



CUNA HR & Organizational Development Council Sponsorship Information

We appreciate your interest in sponsoring. You can decide which level fits your needs and budget.

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What is Included

- Two complimentary conference registrations for sponsorships of \$7,500 and greater; one complimentary registration for all other sponsor levels. Additional registrations may be purchased at the \$999 sponsor rate.
- Attractive display signage posted at the sponsored event.
- Inclusion in the sponsorship listing of the conference APP used throughout the conference.
- Public recognition at several of the conference general sessions.
- A link to your website from the conference website before and at the conclusion of the conference.
- Ability to attend all functions associated with the conference.
- Access to attendee contact information.
- Ability to speak for 1-2 minutes at the beginning of your sponsored breakout or general session.
- Endless networking opportunities.
- First chance to sponsor the same activity for the subsequent conference.

Sponsorship Levels

Contact CUNA Councils to see what sponsorships are still available at sponsorships@cuna.coop or (800)356-9655, ext. 4018. We offer four levels, plus an advertise only option (see below).



ADVERTISE ONLY OPTIONS – only for vendors not able to attend the conference

Advertise Only (\$1,500)

Your company description, logo and link will appear on the conference website and APP.

Advertise Only + Attendee Roster (\$2,500)

Your company description, logo and link will appear on the conference website and APP. You will also receive a roster that includes attendee names, job title, address, and email.

PLATINUM LEVEL (\$7,500)

Welcome Reception (\$7,500; one opportunity)

The initial gathering point for conference attendees. Complimentary beverages, plus plenty of appetizers to help generate enthusiasm for the conference. Sponsors receive exclusive signage and the opportunity to distribute promotional literature.

Social Event (\$7,500; one opportunity)

Join us for an evening of fun and networking. Sponsor receives exclusive signage and public recognition at this event.

GOLD LEVEL (\$5,000)

Keynote Address (\$5,000; one opportunity)

Sponsor introduces the keynote speaker at this premiere event. Sponsor receives exclusive signage, podium time, and the opportunity to distribute promotional literature.

General Sessions (\$5,000; three opportunities)

The sponsor for these popular general sessions will receive exclusive signage, podium time, along with an opportunity to distribute promotional literature.

Membership Luncheon (\$5,000; one opportunity)

A plated luncheon followed by a membership report. As a sponsor, you will receive respective signage, podium time, and the opportunity to distribute promotional literature.

Networking Lunch (\$5,000; one opportunity)

A buffet or box luncheon during the height of the conference. As a sponsor, you will receive respective signage and the opportunity to distribute promotional literature.

Conference APP (\$5,000 each; one opportunity)

The APP gives all conference participants mobile access to educational sessions, conference schedules and alerts, personal agendas, messaging capabilities, exhibitor directory, and more on their smartphones and tablets. The sponsorship includes a rotating banner ad provided by your company.



Wireless Internet (\$5,000; one opportunity)

Wireless internet service for conference attendees in the Welcome Center and all conference session rooms. Sponsor will select the wi-fi passcode.

SILVER LEVEL (\$4,000)

Conference Giveaway (\$4,000; one opportunity)

Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

Tote Bag (\$4,000; one opportunity)

Your company's logo and website, along with the Council logo and website, will appear on the tote bag chosen to give to all participants.

Breakfast (\$4,000; three opportunities)

Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the breakfast.

BRONZE LEVEL (\$3,000)

Educational Breakout Sessions (\$3,000; multiple opportunities available)

Signage thanking sponsor, public recognition during the beginning of your sponsored breakout session plus literature distribution at the breakout session.

Refreshment/Networking Breaks (\$3,000; four opportunities)

Includes coffee, soft drinks and a treat. Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the networking break.

Pre-Conference Workshop (\$3,000; one opportunity)

The workshop will occur on Sunday afternoon and is approximately 2 hours in length. Sponsor receives signage, the opportunity to distribute promotional literature, and announced recognition.

Badge Lanyards (\$3,000; one opportunity)

Badge holders and accompanying lanyards are one of the most visible parts of a conference. Your company logo will appear, alongside the Council logo, on each lanyard. This sponsorship will reinforce your company's commitment to the Council as attendees wear their lanyard each day.

Pocket Agenda (\$3,000; one opportunity)

Your company's color ad will appear on the back cover. This pocket agenda will be used throughout the week by all conference participants.



Optional Display Tables

Vendors who first sponsor an item or event have the opportunity to purchase a display table for an additional \$750 to use for literature throughout the conference (no floor booths allowed). Space is limited. The tables will be located in the Welcome Center where conference registration and food/beverages for breakfasts and breaks will also be placed. Depending on the venue, the Welcome Center will be located either in a large foyer or a ballroom. You may bring a tabletop display that will fit on top of a 6-foot table, or behind it, but not alongside. Suggested items to bring include literature, a bowl to collect cards for a drawing, and a computer screen that you can either bring or rent from the hotel. Rental forms will be provided with the logistical information a few months prior to the conference.

Vendor Representative Information

Our sponsorship program allows sponsors to attend all educational sessions, meal functions and networking events along with the credit union attendees. Over the years, past attendees from both the credit union side and supplier side have cited the value of vendor representatives as a part of the whole conference, not just those limited "welcome center opportunities." For that reason we don't offer a pass for "non-session attendees" who simply wish to staff your display. Additional registrants beyond the number of complimentary registrations included with your sponsorship are at the sponsor rate of \$999 each.

Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.

Sponsor Deadlines

In order to get your name in the conference materials, sponsorship payment in full must be received no later than **March 8, 2019**. We do not guarantee the availability of any opportunity until we receive written confirmation of intent and establish its availability. Deposit must be made within 15 days of receiving confirmation and invoice. It is best to commit and remit payment early.

Enrollment

Please [complete the sign-up form](#) and submit no later than **March 8, 2019**. A confirmation email and invoice will be sent out when your sponsorship sign-up form is received, along with further details.



Payment Terms

A \$750 non-refundable deposit is required to reserve sponsorship. Payment in full must be received by **March 8, 2019** to guarantee placement in the Conference APP. If payment is not received by final due date, space may be released to other sponsors.

Cancellation Policy

Cancellations by a sponsor less than 60 days prior to the event will result in an administrative fee of 25% of the sponsorship package price being retained by CUNA. Additional funds already committed by CUNA are non-refundable unless CUNA can obtain an approved alternate sponsor. Any cancellation request must be in writing and sent via email to sponsorships@cuna.coop. Should an event be cancelled by CUNA, your sponsorship package price may be applied directly to another CUNA event, or will be refunded. Sponsorships for printed items will be processed as soon as practicable by CUNA. Sponsorships for items already imprinted are not refundable.

Activity Guidelines

The purpose of the Sponsorship Program is to provide vendors with the opportunity to support the annual conference and in return receive considerable name recognition and direct networking opportunities. We request that our Sponsors use good judgment and business practices while interacting with our attendees. Activities or behaviors considered less than productive jeopardize the value of the conference for our attendees and may result in termination of the Sponsor relationship.

No activities may be scheduled at any time that will draw participants away from sessions or other conference activities.

Attendee emails will be shared with you solely for your use as a sponsor for this event. You may not use those emails for other purposes, or share them with any third parties.

Any activity not sanctioned by the CUNA Councils may not be advertised as part of the Sponsorship Program. The Council reserves the right to prohibit distribution of non-sanctioned materials within the designated conference areas of the hotel.

Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.

Participation in the Sponsorship Program should not be viewed as an endorsement by the Council.



Contact Information

If you have any questions, or if you already know what category/event you would like to sponsor, contact CUNA, at 1-800-356-9655, ext. 4018 or sponsorships@cuna.coop. All participation will be subject to HR & Organizational Development Council Executive Committee approval.

Updated 11/13/2018