



LEADERSHIP
CONVENTION

DISCOVER.
EXPERIENCE.
GROW.

July 28 - 31, 2020
Paris, Las Vegas

The 43rd annual CU leadership convention is bigger, bolder, better than ever!

This is your #1 opportunity to put your brand in front of the nation's top credit union CEOs, C-suite leaders, Presidents & Chairs.

Meet an engaged audience of Credit Union Executives:

- **Showcase** your company's solutions
- **Generate** highly-qualified leads
- **Boost** your presence at the industry's most top rated convention
- **Close the deal** by networking with key decision makers

Here's what past sponsors & exhibitors have to say:

"CU Leadership offers the opportunity to get in front of key decision makers. With approximately 1400 people in attendance, you are guaranteed to get the traffic you need to make it a successful show."

Joan McBrayer, Account Director, Claim Your Youth

"The CU leadership convention was well put together which made for an enjoyable and productive conference. We are hoping that the networking connections that were made during the conference will result in positive, long term partnerships with the different CU representatives that we met."

Jennifer Mason, Director of Client Services, DSG Associates

"The exhibit hall set up and networking breaks gave our company great visibility, and allowed us to connect with lenders that had questions following our breakout session."

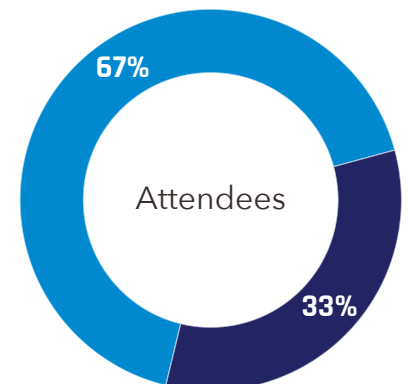
Julie Nielsen, VP, Channel Partnerships, Open Lending

"CU Leadership is a great Credit Union conference with representation from across the country."

Kevin S. Cordray, Founding Partner, ResponseGenius

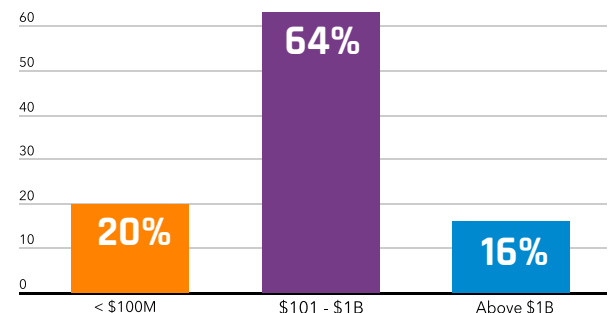
Decision-makers by title: (1,500+ attendees)

Ceo's and c-suite executives

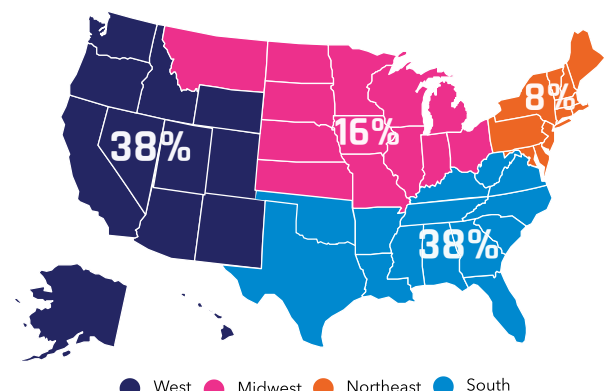


Directors, Board members

Credit Unions by asset size:



Attendees by region:



For **sponsorship, exhibiting & marketing opportunities**, call **Andrea Trout**, Manager, Convention Relations at (301) 675-4262 or email atrout@culeaders.com

SHARE YOUR EXPERTISE AND SOLUTIONS

SPONSOR/EXHIBITOR PACKAGES



Signature Partner Sponsor

This is an exclusive opportunity to sponsor one of the 7 breakout summits.

(Once you are a signature partner sponsor no other competitor can sponsor the breakout summit.)

Summits are: Leadership (SOLD), Lending, Marketing, Member Business Lending, Technology/ Cyber, Financial, and Human Resources.

Keynote speaker opportunity to kick-off the sponsored summit

- Summit Roundtable Breakout Session
- Access to pre and post-event attendee list

- One pre-event email to registered attendees
- One webinar on a topic of your choice marketed to 18,000 CU decision-makers
- Company branding included in all promotional materials – print, website, and digital marketing reaching 31,000 CU decision-makers in multiple channels
- Company branding & ads included in on-site guidebook
- 6 complimentary All-ACCESS registrations to the convention and featured entertainment
- Premium placement 10' x10' or 10' by 20'
- Company branding in convention app

Platinum sponsor

One Breakout Session Sponsorship in a CULC Summit: Lending, Marketing, Technology/ Cyber, Financial and Human Resources.

(sponsorship is non-exclusive)

- Access to pre-and post-event attendee list
- One pre-event email to registered attendees
- One Webinar on a topic of your choice marketed to 18,000 CU decision-makers

- Company branding included in all promotional materials – print, website, and digital marketing reaching 31,000 CU decision-makers in multiple channels
- Company branding & ads included in on-site guidebook
- 4 complimentary All-ACCESS registration
- Premium placement 10' x10' or 10' by 20'
- Company branding in convention app

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Gold sponsor

- Access to pre and post-event attendee list
- One pre-event email to registered attendees
- Company branding included in all promotional materials – print, website, and digital marketing reaching 31,000 CU decision-makers in multiple channels
- Company branding included in on-site guidebook
- 10'x10' or 10' x 20' exhibit space
- Company logo in convention app
- Up to 3 complimentary All-ACCESS registrations to the convention and featured entertainment



Exhibitor partner

- Access to pre and post-event attendee list
- Company branding included in all promotional materials – print, website, and digital marketing reaching 31,000 CU decision-makers in multiple channels
- Company branding included in on-site guidebook
- 10'x10' exhibit space
- Company logo in convention app
- Up to 2 complimentary All-ACCESS registrations to the convention and featured entertainment



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EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Unique opportunities to enhance your prominence & visibility to over 1,500 credit union leaders



Registration & welcome

This unique sponsorship provides the only opportunity to personally greet every single attendee as they register.



Exhibit hall opening

Exclusive opportunity to kick-off the exhibit hall grand opening.



Keynote speaker

Headline the morning main stage along with the keynote speaker.



Evening networking reception

Hosts the evening reception before entertainment!



Entertainment

Headline entertainment branded with your company brand and message. Plus, you'll get full branding at the main event.



CU connect

Company is provided the opportunity to present with a targeted group of credit unions



Leadership awards

Get premium recognition as the exclusive Leadership Awards Sponsor during the Awards Ceremony.



Dessert social

Network with Decision-Makers during your custom branded ever-popular Dessert Social!



Breakfast of champions

Get premium exposure and recognition as the sponsor and facilitator at this idea-swapping session over breakfast.



Convention app

The convention app is available to all attendees and serves as a source of information on sessions, speakers, sponsors and exhibitors.



Tote bag

Your company name and logo will be featured on every tote bag distributed to all attendees.



Participant lanyards

Every attendee will create a walking billboard throughout the event.



Reusable water bottles

Your logo imprinted on reusable water bottles given to all convention attendees, branding your organization during and after the convention.



Wi-Fi sponsor

Be the exclusive Wi-Fi Sponsor for the event.



Hotel key card

Be the brand every attendee sees first thing in the morning, last thing at night and every time they use their key card.



Relax & recharge lounge

Pitch your solutions to decision makers while they relax and recharge.



Networking breaks

Network with decision-makers during your custom branded break.



Networking breakfasts

Network with decision-makers during your custom branded breakfast.

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MARKETING ADVERTISING OPPORTUNITIES

Reach the decision-makers before, during & after the convention!

Conference partner email

Get your solutions-focused message out to decision-maker attendees before the event begins by having us send out your custom message to drive traffic to your booth. (Vendor provides HTML template. Messaging approved by the Leadership Convention Chair.)

•Pre-show email to participants

Get your message out before the convention begins. Drive traffic to your booth.

•Post-show email to participants

Continue branding after the convention. Get your message out after the convention ends.

Pre-show attendee list

Expand your reach and plan ahead with the pre convention direct mail attendee list.

Post-show attendee list

Reach decision-makers and showcase your solutions beyond your booth after the event by securing the direct mail attendee list.

Collateral insert in attendee tote

Drive traffic to your booth by putting your solutions-focused ad into attendee hands immediately as the convention begins.

Refreshment breaks

Network with decision-makers during your custom branded refreshment breaks.

Rotating kiosk ad

Extend your exposure by showcasing your ad on the rotating kiosks. Decision-makers will see your custom-branded ad as they navigate the convention.

Discounted attendee passes

As part of your Sponsorship, invite current prospects and clients to save 15% off their registration and join you at the event.

Rotating slide on general session stage

Sell your solutions on the big screen to drive more traffic to your booth.

Conference app

Put your company's products and services in the palm of conference delegates by providing high-exposure placement in the app before, during and after the event.

Exclusive CU daily email sponsor

Sponsor the CU Daily email. Your logo, linked to your site, as well as your message will be highlighted to all attendees as they start their day reading the CU Daily recap email.

Survival guide ad

Full and half page options available. Send home your solution-focused message to all decision-maker attendees. When you follow up, they'll already have your information in their hands.



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PAST SPONSORS & EXHIBITORS INCLUDED



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PAST ATTENDING CREDIT UNIONS

■ 1-3 Confirmed Attendees ■ 4-6 Confirmed Attendees ■ 7+ Confirmed Attendees

113 Credit Union	Buffalo Metropolitan FCU	Credit Union of Colorado
1977	Business Compensation Consulting	Credit Union of Southern CA
1st Community FCU	Business Services & Home Loan Services	CU Hawaii Federal Credit Union
717 Credit Union	Cabot & NOI Employees FCU	Cummins Allison
Acclaim	Caddo Parish Teachers FCU	Cyprus Credit Union
Addition Financial Credit Union	Cal State LA FCU	Dade County FCU
Advantage One Credit Union	California Community Credit Union	Dakota Plains FCU
Advantis CU	Camino FCU	Day Air Credit Union
Aerospace Federal Credit Union	Capital Credit Union	Deepwater Credit Union
Alaska USA Federal Credit Union	CBC Federal Credit Union	Delta Community Credit Union
Alliance Credit Union	Centra Credit Union	Desert Financial Federal Credit Union
Aloha Pacific Federal Credit Union	Chattanooga Federal Employees CU	DEXSTA Federal Credit Union
Alpena Alcona Area Credit Union	Cherokee County Federal Credit Union	DOLFCU
Altana	Chicago Patrolmen's FCU	Dow Great Western Credit Union
Altra Federal Credit Union	City Credit Union	Downriver Community FCU
Amarillo Postal Employees Credit Union	Class Act FCU	DuGood Federal Credit Union
AMOCO Federal Credit Union	Clerkin, Sinclair & Mahfouz, LLP	Dutch Point Credit Union
Anheuser-Busch Employees' CU	Coast360 Federal Credit Union	Eastern Utah Community Credit Union
Antioch Community FCU	Coastal Community & Teachers CU	Edinburg Teachers Credit Union
APIO, Inc.	Coastal Community Federal Credit Union	Embark Credit Union
Arizona Federal Credit Union	Coastline Federal Credit Union	Exensia Financial
Arkansas Federal Credit Union	Code Credit Union	Extensia Financial
Ascension Credit Union	Columbia CU	Extra Credit Union
Auto Exam/Vision Warranty Corp	Columbus Metro Federal Credit Union	Fairwinds Credit Union
Azalea City Credit Union	Common Cents CU	Fall River Municipal Credit Union
Baldwin County Federal Credit Union	Community Service Credit Union	First Central Credit Union
Bank-Fund Staff Federal Credit Union	Complete Loan Sourcing	First Financial Federal Credit of MD
Barton Plant EmployeesÆ Federal CU	Concho Educators Federal Credit Union	First Light Federal Credit Union
Baton Rouge City Parish Employees FCU	Cooperative Center Federal Credit Union	First Nebraska Credit Union
Beehive Federal Credit Union	Cornerstone Community Credit Union	First Northern Credit Union
Belco Community CU	Cornerstone Credit Union League	FirstLight Federal Credit Union
Best Financial Credit Union	Cornerstone Financial Credit Union	Five Point Credit Union
BFB Gallagher	Cosden Federal Credit Union	Five Star Credit Union
Boston Firefighters Credit Union	County Schools FCU	Foothill Credit Union
Box Elder County Credit Union	Credit Union of America	Fort Worth City Credit Union

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Fort Worth Community Credit Union
Fresno Police Department Credit Union
Gain Federal Credit Union
Garden Island Federal Credit Union
[Gather Federal Credit Union](#)
Geico FCU
[Gesa Credit Union](#)
Glendale Area Schools Credit Union
Golden 1 Credit Union
GPO Federal Credit Union
Grand Junction Federal Credit Union
Greater Kentucky Credit Union
Greater Niagara FCU
Greensboro Municipal FCU
[Guardian Credit Union](#)
[Gulf Coast Credit Union](#)
Gulf Winds FCU
Guthrie Federal Credit Union
H.C.T.A.Federal Credit Union
[HAPO Community Credit Union](#)
[Hawaii Central Federal Credit Union](#)
[Hawaii Community Federal Credit Union](#)
Hawaii County Employees FCU
[Hawaii Law Enforcement FCU](#)
Hawaii Pacific Federal Credit Union
Hawaii USA Federal Credit Union
Hawaiian Financial Federal Credit Union
[Hawaiian Tel Federal Credit Union](#)
[Heart of LA FCU](#)
Heartland Credit Union
Henrico FCU
Heritage Community Credit Union
[Heritage FCU](#)
HFS Federal Credit Union
Hickam FCU

Highmark Federal Credit Union
HMSA Employees FCU
Honolulu Fire Department FCU
[Houston Federal Credit Union](#)
Houston Highway Credit Union
Houston Police FCU
Houston Texas Fire Fighters FCU
[HRCU](#)
[Hughes Federal](#)
IBM Southeast Employees FCU
IH Credit Union
InvesTex Credit Union
Island Federal Credit Union
Jersey Shore FCU
[JSC Federal Credit Union](#)
Kalsee Credit Union
Kaua'i Government Employees FCU
[KBR Heritage Federal Credit Union](#)
Kenowa Community FCU
[Kerr County Federal Credit Union](#)
[Kstate Credit Union](#)
Kuakini Medical And Dental FCU
Lake Chem Community FCU
Lakehurst Naval Federal Credit Union
Land of Lincoln Credit Union
[Landmark Credit Union](#)
Laredo Federal Credit Union
Laredo Fire Department Federal CU
Latah Credit Union
Letourneau Federal Credit Union
[Lewis Clark Credit Union](#)
Liberty First Credit Union
[Liberty One Credit Union](#)
Life FCU
[Lifetime Federal Credit Union](#)

Lincoln County Credit Union
Listerhill Credit Union
Logix FCU
[Lone Star Credit Union](#)
Long Beach City Employees FCU
Lower Columbia Longshoreman's FCU
[Loyola University Employees FCU](#)
[Lubrizol Employees' Credit Union](#)
Magnify Credit Union
Massachusetts Family CU
Mattel FCU
[Maui County FCU](#)
[McBryde Federal Credit Union](#)
McKesson Employees FCU
[MCT Credit Union](#)
Members Choice Credit Union
[Members First Credit Union](#)
Members First Credit Union Utah
Members Heritage Credit Union
MemberSource Credit Union
Memorial Credit Union
[Merck Employees Federal Credit Union](#)
MERCO Credit Union
Meridan Trust Federal Credit Union
[Meridian Trust](#)
[Meritus Credit Union](#)
Metro Community FCU
Metro Federal Credit Union
Mettel FCU
Miami University and Community FCU
Michigan Schools & Gov Credit Union
Mid American Credit Union
MidFlorida Credit Union
Mid-Hudson Valley Federal Credit Union
MidWest America FCU

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Mill Town Credit Union	Park City Credit Union	Salal Credit Union
Mil-Way Federal Credit Union	Park Community Credit Union	San Juan Credit Union
Minnco	Pasadena Service Federal Credit Union	Santa Clara County Federal Credit Union
Mission City Federal Credit Union	Pathways Financial Credit Union	Savannah Postal CU
Modesto's First Federal Credit Union	PCM Credit Union	SBA Complete, Inc.
Mokelumne FCU	PenFed Credit Union	SCE Federal Credit Union
MTCU	Penn East Federal Credit Union	Seattle Credit Union
Mutual First Credit Union	People's Trust FCU	Secured Advantage Federal Credit Union
My Community Credit Union	Plus Credit Union	Security Service FCU
My Credit Union	Podium	Sharonview Federal Credit Union
NAE FCU	Point Lona Credit Union	Shell Federal Credit Union
NAFT Federal Credit Union	Polish Slavic FCU	Shipbuilders Credit Union
Nassau County Police Department FCU	POPA Federal Credit Union	Silver State Schools Credit Union
Navy Army Community Credit Union	Popular Commercial Lending Group, Inc.	Simplicity Credit Union
NCPDFCU	Prestige Community Credit Union	Skyward Credit Union
Nebraska Energy Federal Credit Union	PrimeWay Federal Credit Union	Smart Financial Credit Union
Neighborhood CU	Priority One Credit Union	Sno Fall Credit Union
NET Credit Union	Prospectors FCU	Solano First FCU
NET Federal Credit Union	Public Workers Co-operative CU	Solutions Credit Union
Nikkei Credit Union	Publix Employees Federal Credit Union	South Carolina Federal Credit Union
Nizari Progressive Federal Credit Union	Pure IT Credit Union Services	Southern Chautauqua FCU
North East Texas Credit Union	PVHMC Federal Credit Union	Southland Credit Union
North Jersey FCU	Railroad & Industrial FCU	Southwest Louisiana Credit Union
Northern New Mexico School Employees FCU	Railway Credit Union	Southwest Research Center FCU
Ohio University Credit Union	Reliant Federal Credit Union	Space City Credit Union
Ohio Valley Community FCU	Riverfront Federal Credit Union	Space Coast Credit Union
Omaha Federal	River-Rail Community FCU	State Employees Credit Union
OneAZ Credit Union	Rock Valley Credit Union	State Employees' Credit Union
Ontario Shores	Rockland Employees FCU	State Employees CU New Mexico
Orange County's Credit Union	Rocky Mountain Law Enforcement FCU	StrategyCorps
Otero Federal Credit Union	RTN Federal Credit Union	Sunbelt Federal Credit Union
OTS Employees Federal Credit Union	Sacramento Credit Union	Suncoast Credit Union
Pacific Postal Credit Union	SAFE	Superior Choice Credit Union
Palisades Federal Credit Union	Safe 1 Credit Union	Symitar
Pampa Teachers Federal Credit Union	Saginaw Medical Federal Credit Union	Synergy FCU

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Tarrant County's Credit Union

Technicolor Federal Credit Union

Texans Credit Union

TEXAR Federal Credit Union

Texas Bridge Credit Union

Texas Trust Credit Union

Texasgulf Federal Credit Union

Texell Credit

Texoma Community Credit Union

The Summit Federal Credit Union

Three Rivers Federal Credit Union

TLC Community Credit Union

Tobacco Valley Teachers FCU

Torrance Community FCU

Torrington Municipal & Teachers FCU

Total Choice FCU

Trileaf Environmental

Truliant Federal Credit Union

TruMark Federal Credit Union

Turn Key Lender

TwinStar Credit Union

Ukrainian National Federal Credit Union

Ultracs Corp

UMe Federal Credit Union

Uncle Credit Union

Unified Communities Federal CU

Unify Financial Credit Union

Union Square Credit Union

United Community Credit Union

United Heritage Credit Union

United Local Credit Union

United Texas Credit Union

University & Community FCU

University of Louisiana FCU

University of Michigan Credit Union

Upward Credit Union

USF Federal Credit Union

UT Federal Credit Union

Utah Power Credit Union

Vacationland Federal Credit Union

Valley Credit Union

Valley Isle Community FCU

Vantage Credit Union

Ventura County Credit Union

VFCU

Virginia Beach School FCU

Virginia Beach Schools FCU

Volunteer Corporate Credit Union

Vons Credit Union

Waco Federal Credit Union

Waialua Federal Credit Union

Wanigas Credit Union

Weld Schools Credit Union

West Texas Educators Credit Union

Westby Coop Credit Union

Westerra Credit Union

Westminster FCU

White Sands Federal Credit Union

Whitefish Credit Union

Wichita Federal Credit Union

Wymar Federal Credit Union

Zia Credit Union

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