** at booth [**insert booth number**] to connect and learn about [**insert product offering**].

BISA supports all areas of a successful program—Executive Management, Sales Managers, Compliance Officers, and Financial Advisors—by offering tools and resources that help drive meaningful business growth.

The BISA 2027 Annual Conference brings together leaders from financial institutions, wealth management, and investment programs for four days of forward-thinking education, strategic networking, and professional development. 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 with peer-to-peer dialogue and sessions led by industry experts.

- **Grow** by embracing innovative solutions and forward-looking strategies that positively impact their organizations.

Why Attend the BISA Annual Conference?

- Connect with influential peers and decision-makers at exclusive networking events.
- Learn from top industry thought leaders through dynamic educational programming.
- Position yourself and 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]