



LEADERSHIP
CONVENTION

AUGUST 12-15 2025, CAESARS PALACE

Las Vegas

DISCOVER.
EXPERIENCE.
GROW.

The 48th CU Leadership Convention on August 12-15, 2025 is bigger, bolder, better than ever!

The 48th Annual CU Leadership Convention is a one-of-a-kind in-person experience, a unique blend of networking, collaboration and thought leadership between credit union c-suite executives, presidents, board chairs and sponsors.

The program is custom designed to encourage conversation about best practices, relationship building and knowledge sharing across all functional areas on the most pressing issues facing credit unions today.

Join us in Las Vegas from August 12-15, 2025, to engage with over 1,000 forward-thinking CU leaders looking for answers to their most challenging issues.

“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.”

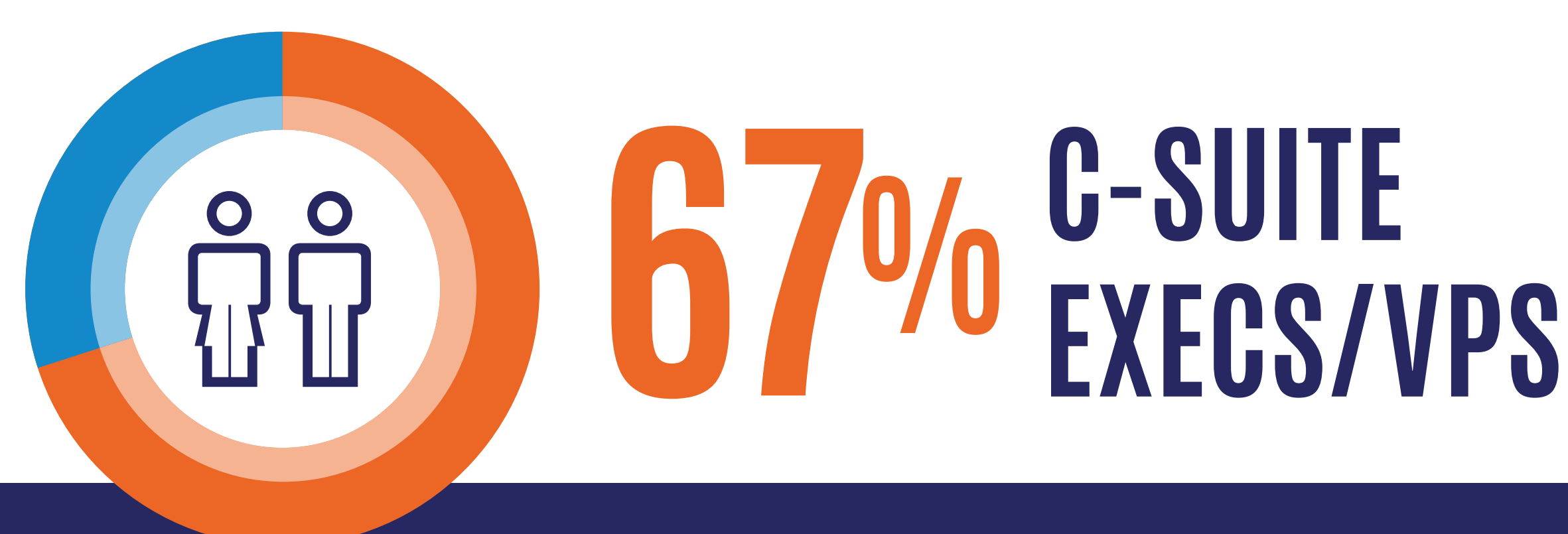
John McBrayer, Account Director, Claim Your Youth

“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

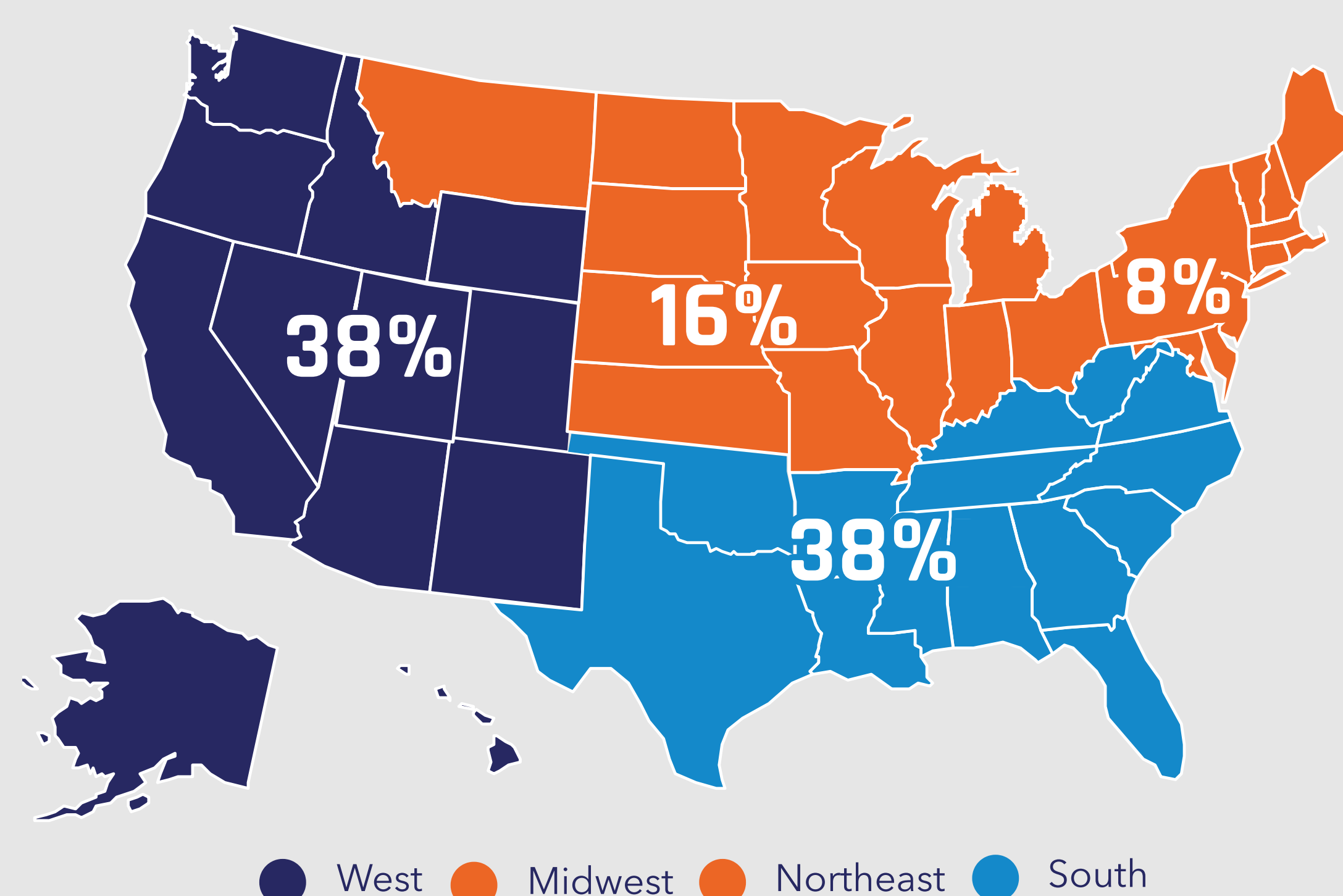
“CU Leadership is a great Credit Union conference with representation from across the country.”

Kevin S. Cordray, Founding Partner, ResponseGenius

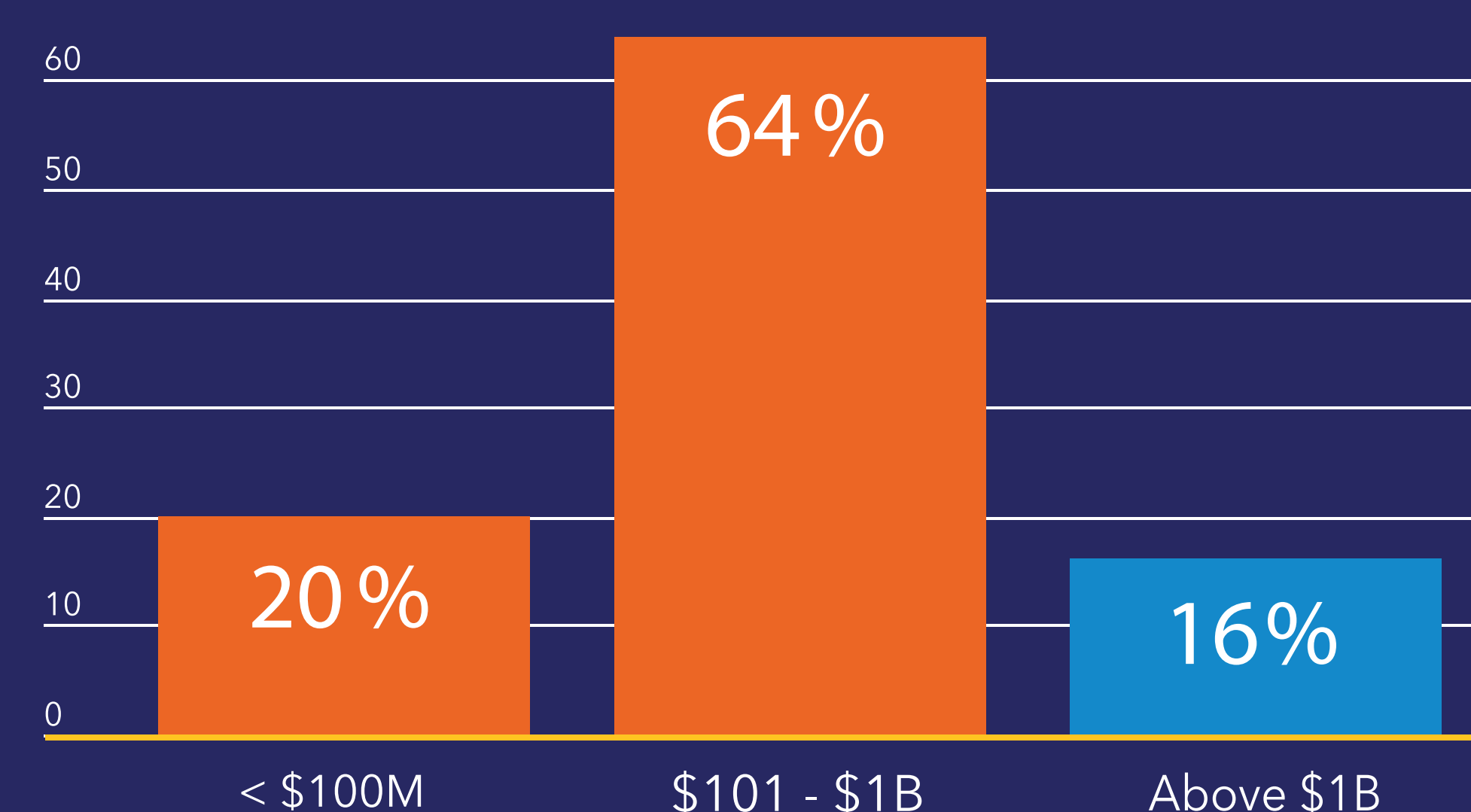


➔ **1 OUT OF 12**
CREDIT UNIONS IN ATTENDANCE

ATTENDEES BY REGION:



CREDIT UNIONS BY ASSET SIZE:



For more information contact Jimmy Kurtovic: jimmy.k@culeaders.com | (646) 356-4504



Premiere Sponsorship Programs

Premier Sponsorship provides a complete 360-Degree Experience throughout all spectrs of the event.

Principal Sponsorship

- **Exclusive Principal Sponsor of one of the CULC Summits** (Leadership, Trending, Lending, Human Resources, FInTech, Branding & Marketing and Financial Management)
- **Keynote speaking opportunity** (specific details to be determined with CULC Chairman)
- **Premium branding** as the Principal Sponsor of the summit of your choosing
- **Premium branding** where sponsors appear throughout the CU Leadership Convention

- Full page advertisement in event guide
- Six (6) staff passes (in addition to your speaker, 7 total)
- 10' x 20' exhibit space (includes standard pipe and drape)
- Company logo & listing on website
- Company listing in event guide
- Pre- and post-show email to CULC registrants
- Seat drop pre-speaking session (1)
- Pre and post show registrant lists

Lead Sponsorship

- **Branding:** Your firm will be branded at the Lead Sponsor level
- **One speaking opportunity** (specific details to be determined with CULC Chairman)
- **Full-page advertisement in event guide**

- **Four (4) staff passes** (in addition to your speaker, 5 total)
- **10' x 20' exhibit space** (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Pre and post show registrant lists**

Sponsorship

- **Branding:** Your firm will be branded at the Sponsor level
- **One speaking opportunity** (specific details to be determined with CULC Chairman)
- **Half-page advertisement in event guide**

- **Three (3) staff passes** (in addition to your speaker, 4 total)
- **10'x10' exhibit space** (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Pre and post show registrant lists**

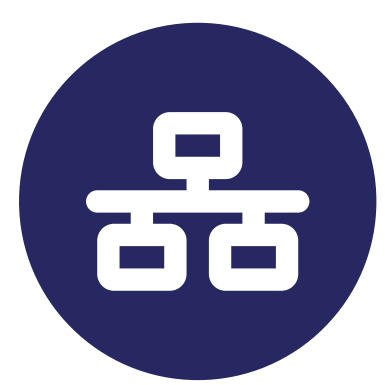
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CEO Dinner Sponsor

Taking place on the night before the conference kicks off, this premier program provides sponsor with a private hosted dinner for a curated audience of CEOs.

- **Branding:** Your firm will be promoted as a sponsor of the Forum, where sponsors are listed.
- **Attendee Passes:** Your firm receives three passes to attend the CEO Dinner and CU Leadership Convention
- **Pre and post show registrant lists** (name, title, company)



CUConnect Program

- **Curated session:** Your firm will have the opportunity to create an interactive session and work with CULC to curate an audience from the CULC attendees.
- **10'x10' exhibit space** (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Lanyard Sponsor

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.

- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two staff passes** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



4x7 Tech Demo Program

The 4x7 Tech Demo will feature a session with 7 firms receiving 7 minutes on stage to present and demonstrate their technology offering.

- **Branding as a sponsor** and participant in the 4x7 Tech Demo
- **One presentation slot in one Tech Demo** (exact one TBD)
- **10'x10' exhibit space** (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Registration Sponsor

As the exclusive sponsor of CULC's registration area, your brand will be in the one place every single attendee must visit.

- **Branding:** Your firm will be branded at the Sponsor level
- Your firm will be branded in the top and bottom panels of the registration desk
- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two (2) staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Tote Bag Sponsor

Sponsor receives premium sponsorship branding on every tote bag, distributed to all attendees.

- **Branding:** Your firm will be branded at the Sponsor level
- **10'x10' exhibit space** (includes standard pipe & drape)
- **10'x10' exhibit space** (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Wi-Fi Sponsor

Sponsor may suggest a branded password for WiFi access during the event. This will be advertised on signage and tent cards throughout the venue.

- **Branding:** Your firm will be branded at the Sponsor level
- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two (2) staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Networking Break Sponsor

Sponsor receives premium sponsorship branding surrounding the networking breaks.

- **Branding:**
- Your firm will be branded at the Sponsor level
- Your firm will be branded as sponsor on break signage
- 10'x10' exhibit space (includes standard pipe and drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two (2) staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



Breakfast of Champions

Align your firm with the premier think tank session – The Breakfast of Champions!

- **Branding:** Your firm will be branded at the Sponsor level
- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two (2) staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**
- **Thought Leadership Sponsor may** help in the sessions at the discretion of the CULC Chairperson
- Sponsor may provide branded pens/pads for the session



Exhibitor Package

- **Branding:** Your firm will be branded as an exhibitor
- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two (2) staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**

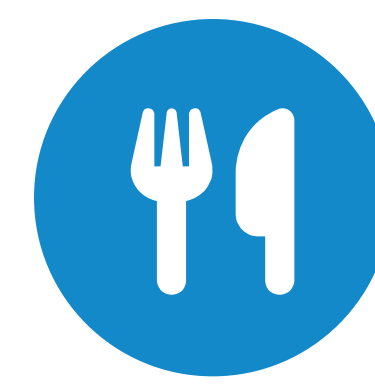
Can be added to Exhibitor Package

- **1 speaking opportunity within one of these summits** (Leadership, Trending, Lending, Human Resources, FinTech, Branding & Marketing and Financial Management)
- **Showcase your firm on our main stage** or breakout sessions focused on your area of expertise



Reception Sponsor

- Informal networking over cocktails, hors d'oeuvres
- Branding and Networking, Napkins, stirrers, branded coasters, branded bar, Back drop or video playing on loop by bar.
- Primetime visibility with full audience exposure.
- 4 passes
- 10x10 Booth



Breakfast Sponsor

Be the first to greet attendees in the morning as the host of the conference breakfasts.

- **Branding:**
 - Your firm will be branded at the Sponsor level
 - Your firm will be branded on breakfast signage as the sponsor
- **10'x10' exhibit space** (includes standard pipe & drape)
- **Company logo & listing on website**
- **Company listing in event guide**
- **Two staff badges** (allows access to conference sessions and public networking events)
- **Pre and post show registrant lists**



CULC Passport Program

Be one of 15 exhibitors participating in the contest for attendees.

Each passport sponsor will be featured on a bingo style card. Attendees must visit and engage with passport sponsors at their booth visit sponsors and have the sponsor stamp their card with their unique stamp.

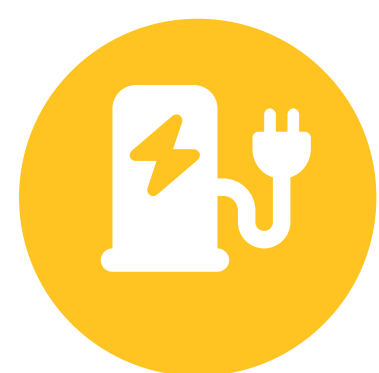
Upon completion, attendees turn their cards in for a chance to win prizes.





Coffee Sponsor

- Exclusive sponsor of the coffee throughout the event.
- Branded cups and coffee stations
- 3 passes
- 10x10 booth
- Company logo & listing on website & event guide
- Pre and post show attendee list



Recharge Lounge

- Lounge set up on the show floor with charging stations, table, couch and chairs
- 10x10 booth
- 4 passes
- Sponsor may supply branding for the booth, pop up display, reading material, and a branded item.
- Company logo & listing on website & event guide
- Pre and post show attendee list



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 Jimmy Kurtovic at:

✉ jimmy.k@culeaders.com

☎ 646) 356-4504

[Floorplan link here](#)