

October 16

2025

Webinar

## Marketing Minefields: Identifying and Reducing Financial Institutions' Advertising Risks

Thursday, October 16, 2025  
10:00 a.m. – 12:00 p.m. PT

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



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

Financial institutions face heightened regulatory scrutiny and litigation risk regarding their marketing and advertising practices. In addition to ensuring compliance with any applicable laws or regulations, institutions must also consider UDAP/UDAAP risks. Join us for a two-hour Webinar which will cover a number of rules governing institutions' marketing and advertising practices, as well as recent developments that may impact disclosures contained in marketing materials. The Webinar will also provide numerous compliance practice tips, including the importance of ensuring advertised terms match actual product features, fees, and back-end practices. Because ad risk remains high, this Webinar is not one to miss.

### HIGHLIGHTS

- Consumer Lending Advertising Compliance (Including TILA/Reg Z and ECOA/Reg B)
- Deposits and Operations-related Advertising Considerations (Including EFTA/Reg E, TISA/Reg DD)
- California "Junk Fee" Advertising Rules
- UDAP, UDAAP, and the California False Advertising Law
- Recent Developments

### WHO SHOULD ATTEND?

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

ON-DEMAND STREAMING AVAILABLE

ALDRICH  
&  
BONNEFIN

Professional Law Corporation\*

\* Janet Bonnefin has retired from the firm.

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### PRICING

When registering online, please select from the following options:

Live Webinar ( <b>Live Webinar connection will allow only 1 user</b> )	\$315.00 (BCG Members)
	\$395.00 (BCG Non-members)
On-Demand Event ( <b>available 3 business days after Webinar is held</b> )	\$335.00 (BCG Members)
	\$415.00 (BCG Non-members)

### REGISTRATION

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

Registration for the Live Webinar closes on Friday, October 10. 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](mailto: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 Friday, October 10. Non-members may pay by credit card or check for the Live Webinar and 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 Friday, October 10 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 Friday, October 10, 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.