

OCTOBER 8-10, 2023
NASHVILLE, TENNESSEE

PROMOTIONAL TOOLKIT

Spread the word to your network!

Help us promote ABA Annual Convention to your peers, and join our marketing campaign with these simple steps:

1. Send an email to marketers in your professional network.
2. Add promotional text to your email signature.
3. Share information about the event on social media.
4. Check out our talking points.



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EMAIL TEMPLATE

Join me at this year's ABA Annual Convention (Oct. 8-10 in Nashville) where you'll hear from inspirational speakers, address current hot topics, engage with industry providers and network with bankers from across the country.

Event Highlights:

- Keynote speakers
 - Michael S. Barr, Fed Vice Chairman for Supervision
 - Dr. Raphael W. Bostic, Atlanta Fed President and CEO
 - Sugar Ray Leonard, boxer and entrepreneur
 - Admiral James Stavridis, USN (Ret.) 16th Supreme Allied Commander and *New York Times* bestselling author
 - Robin Hauser, documentary filmmaker and director of Finish Line Features LLC
 - Nicholas Thompson, CEO of *The Atlantic*
- Knowledge sessions focus on the issues that matter most to you and your entire C-suite:
 - Innovation
 - Profitability
 - Leadership and Talent Management
 - Customer Experience
- NEW pre-conference Innovation Forum
- Special programming for emerging leaders, and the ABA Emerging Leaders Awards
- Industry Providers and networking opportunities in The Hub

Will you join me at this premier event for banks of all sizes?
Bring your C-suite and get the insight you need to stay ahead.
Register today at aba.com/annual.
Sincerely,

[Signature Block]



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EMAIL SIGNATURES

Add promotional text to your email signature block.

Note: Please hyperlink the bold text after you copy and paste.

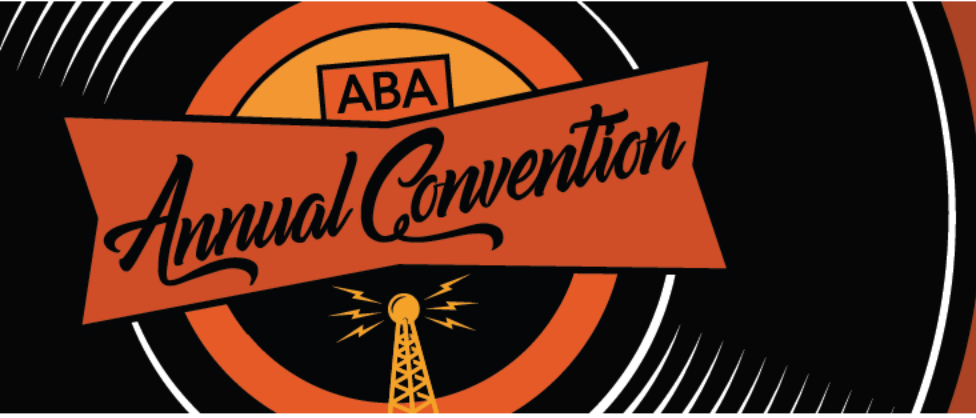
Use this link: <https://aba.social/3Orlymg>

1. Banks of all sizes are meeting in Nashville to learn, share perspectives and discover solutions together.
Be part of ABA Annual Convention, Oct. 8-10.
2. Leaders from banks of all sizes are coming together in Nashville for ABA Annual Convention.
Register today and join me Oct. 8-10 in Music City.
3. It's time to come together with your whole team, and the whole banking industry.
Join us Oct. 8-10 at ABA Annual Convention in Nashville.

CROSS-PROMOTION BLURB

Countdown to Convention

Join us for the 2023 ABA Annual Convention, held Oct. 8-10 in Nashville. Keynotes include Fed Vice Chairman for Supervision Michael S. Barr, Atlanta Fed President and CEO Dr. Raphael W. Bostic, boxer and entrepreneur Sugar Ray Leonard, award-winning documentary filmmaker Robin Hauser, CEO of *The Atlantic* Nicholas Thompson, and retired Supreme Allied Commander Admiral James Stavridis. Knowledge Sessions are now designed for both CEOs and senior leaders, and focus on innovation, profitability, leadership and talent management, and customer experience. Networking opportunities include a visit to the Music City's Famous Saloon, receptions, special programming for emerging leaders, and The Hub, an exhibit hall featuring 100+ industry providers. The time to register is now!



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Social Media Toolkit

Share Annual Convention information on social media.

This Social Media Toolkit contains images and curated posts about the event that you can use on your own social media channels.

[Click here](#) to start sharing on LinkedIn and Twitter.

Talking Points

- Banks of all sizes will gather at the 2023 Annual Convention in Nashville to discuss big picture trends shaping the industry.
- Hear from keynote speakers Fed Vice Chairman for Supervision Michael S. Barr, Atlanta Fed President and CEO Dr. Raphael W. Bostic, boxer and entrepreneur Sugar Ray Leonard, award-winning documentary filmmaker Robin Hauser, CEO of *The Atlantic* Nicholas Thompson, and retired Supreme Allied Commander Admiral James Stavridis.
- Maximize your time at ABA Annual Convention – opt into the pre-conference Innovation Forum.
 - The Innovation Forum was designed based on survey results, so you can expect relevant sessions on innovation, technology, growth and more.
- Bring your team and send them to concurrent Knowledge Sessions covering topics critical to bank success.
 - Topics include innovation, profitability, leadership and talent management, and customer experience.
- Annual Convention will celebrate industry leaders through the Emerging Leaders Awards and ABA Foundation Community Commitment Awards.
- Emerging leaders can engage in programming tailored just for them, including a peer exchange luncheon and leadership session.
- The Hub is a place to discover new products in the industry, network and have some good Nashville fun with 100+ industry providers.
- See what Music City has to offer through Annual Convention's receptions, including a visit to the Famous Saloon.
- Register for this year's Annual Convention at aba.com/Annual.



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PowerPoint Slides

Use this in your presentations and webinars to showcase Annual Convention.

