

April 23

2026

Webinar

Advertising Deposit Accounts

Thursday, April 23, 2026
10:00 a.m. – 12:00 p.m. PT

Presented by
Tricia E. Engelhardt, Esq.
Principal of Aldrich & Bonnefin, PLC



WHO SHOULD ATTEND?

Marketing department personnel,
Operations personnel,
Compliance officers,
In-house legal counsel

Presented by Counsel for Bankers' Compliance Group®
ALDRICH & BONNEFIN, PLC*

This comprehensive Webinar will cover various forms of deposit promotions, including lottery prohibitions, “free” account marketing campaigns, “refer-a-friend” promotions, and other giveaways. Our discussion will include a review of regulatory compliance expectations impacting deposit advertisements, including Regulation DD advertising disclosure requirements and IRS information reporting.

We will also discuss the FDIC’s recent modernization of its official sign requirements, with a focus on the impact to advertisements, websites, and false advertising concerns.

This Webinar presentation will include a closer look at relevant regulatory consent orders and the hard “lessons learned” of other institutions.

Highlighted areas will include:

- “New” FDIC’s final rule impacting advertisements
- California law impacting lottery promotions
- “Free” accounts and services
- “Refer-a-friend” programs
- Bump-rate and “liquid” CDs
- UDAAP considerations
- Impact on IRS information reporting obligations
- Overview of Reg DD advertising disclosures

ON-DEMAND STREAMING AVAILABLE

ALDRICH
&
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* Janet Bonnefin has retired from the firm.

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PRICING

When registering online, please select from the following options:

Live Webinar (Live Webinar connection will allow only 1 user)	\$330.00 (BCG Members)
	\$410.00 (BCG Non-members)
On-Demand Event (available 3 business days after Webinar is held)	\$350.00 (BCG Members)
	\$430.00 (BCG Non-members)

REGISTRATION

To register, please contact your institution's Main Contact or, if authorized, log in at <https://register.bankerscompliancegroup.com/subadmin> and select "Register for Events."

Registration for the Live Webinar closes at noon on Monday, April 20. Registrants will receive an email on how to download the materials and make the connection for the presentation two business days before the Live Webinar.

Streaming the On-Demand Event will be available 3 business days after the Webinar is held. Registrants may stream the event for 60 days after purchase. Registrants will receive an email with instructions on how to access the On-Demand Webinar and download the materials within approximately 24 hours after we have confirmed your payment has been received.

If you have not established an online event registration account, please contact Katrina Jensen at 800-742-3600 or email her at info@bankerscompliancegroup.com to obtain a username and password.

PAYMENT

BCG Members: This Webinar is offered to BCG Members on an optional basis. BCG Members will be billed and do not need to pay online or send a check.

Non-members: We must receive payment for the Live Webinar no later than 10:00 a.m. on Monday, April 20. Non-members may pay by credit card or check for the Live Webinar or the On-Demand Event. To pay by credit card, follow the credit card instructions during the online registration process. Major credit cards are accepted. To pay by check, make checks payable and mail to **Aldrich & Bonnefin, PLC, P.O. Box 19686, Irvine, CA 92623-1029**, and indicate the event for which you are registering.

CANCELLATION POLICY

BCG Members: We must receive your written cancellation notice by 10:00 a.m. on Monday, April 20, with no charge. If we receive your cancellation request after this deadline, we will bill you \$50. However, if we have already sent an email with your PIN by the time we receive your cancellation request, we will bill you the full registration fee.

Non-members: We must receive your written cancellation notice by 10:00 a.m. on Monday, April 20, in which case we will refund your registration fee. If we receive your cancellation request after this deadline, we will refund your registration fee, less \$50. However, if we have already sent an email with your PIN by the time we receive your cancellation request, your registration fee is non-refundable.

On-Demand Event: Once your payment for the On-Demand Event is complete, your registration fee is nonrefundable.

ACCREDITATION

(Continuing Education credit will be provided only to the registrant)

MCLE: As an added benefit we are offering this Webinar to in-house attorneys for MCLE credit. This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of **2.0 hours**. Aldrich & Bonnefin certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.