



**LEADERSHIP**  
CONVENTION

**DISCOVER.  
EXPERIENCE.  
GROW.**

## The 45th CU Leadership Convention on July 19-22, 2022 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** and **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

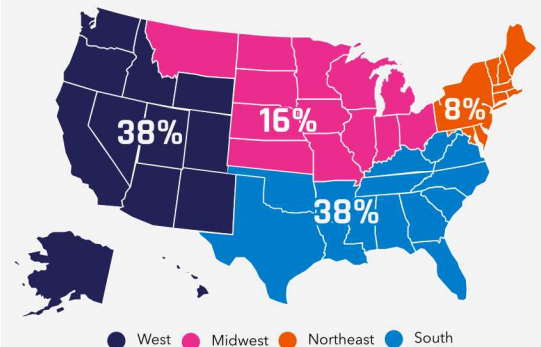
CU Leadership is a great Credit Union conference with representation from across the country.

— KEVIN S. CORDRAY, FOUNDING PARTNER, RESPONSEGENIUS

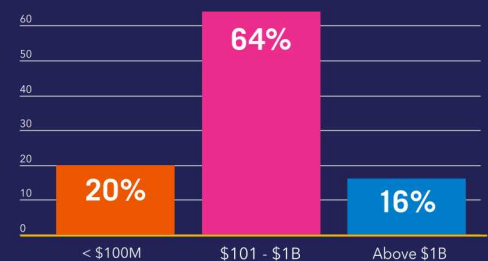


➔ **1 OUT OF 12**  
CREDIT UNIONS IN ATTENDANCE

### ATTENDEES BY REGION:



### CREDIT UNIONS BY ASSET SIZE:



For more information  
contact **Lawrence Dvorchik**



[lawrence@culeaders.com](mailto:lawrence@culeaders.com)



(646) 545-4429

# Premiere Sponsorship Programs

Premier Sponsorship provides a complete 360-degree experience throughout all aspects of the event.

## Signature Sponsorship

Signature sponsors are the highest-level sponsor and receive exclusive sponsorship of one of the 6 CULC Summits (Leadership, Cybersecurity, Lending, Human Resources, Branding & Marketing, and Financial Management). As a Signature Sponsor, you're entitled to the opening keynote presentation for the summit of your choosing. Signature sponsors are limited to a maximum of six non-competitive firms.

In addition, Signature Sponsors receive:

- > 6 attendee passes
- > 10' x 20' booth space
- > Pre- and post-show email
- > Seat drop pre-speaking session
- > Full page advertisement
- > Company listing
- > Pre and post show registrant lists



## Platinum Sponsorship

Platinum sponsorship includes:

- > Platinum Sponsor branding
- > 1 speaking role
- > 4 attendee passes
- > 10' x 10' booth space
- > Seat drop pre-speaking session
- > Full page advertisement
- > Company listing
- > Pre and post show registrant lists



## Gold Sponsorship

Platinum sponsorship includes:

- > Gold Sponsor branding
- > 1 speaking role
- > 2 attendee passes
- > 10' x 10' booth space
- > One half-page advertisement
- > Company listing
- > Pre and post show registrant lists





## Premier Hosted Events

### Kickoff Keynote with Jon Taffer, Bar Rescue

This premier event provides you premium branding leading up and through the CULC Kickoff Keynote Session. As the exclusive sponsor of the CULC Kickoff Keynote, sponsor may participate in the introduction of the Kickoff Keynote speaker.



### CULC Evening Entertainment: Comedian Louie Anderson

This premier event provides you premium sponsorship branding of the CULC Official Evening Entertainment, a performance by Comedian Louie Anderson. Sponsor receives a VIP section up front, including 5 reserved VIP tables, and may invite a curated group of CULC attendees to the VIP area and pre-show reception.

### Keynote Speaker Sponsorship: Matthew Luhn

As the exclusive sponsor of the day two Keynote Speaker, this sponsorship program provides you premium sponsorship branding of the keynote session leading up to and through the session, as well as the ability to participate in their introduction.



### CULC Premier Networking Reception:

This premier sponsorship program provides you premium sponsorship branding of the CULC Premier Networking Reception for all attendees prior to the Evening Entertainment.



### First-Timers' Reception:

Taking place on Tuesday evening, July 18, this premier sponsorship will welcome all new CULC attendees and provide sponsor with premium sponsorship branding of the event.

### CU Connect Curated Session:

This exclusive sponsorship provides an opportunity to create an interactive session and work with CULC to curate an audience from the CULC attendees.

### CEOs Dinner:

Taking place on Tuesday evening, July 18, this premier program provides sponsor with a private hosted dinner for a curated audience of CEOs for dinner at a Las Vegas restaurant.

### Keynote Speaker Sponsorship: Day 3

As the exclusive sponsor of the day three Keynote Speaker, this sponsorship program provides you premium sponsorship branding of the keynote session leading up to and through the session, as well as the ability to participate in their introduction.

### First-Timers' Welcome Breakfast:

Taking place on Wednesday morning, July 19, this premier sponsorship will welcome all new CULC attendees and provide sponsor with premium sponsorship branding of the event.



## Exclusive Sponsorship Opportunities

Unique opportunities to enhance your prominence & visibility at the nation's #1 event for credit union leaders.



### Breakfast Sponsor:

Be the first to greet attendees in the morning! Sponsor receives premium branding around the conference breakfasts both days of the event.



### Dessert Social Sponsorship:

Sponsor receives premium sponsorship branding for the Popular CULC Dessert Social. Open to all attendees, this is one of the most popular social functions of the event!



### Aisle Signs:

Fly your brand in every aisle of the exhibit hall! Sponsor branding on all overhead aisle signs in the expo hall



### CULC Café:

Sponsorship includes branding throughout one of the 2 CULC Café's located in the exhibit hall.



### Networking Break Sponsor:

Sponsor receives premium sponsorship branding surrounding the networking breaks throughout the event (excluding exhibit hall finale dessert social).



### Tote Bag Sponsorship:

Sponsor receives premium sponsorship branding on every tote bag, distributed to all attendees. Sponsor may provide promotional literature to be included in the tote bag.



### Wi-Fi Sponsorship:

Sponsor receives premium sponsorship branding as the WiFi sponsor & may suggest a password for Wi-Fi access. Sponsor logo and name printed on the back of the attendee badge with log-in information.



### Registration Sponsorship:

As the exclusive sponsor of the CULC registration, your brand will be in the one place every single attendee must visit. Sponsor's logo will appear on-site on signage as the Registration Sponsor, as well as on the website around the registration information.

## EXHIBIT OPTIONS

Display your products and solutions to CULC attendees by taking a display booth space in the CULC Expo Hall. To reserve your spot, call Lawrence Dvorchik at:



lawrence@culeaders.com



(646) 545-4429



### Lanyard Sponsorship:

Every attendee will create a walking billboard for your firm throughout the event. Sponsor's logo will appear on the event lanyards provided to all attendees upon registration.



Application for Exposition Space: This application for exposition space at Credit Union Leadership Convention 2022 will become a binding contract upon acceptance by Show Management. Exhibitor agrees to all terms and conditions listed on page 2 of this contract. 50% Deposit due with form, balance net 30.

**COMPANY CONTACT INFORMATION:**

_____ COMPANY NAME (Print name EXACTLY as you want it to appear in literature)		
_____ STREET ADDRESS 1		
_____ STREET ADDRESS 2		
_____ CITY	_____ STATE	_____ ZIP
_____ PHONE		
_____ WEBSITE / EMAIL		

**CONTACT INFORMATION:**

_____ AUTHORIZED SIGNATURE		_____ DATE
_____ YOUR NAME (Please print)		_____ TITLE
_____ E-MAIL	_____ PHONE	
_____ MARKETING CONTACT	_____ EMAIL	
_____ ACCOUNTING CONTACT	_____ EMAIL	
_____ P.O. #		
_____ WEBSITE		

Tradeshow Contact Information: Please indicate the person who should receive ALL exhibitor communications including Exhibitor Manuals, registration information, etc.	
_____ NAME	_____ TITLE
_____ E-MAIL	
_____ PHONE/EXT.	_____ MOBILE

**BOOTH**

(_____) feet x (_____) feet = _____ Total Square Feet
Total Square Feet _____ x \$50.00 = \$ _____
Preferred Booth Location:
1 <sup>st</sup> Booth Choice: _____ 3 <sup>rd</sup> Booth Choice: _____
2 <sup>nd</sup> Booth Choice: _____ 4 <sup>th</sup> Booth Choice: _____

**EACH EXHIBIT SPACE INCLUDES**

1. Exhibit Booth Space
2. Company logo & listing in exhibitor section of website
3. Promotional write-up linked from logo on website
4. Two (2) staff badges (allows access to conference sessions and public networking events)
5. Company listing in event guide
6. Company ID Sign, standard drapery equipment, exhibit hall security
7. Exhibitor Service Manual
8. Pre-show & post-show attendee list

**PAYMENT INFORMATION:**

Credit Card Hold/Authorization (Required)	
_____ CARDHOLDER NAME	
_____ CREDIT CARD #	
_____ CARDHOLDER SIGNATURE	
_____ EXP. DATE	_____ SECURITY CODE
CHARGE AMOUNT \$ (Balance due within 30 days of receipt of invoice)	
_____ Use as credit card hold (pay by check/wire)	
If payment is not received by payment due date, credit card will be charged.	

**Are you looking for unique and creative ways to drive brand awareness and engage with credit union leadership?**

**Learn more about sponsorship opportunities at the 2022 Credit Union Leadership Convention!**

For more information on new branding and engagement opportunities to increase your impact on attendees, drive traffic to your booth or participate in thought leadership sessions, contact Lawrence Dvorchik at [Lawrence.D@peimedia.com](mailto:Lawrence.D@peimedia.com)



## Terms and conditions

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- 1. General Matters.** Management's obligation to hold the Exposition is conditioned upon the Facility making available the space applied for by Management on the dates specified. Management has the sole right to determine the eligibility of any company or product for inclusion in the Exposition. Management makes no representation or warranty, express or implied, regarding the number of persons who will attend the Exposition.
- 2. Assignment, Use of Space.** Management shall assign to Exhibitor exhibit space for the period of the Exposition. Each such assignment is made for the period of the Exposition only and does not imply that the same or similar space will be held or offered for future Expositions. Management reserves the right to withdraw its acceptance of this application and to cancel Exhibitor's participation in the Exposition if it determines that Exhibitor is not eligible to participate, or Exhibitor's products or services are not eligible to be displayed. Exhibitor may not assign or sublet its exhibit space, or any part thereof (including so-called "booth sharing"), nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary to the proper demonstration or operation of Exhibitor's display, in which case the identification shall be limited to the manufacturer's normal, regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from or share its booth. Decisions of Management regarding use of exhibit space shall, in all instances, be final and binding. Should Exhibitor fail to meet agreed upon payment terms, PEI reserves the right to reassign or cancel Exhibitor benefits.
- 3. Relocation; Floor Plan Revisions.** Management reserves to itself the exclusive right to revise floor plans and/or move assigned Exhibitors as it deems necessary.
- 4. Occupancy, Payment Defaults.** All participation costs must be paid when due, and in any event in full prior to Exhibitor's move-in. If Exhibitor fails to occupy its contracted space, fails to pay any or all fees in a timely manner, or fails to perform, meet, or observe any term or condition set forth herein, it shall not be relieved of the obligation of paying the full cost of its participation in the Exposition and Management, at its discretion, may cancel this agreement and Exhibitor's participation in the Exposition and reassign the exhibit space. In the event that Exhibitor tenders the exhibit fees after such reassignment, Management may assign to it such other exhibit space, if then available, which Management deems appropriate. Exhibitor shall not be entitled to any refund of any part of any fee and shall remain liable for payment of all fees set forth in this agreement, subject only to the applicable cancellation schedule herein.
- 5. Installing, Exhibiting, Dismantling.** Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. All displays must be fully set up by the opening of the Exposition, and all exhibits must be open for business during all Exposition hours. In addition, Exhibitor may not dismantle or pack any portion of its display until the Exposition officially closes. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before conclusion of the dismantling period. When vacated, all exhibit space shall be left in good order.
- 6. Contractor Services and Information.** Management shall select and/or approve each contractor to provide support and facilities services. Management assumes no responsibility for failure of performance by, or the conduct of, any contractor or subcontractor or its employees.
- 7. Observance of Laws and Regulations.** Exhibitor shall abide by and observe all laws, rules, regulations, codes and ordinances of any applicable government authority, all rules of the Facility and the jurisdiction in which the Facility is located (now in effect or herein after promulgated).
- 8. Attendance; Hours.** Admission policies and Exposition hours shall remain, at all times, the prerogative of Management, and may be revised or amended to suit unforeseen conditions.
- 9. Exhibitor Conduct.** Exhibitor, and each of its employees and representatives, shall conduct itself in a manner in accordance with standards of decency and good taste. Exhibits shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down and those outlined in Exhibitor Service Manual. Management reserves the right to reject, eject or prohibit any exhibit, in whole or in part, or any exhibitor or its representatives or invitees, with or without given cause. If cause is not given, Management's liability therefore shall not exceed the return of the amount of rental unearned at the time of ejection. If Exhibitor or any portion of its exhibit is ejected for violation of applicable rules or for any other reason, no refund of exhibit fees or payment by Management of other amounts shall be made. Exhibitor shall observe all union contracts in effect between PEI, the event contractor, the Facility, and various labor organizations. Exhibitor shall obtain, at its own expense, adequate insurance covering Exhibitor's participation in the event. Exhibitor may not assign this contract without the prior written consent of PEI.
- 10. Booth Personnel.** Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear their Exhibitor badge identification at all times while they are in the exhibit area. Badges are non-transferable, and if transferred to or used by any party other than the individual to whom it was issued, may be canceled by Management in its absolute discretion. All other employees of exhibiting companies must register as Show Attendees. Management reserves the right to restrict or limit the number of booth representatives.
- 11. Photography.** Exhibitor is prohibited from taking any type of photograph or videotape of the Exposition without Management's consent. Unauthorized use of photography or videotape equipment is subject to confiscation by Management.

Exhibitor agrees that Management may take photographs of Exhibitor's booth space, exhibit and exhibit personnel for any promotional use by Management or the Expositions.

**12. Taxes, Licenses.** Exhibitor shall be responsible for obtaining all licenses, permits and approvals under local, state or Federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with, the Exposition.

**13. Cancellations.** If for any reason beyond PEI's reasonable control (including but not limited to: strikes; acts, regulations or orders of governmental authorities; civil disorder; disasters; acts of terrorism; acts of war; acts of God (such as hurricane, flooding, earthquake, volcanic eruption, communicable disease (such as covid19), etc.) it is impossible to run the above-mentioned event, then in those circumstances, PEI will seek to reschedule the event. Upon rescheduling, your Exhibitor package and benefits will be transferred automatically to the newly scheduled event. Should PEI be unable to reschedule the event the Exhibitor will be credited the fee to use across any other PEI Media event in up to the following 51 weeks. Exhibitor shall have the right to cancel its Exhibit of this event up to 90 business days prior to the start of the event and will be allowed to apply Exhibitor fees toward another PEI Media event in the following 51 weeks (up to), however, 100% of Exhibitor fee must be paid prior to the start of the originally contracted event and prior to any credit being issued. Should this other event take place prior to the originally contracted event, said monies will be due no later than 30 business days prior to the start of the new event. Should the Exhibitor cancel prior to 90 business days before the conference date, upon receipt of full payment, the Exhibitor will receive a credit memorandum for the value of the amount contracted, minus 10% administrative fee and 5% for every month marketing benefits have been received (including, but not limited to, branding, marketing, website listings), up to a maximum of 25% of the contract amount. Should this value exceed current payment, a balance will be due from the Exhibitor to reach set level. Should Exhibitor cancel its Exhibit within 90 business days of the commencement of the event the fees due to PEI will equal 100% of the Exhibitor fee, without the right to transfer credit to another event, and must be paid in full no later than 30 business days prior to the start of the event. In addition, all decorating expenses Management incurs in decorating canceled exhibit space shall be due and payable to Management from Exhibitor upon demand.

**16. Copyrighted Materials.** Exhibitor shall not violate any copyrights with respect to writings, music or other materials used by it at the Exposition or at any affiliated function and assumes sole liability and responsibility for the use and display of all copyrighted materials at an Exposition and shall obtain any and all necessary licenses therefor. Exhibitor shall indemnify, defend and hold harmless Management, any association owner or Exhibitors, the Facility, and their respective officers, directors, employees, agents and representatives, from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs and expenses, of whatever kind and nature, which any one and/or each of them shall sustain, incur or become subject to, involving, arising from, or relating to, Exhibitor's breach of any of its obligations contained herein or the use of copyrighted materials at the Exposition or any affiliated function.

**17. Limitation of Liability; Indemnity.** Neither Management nor the Facility, nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Exposition, licensing and/or use of exhibition space hereunder, or the failure of Management to make available the exhibit space or hold the Exposition, however caused, including that caused by Management's or any Facility's, or its officers', agents', employees' or other representatives' negligence. Exhibitor shall indemnify, defend, and hold harmless Management and the Facility and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Exposition, its licensing and/or use of exhibition space hereunder, or any action or failure to act on the part of Exhibitor or its officers, agents, employees, or other representatives. Exhibitor understands that neither Management nor the Facility, nor its affiliates, maintains insurance covering Exhibitor's liability or property, and Exhibitor is advised to obtain, at its sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others. Exhibitor shall provide evidence of such insurance to Management and the Facility upon request. It is understood all property of Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the Facility, and neither Management nor the Facility assumes any responsibility therefor. In no event shall Management be liable to Exhibitor or anyone claiming through Exhibitor for incidental, consequential, special or indirect damages, including lost profits, even if Management has been apprised of the possibility of such loss.

**18. Damage to Facility.** Exhibitor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property.

**19. Exhibitor Responsibility.** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the hotel premises, and shall indemnify, defend, and hold harmless the Hotel, its owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

**20. Amendment, Interpretation.** Management shall have full power in the enforcement and interpretation of all terms, conditions and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and in the best interest of the Exposition. The connectives "and" and "or" shall be construed both conjunctively and

disjunctively, the term “including” shall mean including without limitation, and words in the singular include the plural, and words in the plural include the singular.

**21. Agreement to Terms, Conditions and Rules.** Exhibitor agrees to observe and abide by the foregoing terms, conditions and rules, those contained in the Exhibitor Service Manual, and by such additional terms, conditions and rules made by Management from time to time for the efficient and safe operation of the Exposition, all of which constitute a part of this Agreement. The rights of Management under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Management. All matters not specifically covered herein are subject to the sole discretion of PEI. Your signature above indicates that you have reviewed this Agreement and agree to the terms set forth herein. You also certify that you are authorized on behalf of Exhibitor organization to bind Exhibitor organization to the terms of this Agreement. This document, when signed by Exhibitor organization constitutes a binding legal agreement. Exhibitor organization is bound by all the terms and conditions of this Contract. Furthermore, the parties agree that the terms of this Agreement are confidential and shall not be disclosed to a third party without the written consent of PEI.

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Print Signatory Name

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Title

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Authorized Signature

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Date

