

51st Annual Conference & Solutions Expo

June 19 - 22, 2018 | Seattle, Washington



Featured Sponsorships

SIGNATURE SPONSOR - \$100,000

Best match: Organizations seeking a customized premier sponsorship position for our largest conference of the year.

- › Exclusive customized sponsorship development consultation with NAFCU management, leveraging conference opportunities, facilities, and Seattle location
- › Prominent branding in the 51st Annual Conference & Solutions Expo promotional video
- › Recognition on the 51st Annual Conference & Solutions Expo website and in all promotional materials (over 67,000 web page views and 100,000+ electronic mailings in 2017)
- › Exclusive tab in the conference app (the app had nearly 130,000 in-app actions from over 800 active users in 2017)
- › On-site prominent logo displays in both the general and breakout sessions, thank-you advertisement in on-site program
- › Three NAFCU-created promoted posts in the app (two linking to the exclusive tab and one linking to an educational content piece) along with two posts thanking the signature sponsor
- › Recognition on the conference registration bag, the Welcome Letter distributed to all attendees, and a thank-you email sent to attendees by NAFCU's President & CEO
- › Highlighted listing in The NAFCU Journal's print Vendor Directory, which will appear in the May-June issue and be included in each registration bag
- › Exclusive co-branded signage throughout the event, including at registration
- › Reserved VIP seating for eight at all general sessions
- › Custom lanyards co-branded with NAFCU
- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (at the beginning of the general session as well as during meals)
- › Sponsor logo placement on all NAFCU digital and print campaigns (over 31,000 unique opens in 2017)
- › Eight complimentary conference registrations

CHAIRMAN'S SPONSOR - \$35,000

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

- › Exclusive sponsor of CEOs' Forum, including introduction opportunity for the session.
- › Recognition on the 51st Annual Conference & Solutions Expo website and promotional materials (over 67,000 web page views and 100,000+ electronic mailings in 2017)
- › On-site prominent logo displays in both the general and breakout sessions, thank-you advertisement in on-site program
- › Four tickets to a VIP "After Hours" invitation-only reception with members of the NAFCU executive team, staff, and the board of directors
- › Five complimentary conference registrations

KEYNOTE SPONSOR (2) - \$20,000

Best Match: New CEOs, companies seeking to gain exposure during a high-profile session.

- › Up to a 60-second sponsor-produced video shown prior to keynote session
- › Recognition on the 51st Annual Conference & Solutions Expo website and promotional materials (over 67,000 web page views and 100,000+ electronic mailings in 2017)
- › On-site prominent logo displays in both the general and breakout sessions, thank-you advertisement in on-site program
- › VIP session for 25 with photos after the speech. Location dependent on available spaces. Limit of 25 includes both sponsor representatives and guests. Sponsor is responsible for inviting guests and submitting the list to NAFCU prior to the conference.
- › VIP seating for eight at Keynote Address for team members and key accounts
- › Four complimentary registrations

Networking Sponsorships

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

WELCOME RECEPTION (2) - \$12,000

Your company will receive countless impressions as attendees begin their conference experience at this popular reception. Branding points include recognition in the event program, conference app, general session stage and screens, and signage at the reception.



WELCOME RECEPTION DRINK STATION - \$7,000

Recognition on station signage at the event

WELCOME RECEPTION CHEF'S STATION - \$7,000

Recognition on station signage at the event

CLOSING RECEPTION (2) - \$20,000

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.

CLOSING RECEPTION DRINK STATION - \$8,000

Recognition on station signage at the event

CLOSING RECEPTION CHEF'S STATION - \$8,000

Recognition on station signage at the event

BUSINESS CONNECTION LOUNGE SPONSOR (multiple available) – Please inquire for details

Gain visibility at one of the most desirable locations at the conference networking lounges. Your branding information can be distributed in the lounge. The relaxing area can also be a gathering point and central location for your company. There is rarely an empty space at these hot spots. Sponsor will receive 100 exclusive VIP wristbands for attendees to access the lounge. Location will be determined based on the best available space given conference traffic. *Please inquire for additional information.*

VIP HAPPY HOUR (2) – Please inquire for details

NAFCU will design and promote a customized 90-minute happy hour program to elevate your brand after a busy day. NAFCU will control the guest list and invite 100 credit union VIPs, making this the hottest ticket at the conference. You'll also receive promotion by NAFCU in the conference app and custom signage will feature your logo at the event. *Subject to schedule availability and additional requirements.*



Technology Sponsorships

The digital and mobile world is an excellent platform to demonstrate your progressive position in the market. Gain continuous digital exposure and engagement throughout the conference.

CONFERENCE APP - \$20,000

Among approximately 800 active users in 2017, there were nearly 130,000 in-app actions, meaning roughly 160 actions per user throughout the conference. The app sponsor receives a dedicated tab within the app and recognition on all app materials, in addition to three promoted posts and a push notification in what has become prime real estate among our attendees. Post content is sponsor-created and must adhere to technical specifications.

BUSINESS CENTER - \$5,500

This custom-designed station will include a computer and printer for attendees to use throughout the conference and is a welcomed convenience. The station will prominently feature your company branding, proximate to registration; you can't ask for a better first impression. Final location will be determined based on the best available space given conference traffic.

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

Extend your brand in a prime location with high visibility amongst our attendees. Location will be determined based on the best available space given conference traffic.

CHARGING STATION (2) - \$3,500

Charging stations will feature your company logo as attendees recharge their phones in between sessions

Thought Leader Sponsorships

The below are highly anticipated sessions for targeted audiences. Sponsorship of these sessions will provide great exposure. Ask our sponsorship specialists about the best fit for your company. Sponsorship elements include custom NAFCU-designed signage, in addition to recognition in the app, agenda, and on-site program. NAFCU staff will also recognize the sponsor from the stage.

VOLUNTEER WORKSHOP - \$3,000

This popular pre-conference workshop hosted by NAFCU's EVP/COO is for attendees seeking their NCVE certification

BREAKOUT TRACK (2) - \$8,000

Each breakout track will consist of multiple breakout sessions. Sponsor a track that aligns with your company's strategy. Package includes recognition in the on-site program and signage as well as the conference website. *Subject to availability based on agenda content.*

Branding Sponsorship Opportunities

All single branding and promotion items are subject to availability.

BEVERAGE TUMBLERS - \$20,000

Each attendee will receive a custom stainless steel tumbler featuring double wall construction and prominently imprinted with your company's logo on the front. The tumblers will be included in the conference registration bag distributed to each attendee. Our attendees always appreciate these tumblers during the busy conference days! You'll also earn endless impressions during and after the conference as attendees continue to enjoy them once they've returned home.

HOTEL KEY CARDS - \$20,000

At the official NAFCU host hotels, attendees will exclusively receive keycards featuring your company's logo. Be a part of the attendee experience as they explore Seattle, earning over 7,000 impressions in the process.



GENERAL SESSION LUNCH - \$10,000 GENERAL SESSION BREAKFAST (3) - \$10,000

Custom tabletop signs featuring your company's branding will be placed on each table within the general session room, totaling more than 100 tables for over 1,000 attendees! Your company will also receive prominent reserved VIP seating for eight, and recognition in the app, on-site event program, and from the stage by conference VIPs.



EXHIBIT HALL TABLETOP SIGNS - \$6,000

Enjoy prime visibility with our custom double-sided signage on all of the dining tables in the exhibit hall (approximately 60 tables). Your signage will be displayed during all hours in the exhibit hall, including meals.



Refreshment Stations

COFFEE STATION - \$7,000

Our attendees love their coffee and are certain to be repeat visitors! Signs will be featured at coffee stations proximate to the general and breakout sessions. Custom-designed cups or sleeves will also display your logo over the duration of the entire conference.

CARBONATION STATION - \$7,000

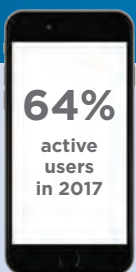
Two ice-cold beverage stations for your clients — current and future — located strategically for maximum brand exposure

WATER STATION - \$5,000

Garner repeated impressions from all our attendees as they quench their thirst between each breakout session



NAFCU's sponsorship packages and offerings are all fully customizable! Please contact our sponsorship specialists at sales@nafcuh.org to learn more. Preferred Partners should contact Paul Timm at ptimm@nafcuh.org.



ATTENDANCE BY JOB FUNCTION:

- Board Executive Committee - 20%
- CEO - 13%
- EVP/SP/VP/Senior Staff - 18%
- Director - 39%
- Other - 10%



ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 38%
- \$500M-\$1B - 21%
- \$200M-\$500M - 20%
- Under \$200M - 21%



Additional Offerings

ESCALATOR SIGNS - \$15,000

PROMINENT CONCOURSE BANNER - \$10,000

AISLE MARKER SIGNAGE - \$6,500

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

**GENERAL SESSION BRANDED SLIDE IN
ROTATION (8) - \$2,000**

NAFCU can design a custom slide prominently featuring your company's logo or you can submit a design with your own imagery (subject to approval by NAFCU). Reach attendees throughout the day as the slide is featured as a part of the general session slide deck for three days in a row, shown a minimum of 5 times.

Exhibiting Opportunities at the NAFCU Solutions Expo

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 exhibit, during networking events, or in the sessions, you gain valuable face time with current and potential clients.

KEY EXHIBITOR BENEFITS

Conference All-Access – Each of your registrations includes full access to the conference, allowing you additional time to network with attendees during the sessions, meals, and evening receptions.

Two conference registrations are included with each exhibit space rented. That's a value of \$3,400! Additional exhibit personnel registrations are available at \$500 each.

Listing in the conference app, featuring your company logo and description. In 2017, there were nearly 130,000 in-app actions, meaning roughly 160 actions per user throughout the conference.

Listing in the May/June issue of The NAFCU Journal, which reaches more than 5,000 credit union professionals! *Listings are subject to a publication deadline of **March 9, 2018**.*

Listing in the on-site Experience Guide. *Listings are subject to a publication deadline of **March 30, 2018**.*

Exhibit Assignments and Fees

Assignments are made on a first-come, first-served basis. Please email the completed application to sales@nafcuh.org. Please do not email credit card information. Your invoice will contain payment instructions.

Preferred Partners receive a discount on their exhibit, and should contact Paul Timm at ptimm@nafcuh.org to secure a space.

In-Line Exhibit Fee: \$2,500

Premium Location Exhibit Fee: \$2,800

NAFCU Services Preferred Partner Exhibit Fee: \$2,000

Note: Your fee to NAFCU does not include furnishings or additional options (such as Internet). These must be purchased separately through NAFCU's General Services Contractor.

Additional registrations for exhibitors are available for \$500 each.

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

In the last four years, NAFCU delegates have helped assemble hundreds of care packages for disadvantaged 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 deadline for program acknowledgement is March 1, 2018.



The NAFCU Journal Magazine May/June issue will be distributed at this event. Your ad in this publication is a great way to supplement your sponsorship reach. Save with special one-time pricing, beginning at approximately \$2,500. See page 19 for the editorial calendar to align your outreach to credit union executives.



2018 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
- 51st Annual Conference and Solutions Expo
- Risk Management Seminar/BSA Seminar
- Congressional Caucus
- Regulatory Compliance Seminar
- Regulatory Compliance School (San Antonio, TX)
- Management and Leadership Institute
- 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: _____

Phone: _____ Email: _____

(if different from primary contact)

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 51ST ANNUAL CONFERENCE & SOLUTIONS EXPO

June 19 – 22, 2018 | Washington State Convention Center | Seattle, Washington

Exhibit 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 fee to NAFCU does not include furniture, carpet, electrical or Internet.

Exhibiting Opportunities at NAFCU's 51st Annual Conference & Solutions Expo

SELECT EXHIBIT PACKAGE	NUMBER OF EXHIBITS	SIZE OF EXHIBIT	EXHIBIT PRICE	COMPLIMENTARY EXHIBIT PERSONNEL	ADDITIONAL EXHIBIT PERSONNEL (OPTIONAL)
<input type="checkbox"/>	1	Standard Location	\$2,500	2	_____ x \$500
<input type="checkbox"/>	1	Premium Location	\$2,800	2	_____ x \$500
<input type="checkbox"/>	2	Standard Location	\$4,900	4	_____ x \$500
<input type="checkbox"/>	2	Premium Location	\$5,100	4	_____ 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.



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

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 exhibit space for written cancellations or reduction of space postmarked by January 19, 2018.
2. 50% of the exhibit rental fee for written cancellations or reduction of space postmarked from January 19, 2018. to March 9, 2018.

All cancellations must be in writing, via mail, email or fax to the attention of show management. No refunds of the exhibit rental fee will be made for cancellations postmarked after March 9, 2018.

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 Federally-Insured 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

(please call 800.344.5580 or 703.842.2208 upon receipt of invoice)



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