

50th Annual Conference and Solutions Expo

June 13 – 16, 2017 | Honolulu, Hawaii

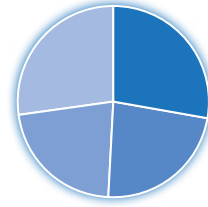
Attendance by Job Function:

- Director – 35%
- Executive Committee – 22%
- CEO – 14%
- EVP/SVP/VP – 14%
- Supervisory Committee – 10%
- Senior Staff – 5%



Attendance by Asset Level:

- Over \$1B – 28%
- \$500M-\$1B – 23%
- \$200M-\$500M – 22%
- Under \$200M – 27%



Packages Designed to Meet Your Needs

NAFCU will work with you to create a customized business development opportunity. Contact us at sales@nafcu.org or 703.819.1166 to customize your package today. Preferred Partners may contact nsc@nafcu.org.

Branding Opportunities	
Distributed at Registration, reaching all attendees!	
<input type="checkbox"/> Conference padfolio	\$20,000
<input type="checkbox"/> Comfort travel set	\$18,000
<input type="checkbox"/> Beach towel	\$15,000
<input type="checkbox"/> Deluxe toiletry bag	\$10,000
<input type="checkbox"/> Vacuum wine cap	\$9,000
<input type="checkbox"/> Custom SlingGrip for smart phone	\$7,000
<input type="checkbox"/> Pen/Stylus	\$7,000
<input type="checkbox"/> Sunscreen	\$6,500
<input type="checkbox"/> Custom mini chocolate “Champagne” bottles	\$6,500
<input type="checkbox"/> Pedometer	\$6,000
<input type="checkbox"/> Stone beverage coasters	\$6,000
<input type="checkbox"/> Ear buds with interchangeable covers and travel case	\$5,000
<input type="checkbox"/> Coffee mug with removable spoon	\$4,500
<input type="checkbox"/> Whisky shooter	\$4,000
<input type="checkbox"/> Hotel room drop (multiple available)	\$3,500
<input type="checkbox"/> USB car charger	\$3,500
<input type="checkbox"/> Aerating wine pourer	\$3,500
<input type="checkbox"/> Collapsible can koozie	\$3,000
<input type="checkbox"/> Golf pack (2 tees, one divot fixer, 2 ball markers)	\$3,000
<input type="checkbox"/> Desk calendar	\$3,000
<input type="checkbox"/> Magnetic clip	\$2,000

Signage Branding Opportunities at the Solutions Expo	
<input type="checkbox"/> Outside exhibit hall banners	\$10,000
<input type="checkbox"/> Lobby level banners	\$9,000
<input type="checkbox"/> Gardens banners (4th floor)	\$9,000
<input type="checkbox"/> Parking level banners (Level 2)	\$7,000
<input type="checkbox"/> Display monitor slide	\$2,000

Booth Assignments and Fees

Assignments are made on a first-come, first-served basis.

Booth Size: 10 X 10' Booth

Standard Booth Fee: \$2,500

Corner Booth Fee: \$2,800

Note: Your booth fee does not include furniture, carpet, electrical or Internet.

Carpet is required to exhibit, please inquire about pricing. Additional booth personnel registrations are at \$500 each.

NAFCU Services corporation (NSC) Preferred Partners receive a discount. NAFCU Services Preferred Partners may contact nsc@nafcu.org to secure an exhibit or sponsorship.

The NAFCU Journal Magazine May/June issue is distributed at the 50th Annual Conference and Solutions Expo. Your ad in this publication is a great way to complement your sponsorship play; save with special one-time pricing, beginning at approximately \$2,500. Visit nafcu.org/the-nafcu-journal/advertise for editorial calendar to align your outreach to credit union executives.

Contact: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Event Contact Name (if different): _____

Title: _____

Phone: _____

Email: _____

Submit original contract with payment via:

Email: NAFCU Services Preferred Partners only: nsc@nafcu.org
All other parties: sales@nafcu.org

Mail: Attention: NAFCU, Event Management
3138 10th Street N., Arlington, VA 22201-2149

Payment Method

Check enclosed made payable to NAFCU (address above)

Accepted credit cards:

AMEX VISA MasterCard Discover

(please call 800.344.5580 upon receipt of invoice)

Signature: _____

Date: _____



**National Association of
Federally-Insured Credit Unions**
3138 10th Street North
Arlington, VA 22201-2149

50th Annual Conference and Solutions Expo

June 13 – 16, 2017 | Honolulu, Hawaii

Featured Sponsorships

Be our sponsor for the NAFCU 50th Annual Conference and Solutions Expo. This is an enhanced event with never-before offerings including a uniquely customized sponsorship program. Pre-show, onsite and post-show benefits for all **featured sponsor level programs** including:

- › 1 pre-show mailing, logo on website, all promo materials
- › Onsite prominent logo display and thank you advertisement in onsite program
- › Prominent logo display from main stage at general session
- › 1x use of post-show mailing list

SIGNATURE SPONSOR - \$100,000

Best match: Organizations seeking a customized, lead sponsorship position for the 50th anniversary event.

- › Exclusive customized sponsorship development meeting with NAFCU staff leveraging Honolulu, HI location
- › Logo and executive welcome on 50th Annual Conference anniversary promotional video
- › Exclusive signature sponsorship signage throughout the event
- › Digital and print campaigns with signature sponsor logo placement and mentions
- › 8 complimentary conference registrations
- › Aloha registration package:
Conference beach tote bag with logo and registration lounge branding. The highly anticipated Annual Conference offers a unique welcome scenario. Say “Aloha” with a Hawaiian lei as attendees check in and pick up their badges. Capitalize on their excitement in kicking off this special Annual Conference. Join NAFCU in welcoming attendees with this unique offering.

CHAIRMAN'S SPONSOR - \$35,000

Best match: Companies seeking direct access to NAFCU's leadership and credit union executives.

- › Exclusive sponsor of CEO's Forum, including session moderator opportunity
- › VIP “After Hours” invitation-only reception for 4 with NAFCU Chairman and the Board of Directors
- › 5 complimentary conference registrations

KEYNOTE SPONSOR (2) - \$20,000

Best Match: New CEOs, companies seeking opportunity to raise profile quickly and gain attention during this high-profile session.

- › Promotional video shown prior to keynote address
- › VIP session for 25 with photos after keynote address
- › Premium booth location in Solutions Expo
- › VIP seating at Keynote address for team members and key accounts
- › 4 complimentary conference registrations



Business Networking Offerings

Special offerings designed for companies interested in face-to-face meet-and-greets for potential and current clients.

50TH ANNUAL CONFERENCE LUAU RECEPTION SPONSOR - \$15,000

There is only one place for a Luau. This sponsorship is a showcase for your company at the conference's largest and most effective networking event. Branding points will highlight the sponsorship on the event program, general session stage and screens, signage at the event, and on each table during the reception.

GENERAL SESSION LUNCH OR BREAKFAST WITH VIP SEATING - \$10,000

Everyone will be there. We provide designated seating for your company and special guests. Also, the opportunity for your executives to welcome all attendees. Branding information can also be distributed at each table.

BUSINESS CONNECTION LOUNGE SPONSOR - \$7,500

Gain visibility at one of the most desirable locations in the Solutions Expo's networking lounges. Your branding information can be distributed in the lounge. The relaxing area can also be a gathering point and location central for your company. There is rarely an empty space at these much appreciated hot spots.

All single sponsorships are subject to availability and could be limited based on conference sponsor programs previously listed.

Technology Showcase Availability

Our increasingly digital and mobile world is an excellent platform to demonstrate your organization's progressive position in the market. Mobile hot spots, demonstration hubs and charging areas are provided.

50TH ANNIVERSARY ANNUAL CONFERENCE MOBILE APPLICATION - \$20,000

In 2016, there were nearly 70,000 in-app actions. Your sponsorship will mean promoted posts, a push notification, and prime real estate in what is already a highly adopted app among our attendees.

CYBER CAFÉ - \$5,500

The Cyber Café will be branded to your strategic vision, proximate to registration: you can't ask for better real estate.

CHARGING STATION (premium location) - \$5,500

Extend your brand in a prime location close to the registration desks with high visibility.



CHARGING STATION (location near breakout sessions) - \$3,500

Charging stations with your logo will be available near the refreshments by the breakout rooms. Be sure it's your company our attendees see when they get their critical recharges throughout the day.

Thought Leadership Positioning

All of the sponsorships below are special and highly anticipated sessions for specific audiences. An introduction by your company at these sessions could be great bang for the buck. Ask our sponsorship specialist about the best fit.

SENIOR MANAGEMENT FORUM WITH INTRODUCTION OR MODERATOR ROLE - \$5,000

VOLUNTEER WORKSHOP WITH INTRODUCTION OR MODERATOR ROLE - \$3,000

BREAKOUT SESSION - \$8,000

Each breakout track will consist of multiple breakout sessions. Sponsor a track that aligns with your company's strategy and get in front of attendees by having the opportunity to introduce session speakers. This also includes recognition in the onsite program and signage onsite.



Branding and Promotion Availabilities

All single branding and promotion items are subject to availability.

HOTEL KEY CARDS - \$20,000

Attendees staying at the official NAFCU host hotels will receive key cards featuring your company's logo. Be a part of the attendee experience as they explore Honolulu, earning over 7,000 impressions in the process.

BEVERAGE TUMBLERS - \$15,000

Each attendee will receive a tumbler with your company's logo. NAFCU will purchase and coordinate the branded water bottles. Ensure endless impressions during and after the conference as attendees continue to enjoy them once they've returned home.

GENERAL SESSION LUNCH - \$10,000

GENERAL SESSION BREAKFAST - \$10,000

We will display tabletop signs with a custom design of your choosing on each table within the general session room. That's more than 100 tables for each session, seating over 1,000 attendees for two hours!

SOLUTIONS EXPO TABLETOP SIGNS - \$6,000

Enjoy prime visibility by having our custom-designed double-sided signage on all of the dining tables in the exhibit hall (approximately 60 tables). Your signage will be displayed during all six exclusive hours in the Solutions Expo, which will include meals.

No One Goes Thirsty Cluster!

NEW! CAFFEINATING STATION - \$7,000

We can't say for certain just how many impressions you'll rack up, but we do know one thing for certain: our attendees love their coffee. Signs will be featured at coffee stations and cups or sleeves will display your logo over the duration of the entire conference.

NEW! CARBONATION STATION - \$7,000

Two ice-cold beverage stations for your clients – current and future – located strategically for maximum exposure.

WATER COOLER STATION - \$3,000

Make sure everyone is well hydrated and garner repeated impressions from all our attendees as they quench their thirst between each breakout session.

Additional Offerings

NEW! SOLUTION SHOWCASE SPONSOR - \$5,000

White paper with relevant educational content delivered via email and promoted on NAFCU EVP & COO's blog showcasing your company, your solution, and your team in a case study format.

ESCALATOR SIGNS - \$7,500

AISLE MARKER SIGNAGE - \$6,500

DIRECTIONAL FLOOR STICKERS TO EXHIBIT BOOTH - \$5,000

SLIDE IN ROTATION BEFORE GENERAL SESSION - \$2,000



Booth Assignments and Fees

Assignments are made on a first-come, first-served basis. Please complete the application and email sales@nafcu.org. Please do not email credit card information.

Booth Size: 10 X 10' Booth

Standard Booth Fee: \$2,500

Corner Booth Fee: \$2,800

Note: Your booth fee does not include furniture, carpet, electrical or Internet.

Carpet is required to exhibit, please inquire about pricing. Additional booth personnel registrations are at \$500 each.

NAFCU Services corporation (NSC) Preferred Partners receive a discount. NAFCU Services Preferred Partners may contact nsc@nafcu.org to secure an exhibit or sponsorship.

EXHIBIT HALL CHARITY EVENT (4) - \$2,500

In the last three years, NAFCU delegates have helped assemble several hundred backpacks and supply bags for needy children and veterans' families. The traffic and enthusiasm at these exhibitors' booths are fantastic. Help us give back with this great networking event while driving traffic to your booth.

The Federal Credit Union Magazine May/June issue is distributed at the 50th Annual Conference and Solutions Expo. Your ad in this publication is a great way to complement your sponsorship play; save with special one-time pricing, beginning at approximately \$2,500. See page 15 for editorial calendar to align your outreach to credit union executives.



Exhibiting Opportunities

Exhibiting means one-on-one conversations with credit union decision-makers because each booth registration **includes two full conference registrations**. Whether it's at your booth in the Solutions Expo, during networking events, or in the sessions, you'll gain valuable face time with current and potential clients.

KEY EXHIBITOR BENEFITS

Dedicated exhibit hours! All exhibit hours are exclusive; there are no conflicts with educational sessions or other events.

Two conference registrations are included with each exhibit booth space rented (includes admission to all conference sessions to engage with attendees). That's a value of \$3,400! Additional booth personnel registrations are available at \$500 each.

Listing in the conference mobile app.

Listing in the May/June issue of The Federal Credit Union Magazine, which features a circulation of more than 5,000 readers!

Inclusion in the live interactive floor plan with your company's description and product category listing. You'll be connecting with attendees months out as they take a virtual tour of the expo!

Admission to the general and breakout sessions to continue your networking efforts outside the Solutions Expo with over a thousand conference participants!

Inclusion in the new credit union product showcase. Highlight your new Product/Service throughout with special signage and the conference addendum.

Networking Meals in the Solutions Expo and general sessions.

ATTENDANCE BY JOB FUNCTION:

- Director - 35%
- Executive Committee - 22%
- CEO - 14%
- EVP/SVP/VP - 14%
- Supervisory Committee - 10%
- Senior Staff - 5%



ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 28%
- \$500M-\$1B - 23%
- \$200M-\$500M - 22%
- Under \$200M - 27%



HONOLULU HAWAII

NAFCU 50th Annual Conference and Solutions Expo June 13 - 16, 2017 | Hawaii Convention Center

Booth Assignments and Fees

Assignments are made on a first-come, first-served basis. Please complete and return this contract to sales@nafcu.org. Please do not email credit card information.

NOTE: Your booth fee does not include furniture, carpet, electric or Internet. Carpet is required to exhibit. Please inquire about pricing.

Exhibiting Opportunities at NAFCU's 50th Annual Conference and Solutions Expo

SELECT BOOTH PACKAGE	NUMBER OF BOOTHS	SIZE OF BOOTH	BOOTH PRICE	COMPLIMENTARY BOOTH PERSONNEL	ADDITIONAL BOOTH PERSONNEL (OPTIONAL)
<input type="checkbox"/>	1	10' X 10'	\$2,500	2	_____ x \$500
<input type="checkbox"/>	1	10' X 10' Corner	\$2,800	2	_____ x \$500
<input type="checkbox"/>	2	10' X 10'	\$4,900	4	_____ x \$500
<input type="checkbox"/>	2	10' X 10' Corner	\$5,100	4	_____ x \$500
<input type="checkbox"/>	3	10' X 10'	\$7,200	6	_____ x \$500
<input type="checkbox"/>	4	10' X 10'	\$9,400	8	_____ x \$500

(A non-refundable deposit of \$300 is due upon receipt of invoice. Balance payment due 30 days thereafter. Check or credit card accepted.)

Exhibit & Sponsorship Cost Summary

Total Exhibiting Charges: \$ _____
 (\$300 minimum deposit due immediately.)

Important Instructions

1. Fill in all sections of this contract.
2. Make a copy of this contract for your records.
3. Email contract to sales@nafcu.org
4. Remit payment to NAFCU upon receipt of invoice.



Company Information

Company Name: _____

Address: _____

City, State, Zip: _____

Website: _____

Key Contact Name: _____ Title: _____

Telephone Number: _____ Fax Number: _____

Email: _____

Company Description & Product Listing

Exhibitors will enter their company description and product category listing at a later date in NAFCU's Exhibitor Portal.

Cancellation Policy

If the exhibitor desires to cancel a reservation for booth space, the following charges will be assessed:

1. \$300 per single booth space for written cancellations or reduction of space postmarked by January 20, 2017.
2. 50% of the booth rental fee for written cancellations or reduction of space postmarked from January 21, 2017 to March 10, 2017.

All cancellations must be in writing, via mail, email or fax to the attention of show management. No refunds of the booth rental fee will be made for cancellations postmarked after March 10, 2017.

Acceptance

We understand and agree to abide by the exhibitor terms and conditions set forth in the exhibit hall rules and regulations (found at www.nafcu.org/sponsorguidelines), which form a part of this contract between our firm and the National Association of Federal Credit Unions (NAFCU). We further understand and agree that this is not a contract until officially accepted by NAFCU.

Accepted by Exhibitor:

Signature Title Date

Payment Methods

Check enclosed made payable to: NAFCU

Mail to: NAFCU, Attention: Show Management, 3138 10th Street N., Arlington, VA 22201-2149

Accepted Credit Cards: AMEX VISA MasterCard Discover **Call 800.344.5580 or 703.842.2208**



2017 NAFCU Exhibits & Sponsorship Form

Yes, please sign me up as a sponsor/exhibitor at:

- Strategic Growth Conference
- Regulatory Compliance School (Arlington, VA)
- Board of Directors and Supervisory Committee Conference
- 50th Annual Conference and Solutions Expo
- Risk Management Seminar
- BSA Seminar
- Congressional Caucus
- Management and Leadership Institute
- Regulatory Compliance School (San Diego, CA)
- Regulatory Compliance Seminar
- Lending Conference

My company is interested in sponsoring the following:

- | | | |
|----|-------|-----------------|
| 1. | _____ | \$ _____ |
| 2. | _____ | \$ _____ |
| 3. | _____ | \$ _____ |
| 4. | _____ | \$ _____ |
| 5. | _____ | \$ _____ |
| 6. | _____ | \$ _____ |
| | | Total: \$ _____ |

Contact: _____ Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Event Contact Name: _____ Title: _____
(if different from primary contact)

Phone: _____ Email: _____

Submit original contract with payment via:

**Email: NAFCU Services Preferred Partners only: nsc@nafcu.org
All other parties: sales@nafcu.org**

Mail: Attention: NAFCU, Event Management, 3138 10th Street N., Arlington, VA 22201-2149

Payment Method

Check enclosed made payable to NAFCU (address above)

Accepted credit cards: AMEX VISA MasterCard Discover **(please call 800.344.5580 or 703.842.2208)**

Signature: _____ Date: _____

NAFCU 2017 ANNUAL CONFERENCE & SOLUTIONS EXPO EXHIBIT TERMS & CONDITIONS

IMPORTANT NOTE

NAFCU's Exhibitor Terms and Conditions are an integral part of your contract for space. Please read them carefully to ensure that your firm is in compliance during the entirety of the 50th Annual Conference & Solutions Expo.

If you are using an independent contractor or display house to construct, install, or dismantle your exhibit at NAFCU's 50th Annual Conference & Solutions Expo, please make sure that they also receive a copy of NAFCU's Exhibit Terms and Conditions.

Onsite adjustments can be costly and time-consuming for your company. If you have any uncertainties at any time, contact NAFCU Show Management.

Questions regarding NAFCU's Exhibition Terms and Conditions:

Matt Dunlap

Conference Exhibition Coordinator

Phone: 703-842-2208

E-Mail: Mdunlap@nafcu.org

EXHIBITOR TERMS & CONDITIONS

1. AGREEMENT TO TERMS/CONDITIONS

a. The word "NAFCU", as used herein, shall mean the National Association of Federal Credit Unions, or its officers, directors, committees, members, employees, or agents acting on behalf of NAFCU, in the management of the trade show. "NAFCU" refers to the Conference Exhibition Coordinator, Vice President of Events, and other persons acting on behalf of NAFCU in the management of the trade show.

b. By signing the Exhibit Booth Space Application and Contract for NAFCU's 50th Annual Conference and Solutions Expo, each exhibiting company agrees, for itself and on behalf of its booth representatives and contractors or representatives, to abide by these terms and conditions, it being understood and agreed that the sole control of the exhibition hall rests with NAFCU. All matters not specifically covered by these terms and conditions shall be subject to the decisions of NAFCU. All terms of this contract will be enforced by NAFCU through the Conference Exhibition Coordinator and Vice President of Events at NAFCU.

c. It is the responsibility of the exhibiting company to make its booth representatives, contractors, representatives and any other company employees attending the conference aware of all exhibitor terms, conditions, and policies.

2. PAYMENT TERMS AND SPACE ASSIGNMENT

a. A \$300 deposit for each booth space reserved must accompany the Exhibit Booth Space Application and Contract to reserve exhibit space. The balance must be paid within 30 days upon receipt of invoice from NAFCU. (2) Space will be assigned on a first-come, first-served basis based upon receipt of signed booth contract.

b. Assignment of booth space is at the sole discretion of NAFCU. Once space has been assigned, NAFCU retains the right to move an exhibitor to a different location although we will make every effort not to do so.

3. SHOW RULES AND REGULATIONS

The following show rules and regulations are included to promote a successful and safe show and may be amended at any time by NAFCU to accomplish those goals. Exhibits shall be shown only in the official exhibit area as established by NAFCU. NAFCU

reserves the right to erect any exhibit (at exhibitor's expense), to prohibit the erection of any exhibit, or to require the removal of any exhibit (at exhibitors' expense if exhibiting company is not onsite) upon or from the show area. NAFCU also reserves the right to have any exhibitor or any of its representatives or guests removed from the show area if they are found to be in violation of any of this agreement's terms or conditions. If NAFCU takes any action against a party according to the provisions of this section, the exhibitor may not recover any exhibit fees paid to NAFCU.

a. Use of exhibit space and exhibit activities:

(1) An exhibitor's demonstration area shall be designed so as to include only the area contracted for and to not interfere with the rights of other exhibitors and show visitors. No exhibit may interfere with the use of other exhibits, impede access to other exhibits, or impede the free use of the aisles between exhibits. Exhibit structures are to be positioned as close to the rear pipe and drape as possible so as to not visually impede neighboring exhibits. NAFCU shall have authority to take whatever means necessary to control objectionable activities, if necessary, at the expense of the offending exhibitor.

(2) Exhibit booths must be attended by at least one exhibitor at all times during official show hours.

(3) Amplifying equipment of any nature may not be used without written permission of NAFCU. Noisy or obstructive work, noisily operated displays or displays producing objectionable odors will not be allowed.

(4) When using costumed persons or mannequins, the exhibitor shall be sure that their manner and appearance do not offend even the most critical. Use of animals, firearms, helium or other gases is prohibited without NAFCU's prior written permission.

(5) Exhibitors wishing to offer food of any kind from their display must receive prior written permission from NAFCU. Any beverage or prepared food dispensed or given away at booths must abide by the rules of the Hawaii Convention Center. In order to maintain the appearance of the exhibition hall, exhibitors offering food products may be required to provide periodic cleaning services, at their expense, to all common areas of the hall.

(6) Exhibitors shall not display articles, equipment or information concerning services in any area of the Hawaii Convention Center, except from within their assigned booth space or in hospitality suites reserved through NAFCU. All activities in conjunction with NAFCU's Annual Conference & Solutions Expo outside the exhibit hall or not a part of the official NAFCU

conference program organized by exhibiting companies must be approved by NAFCU by May 1, 2017 and shall not be scheduled during official conference events or exhibit hours.

(7) Exhibits found objectionable in the opinion of NAFCU, or unrelated to the products and services used by the credit union community, may be prohibited.

(8) Except for official speakers on the conference's educational program, persons connected with non-related concerns will be prohibited from exhibiting, soliciting, or displaying articles, equipment, or information about their services in any areas of the conference facilities or the hospitality suites. Exhibitors are urged to notify NAFCU if they observe unauthorized activity.

(9) In accordance with the Hawaii Convention Center's regulations, any tape applied to walls, floors, carpets, furnishings, etc. must be approved by show management in advance. Any property damaged or destroyed by exhibitors must be replaced in its original condition by the exhibitor at the exhibitor's expense. This includes the removal of all tape residue. The use of packing tape is prohibited on floor surfaces. No painting of any kind is allowed inside the Hawaii Convention Center.

(10) Prior written approval from NAFCU must be obtained before cash sales transactions are permitted at exhibiting booths.

(11) Retail sales exhibitors are responsible for obtaining and abiding by all pertinent sales permits and taxes as required by the City of Honolulu and the State of Hawaii.

(12) Exhibitors are prohibited from videotaping, video streaming/wireless transmitting, photographing, or otherwise recording/documenting other exhibitors' booths, events or activities without the express written permission of NAFCU. However, an exhibit booth may be photographed or videotaped with the permission of the legitimate occupants of that booth, but that permission shall only apply to that exhibitor's booth. The prohibition against videotaping, video streaming/wireless transmitting, photographing, or otherwise recording the event extends to members of the press unless they are registered as press and possess a "press" badge/ribbon. Booth personnel should immediately notify NAFCU's show management if they believe their booth or another booth is being photographed/videotaped without NAFCU's permission. Television and/or video cameras (including webcams) are prohibited without prior written approval of NAFCU show management. NAFCU reserves the right to deny, alter or limit such access or distribution as the event is the proprietary property of NAFCU.

b. Subleasing:

(1) Exhibitors may not sublet their space nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in their own names, except where such articles are required for the proper demonstration or operation of exhibitors' displays, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which, in standard practice, appears normally on the article.

(2) Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by prior written permission of NAFCU and shall be subject to an additional charge at NAFCU's discretion, if accepted by NAFCU. Exhibitors may not permit non-exhibiting companies' representatives to work in their booth, as only one company is permitted for each 10'x10' booth.

c. No Suitcasing Policy

For the purpose of NAFCU's 50th Annual Conference & Solutions Expo, suitcasing shall be defined as marketing, sales, and/or hospitality events conducted by non-exhibiting/ sponsoring companies without the knowledge and consent of NAFCU.

Any person who is observed to be soliciting business in exhibit hall aisles, another company's booth, public spaces within the Hawaii Convention Center, or at the headquarter hotels without the expressed consent of NAFCU will be in violation of NAFCU's no suitcasing policy and will be asked to leave immediately.

d. Booths:

(1) Each exhibit booth will have standard booth equipment (back and side wall draping and identification sign) provided by NAFCU. If an exhibitor plans to install a complete display, no part of the display shall so project as to obstruct any part of the aisle or the view of adjacent booths, nor extend beyond the boundaries of their designated booth space. No display may exceed a height of eight feet on the back wall, 48 inches on the side wall, nor the length of the side wall. These restrictions do not apply to rigging at exhibiting booths.

e. Installation and dismantling of exhibit booths:

(1) Installation of exhibits will begin at 8:00 a.m. on Tuesday, June 13, 2017, and must be completed before 9:00 am on Wednesday, June 14, 2017. Exhibitors will

not be permitted to erect or dismantle their display during official exhibition hours or at any other time not provided for.

(2) It is the responsibility of the exhibitor to see that all its materials are delivered to and removed from the exhibition hall by the deadlines specified by NAFCU. Should this not occur, NAFCU reserves the right, at its discretion, to cause to have a display erected or dismantled at the expense of the exhibitor and with no liability to NAFCU.

(3) No exhibit may be dismantled before 1:00 pm Thursday, June 15, 2017, after the close of the final exhibition session on that day. Exhibitors who dismantle their booth prior to this time are subject to a penalty of \$500 per single booth space (defined as a 10' x 10' area), and may not be permitted to exhibit at future NAFCU conferences.

(4) Those under the age of 18 years of age will not be permitted into the Solutions Expo outside of dedicated exhibit hours. NAFCU will not be held responsible for injuries sustained by those in violation of this condition.

f. Exhibitors and exhibitor representatives:

(1) Each exhibiting company must name and register one person to be its official on-site representative, with authorization given to that person to enter into service contracts and to represent the company in dealings with NAFCU.

(2) A maximum of four people can be registered for each single booth space rented. If the exhibiting company plans to have more than that amount, they must purchase additional booth space. Each person working in the booth must be registered and have paid the appropriate fees, regardless of the length of time they will be attending the show. No single booth may have more than four persons working in the booth at any one time.

(3) Booth representatives shall wear proper badge identification as furnished by NAFCU at all times. NAFCU reserves the right to refuse further exhibiting privileges to companies violating this condition.

(4) Exhibitors may have access to the exhibition hall one hour prior to and one half hour following official show hours aside from dedicated setup and breakdown hours. When this rule creates a hardship on the exhibiting company, special permission may be obtained from NAFCU for access at other times.

g. Admission policy:

(1) NAFCU shall have sole control over all admission policies at all times. Admission badges will be issued and must be worn by each person attending the trade show,

exhibitors and delegates alike. Badges are not transferable.

(2) NAFCU's admits only paid participants.

h. Security:

(1) NAFCU will provide 24-hour security coverage from the time setup begins until after all exhibit materials are removed following the conclusion of the trade show. Security provided by NAFCU shall be deemed purely gratuitous on its part. NAFCU is not liable for any loss or damage to exhibit items.

(2) Security personnel shall have the right to inspect briefcases, packages, or carrying containers to determine if unauthorized merchandise is being removed from the exhibit hall.

4. OFFICIAL SHOW CONTRACTOR AND SERVICES

a. Official service contractor:

(1) Exhibitors are encouraged to use the services of the official service contractor (Fern Expo) to erect and dismantle their booths. Other service contractors may be used, provided the exhibitor, and only the exhibitor, gives written notice to NAFCU at least 30 days in advance of the show opening. Notification must include a copy of each service company's business license and certificate of liability insurance in the amount of US \$1,000,000 to NAFCU and the Hawaii Convention Center. Access to the exhibit hall must be coordinated through NAFCU. All outside contractors hired by individual exhibitors must be approved by NAFCU and the official service contractor and must adhere to all applicable rules and regulations. Any damage incurred in their specific work areas will be their sole responsibility.

(2) An exhibitor service kit will be provided online to exhibitors, no later than 60 days in advance of the event. As NAFCU receives information from its vendors, this will eventually include all complete details and deadline order dates for the following: shipping procedures, rental displays, additional decorating, furniture, signs, cleaning, lead retrieval, photography, floral, electrical, telephone, audiovisual service, drayage information and display labor.

b. Shipping, handling, storage & removal:

(1) Information on shipping methods and rates will be sent to each exhibitor in the exhibitor service kit. The exhibitor shall ship, at his own risk and expense, all

articles to be exhibited. The official service contractor will provide storage for incoming freight, delivery to each booth, removal, storage and return of empty crates, removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated materials shall include the exhibitor's name and booth number(s). Packing containers and packing/wrapping materials may not be stored under tables or behind displays.

(2) Exhibitors are strongly encouraged to ship their materials in advance, directly to the advance warehouse named in the service kit. Cash-on-delivery shipments cannot be accepted at any time. All freight must be consigned to the official service contractor. Direct shipments to the Hawaii Convention Center can be accepted no earlier than May 15, 2017 and should be consigned to NAFCU. Shipments that arrive prior to May 15, 2017 will be refused and/or forwarded to the advance warehouse at the exhibitor's expense. Exhibitors are responsible for all expenses incurred when utilizing this method of shipping.

(3) Exhibitor material remaining in the exhibition hall after the contracted move-out time has terminated will be removed at the expense of the exhibiting company. Handling/storage fees will be imposed to cover the cost of removing this material.

c. Contractor and labor coordination:

(1) The official service contractor shall have control of all inbound and outbound freight to prevent congestion in the loading and unloading area and in any freight traffic area.

(2) The official service contractor shall have complete control of all freight handling from the loading dock into and out of the exhibit hall, labor hired and scheduling and coordination of labor for the purpose of the orderly set-up, management and dismantling of the exhibition.

(3) The exhibitor shall employ only accredited labor personnel for all work, other than that which can be properly handled by the exhibitor's own personnel in accordance with local labor regulations. Information regarding specific applicable regulations may be obtained from the official service contractor.

(4) Only hand-carried items may be brought into the facility by exhibitor personnel. All items belonging to individual exhibitors must be brought in to the exhibit hall through the service entrance. No carts or trolleys may be used by exhibitors to move exhibit items under any circumstances.

5. COMPLIANCE WITH LAWS, STATUTES, AND ORDINANCES

a. It is the responsibility of the exhibitor to be knowledgeable of, and in compliance with, all applicable union regulations in the state of Hawaii and the Hawaii Convention Center.

b. The exhibitor must comply with all fire and safety laws, statutes, ordinances, and/or regulations, and all materials used by exhibitors and required by law, statute, ordinance, and/or regulation to be flameproof shall be flameproof. In addition to that which may or may not be required by law, statute, ordinance, and/or regulation, the exhibitor shall use only nonflammable material whenever possible, including, but not limited to, its use of the following items: display materials, furnishings, table coverings, decorative items, booth equipment.

c. The exhibitor warrants that all and any electrical equipment used in or relating to the exhibit, including, but not limited to, signs and lights, is in safe, good, and operable condition, able to pass the inspection of the local fire marshal.

6. CANCELLATION OR TERMINATION OF AGREEMENT

a. Cancellations by exhibitor:

Any space not occupied by 9:00 a.m., Wednesday, June 14, 2017, may be forfeited by the exhibitor, and this space may be resold, reassigned or otherwise used by NAFCU without refund unless arrangements for delayed occupancy have been approved in advance by NAFCU.

If the exhibitor desires to cancel a reservation for booth space, the following charges will be assessed:

1. \$300 per single booth space for written cancellations or reduction of space postmarked by January 20, 2017.

2. 50% of the booth rental fee for written cancellations or reduction of space postmarked from January 21 to March 10, 2017.

All cancellations must be in writing, via mail, e-mail or fax to the attention of NAFCU. No refunds of the booth rental fee will be made for cancellations postmarked after March 10, 2017.

b. Booth Representative Cancellation:

Written cancellations postmarked no later than May 31, 2017 qualify for a refund minus a \$75 processing fee. No refunds after May 31, 2017. Substitutions are encouraged.

c. Cancellation by the NAFCU:

Upon cancellation or relocation of the Conference, the liability of NAFCU shall be limited to a refund of all fees paid within 30 days or applied to a future exhibition booth rental at a NAFCU Annual Conference & Solutions Expos.

NAFCU will not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any of the following causes: destruction of or damage to the building or the exhibit area by fire or an act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. NAFCU will, however, in the event it is not able to hold an exhibit hall for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by NAFCU for advertising, administration, etc.

7. INSURANCE

Exhibitors agree to maintain such insurance as will fully protect NAFCU and the Hawaii Convention Center from any and all claims of any nature whatsoever, including damage to property, claims under the applicable Worker's Compensation Act, and claims for personal injury, including death, any or all of which may arise in connection with the installation, operation, or dismantling of the exhibitor's display, or in connection with the display itself, or with the exhibitor's conduct and participation in NAFCU's 50th Annual Conference & Solutions Expo. Such coverage shall in no event be less than one million dollars (\$1,000,000), and exhibitors must be able to produce evidence of such coverage to NAFCU upon request. In addition to this, exhibitors must add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against loss/damage to their materials by fire, theft, accident, etc. In all cases, exhibitors wishing to insure their goods must do so at their own expense. However, neither NAFCU nor the Hawaii Convention Center will be liable for any loss of property to the exhibitor and/or their principals.

8. HOLD HARMLESS AND INDEMNIFICATION

NAFCU assumes no responsibility for the protection and safety of the exhibitor, its officials, agents or employees, or the protection of the property of the exhibitor or its representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Any protection exercised by NAFCU or the Hawaii Convention Center shall be

deemed purely gratuitous on its part and shall in no way be construed to invoke liability.

The exhibitor shall be liable for and agrees to defend, indemnify and hold harmless NAFCU and the Hawaii Convention Center and their respective directors, officers, agents, and employees from and against any claims, damages, causes of action, liability and judgments arising out of or relating to this agreement. The indemnification shall include, but shall not be limited to, the costs of investigating or defending against any claims, demands, or causes of action (including attorney's fees and costs of litigation); the amounts of any findings of liability against the parties described above, and the amounts of any judgments against the parties described above. Notwithstanding anything in the foregoing, nothing in this agreement shall be construed to deprive any of the parties described of the right, in their sole discretion, to select counsel to defend themselves against any and all such claims, demands, causes of action, liability and judgments.

9. VIOLATIONS OF CONDITIONS

Any of the following actions by an exhibitor may constitute a violation of these Exhibitor Terms and Conditions:

- a. Use of a display which varies significantly from the Official Company Description.
- b. Violation of any municipal, state, or federal laws, rules, regulations, or safety codes.
- c. Failure to remove property from the Hawaii Convention Center upon cancellation or relocation of the 50th Annual Conference & Solutions Expo.
- d. Failure to abide by these terms and conditions.

Violation of these conditions in whole or in part may be cause for NAFCU to reject, eject, or prohibit any exhibit in whole or in part, or prohibit any further activity by the exhibitor or its representatives. NAFCU reserves the right to refuse future exhibiting privileges should any of these violations occur.

10. AMERICANS WITH DISABILITIES ACT

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold NAFCU harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against NAFCU, its officers, directors, agents,

or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

11. AMENDMENTS

Any and all matters/questions not specifically covered by the preceding terms and conditions shall be subject solely to the decision of NAFCU. These terms and conditions may be amended at any time by NAFCU, provided that such amendments shall not operate to substantially diminish rights now reserved to an exhibitor pursuant to an existing contract, and shall not operate to substantially increase the liability of the exhibitor. All amendments so made shall be binding on exhibitors equally with these terms and conditions.