



# 2018

## Business Development Prospectus

Exhibit space is limited. Reserve your spot early.

[nafcu.org/advertise](http://nafcu.org/advertise)

**In the first 50 years, we were just getting started. Today, NAFCU is proud to present our 51<sup>st</sup> Annual Conference & Solutions Expo and an expanded offering of sponsorship, advertisement, and business development opportunities.**

**Thousands of credit union professionals attend our events and read our publications every year. If this is your market, NAFCU offers an unprecedented opportunity to grow your presence and promote your brand. And in 2017, more than half of our conference attendees were from credit unions with more than \$500 million in assets.**



NAFCU offers a diverse and customizable selection of business opportunities for you to reach these decision makers. Our program includes:

**TAILORED SPONSORSHIP PROGRAMS**  
Signature Sponsorships exist for every event — including our 51<sup>st</sup> Annual Conference & Solutions Expo.

**SESSION SPONSORSHIP OPPORTUNITIES**  
Showcase your support of NAFCU’s education programming.

**BUSINESS CONNECTION SPONSORSHIPS**  
Enable face-to-face conversations with your key clients.

**TECHNOLOGY SPONSORSHIPS**  
Further promote the digital impression of your company.

NAFCU’s conferences are continuing to grow, while maintaining high satisfaction scores from our attendees. Our field of membership is now open to all federally-insured credit unions, and that membership growth is being leveraged into a development program which aligns your business goals with those of credit unions and their executives.

NAFCU is the best platform for unifying your company with the credit union industry. We are a market leader with a 98% satisfaction rating for service, and a 90% rating on value.

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# Strategic Growth Conference

March 5 - 7, 2018 | Nashville, Tennessee

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions
- › Recognition in conference press releases

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event
- › Remarks from NAFCU staff thanking sponsor from stage

## KEYNOTE SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (*subject to availability*)
- › Insert of educational content or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

› Conference Journal with custom branding	\$7,000
› Custom conference tote featuring a prominent one-color logo imprint	\$7,000
› Hotel key cards (2) Exclusive	\$4,000 \$6,000
› Reception sponsor with signage and recognition in conference materials (2)	\$5,000
› Breakfast/Lunch sponsor (4)	\$3,000
› Charging station with logo	\$2,000
› General session slide with logo (3)	\$1,000
› Break sponsor (4)	\$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

**The NAFCU Journal Magazine** Jan/Feb issue is distributed at this event. 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 19 for editorial calendar to align your outreach to credit union executives.



**NAFCU's sponsorship packages and offerings are all fully customizable!** Please contact our sponsorship specialists at [sales@nafcu.org](mailto:sales@nafcu.org) to learn more. Preferred Partners should contact Paul Timm at [ptimm@nafcu.org](mailto:ptimm@nafcu.org).

### ATTENDANCE BY JOB FUNCTION:

- EVP/SVP/VP - 29%
- Senior Management - 25%
- CEO - 20%
- Director - 16%
- Executive Committee - 7%
- Supervisory Committee - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 20%
- \$500M-\$1B - 22%
- \$200M-\$500M - 34%
- Under \$200M - 24%



# Regulatory Compliance School (Spring)

March 19 - 23, 2018 | Arlington, Virginia

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (*subject to availability*)
- › Insert of educational content or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise



## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

› Conference journal with custom branding	\$7,000
› Custom conference tote featuring a prominent one-color logo imprint	\$7,000
› Hotel key cards (2)	\$4,000
› Exclusive	\$6,000
› Reception sponsor with signage and recognition in conference materials (2)	\$5,000
› Breakfast/Lunch sponsor (4)	\$3,000
› Charging station with logo	\$2,000
› General session slide with logo (3)	\$1,000
› Break sponsor (4)	\$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

## ADVERTISEMENT IN PROGRAM MANUAL

Full page black & white ad	\$1,500
Full color inside back cover	\$2,500
Full color inside front cover	\$2,500
Full color back cover	\$3,000

**The NAFCU Journal Magazine** March/April issue is distributed at this event. 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 19 for editorial calendar to align your outreach to credit union executives.

**NAFCU's sponsorship packages and offerings are all fully customizable!** Please contact our sponsorship specialists at [sales@nafcuhq.org](mailto:sales@nafcuhq.org) to learn more. Preferred Partners should contact Paul Timm at [ptimm@nafcuhq.org](mailto:ptimm@nafcuhq.org).



**ATTENDANCE BY JOB FUNCTION:**

Compliance Officer/Risk Manager - 51%	●
President/CEO/VP/EVP/SVP - 16%	●
Operations/Manager - 15%	●
Attorney/Audit/Counsel - 15%	●
Lending/Finance - 3%	○



**ATTENDANCE BY ASSET LEVEL:**

Over \$1B - 56%	●
\$500M-\$1B - 12%	●
\$200M-\$500M - 16%	●
Under \$200M - 16%	○



# CEOs and Senior Executives Conference

April 18 - 20, 2018 | Napa, California



## CONFERENCE ATTENDANCE AND SPONSORSHIP OPPORTUNITIES ARE EXCLUSIVE TO NAFCU SERVICES PREFERRED PARTNERS.

### EXCLUSIVE ATTENDANCE

NAFCU Preferred Partners sit peer-to-peer with credit union CEOs and Senior Executives for engaging sessions, enlightening conversations, and memorable networking experiences such as our group excursions. Since there are no other suppliers or exhibitors present, this event provides the ultimate exposure in the credit union community. To inquire about joining the NAFCU Services Preferred Partner program, please visit [nafcu.org/BecomeAPreferredPartner](http://nafcu.org/BecomeAPreferredPartner).

**Registration:** Event registration is required to attend all functions. Cost is \$1,299.

### SPONSORSHIP/BRANDING OPPORTUNITIES

Your Preferred Partnership benefits include sponsorship dollars to be used for experience, networking, and branding opportunities outlined in this prospectus.

### PARTNER MARKETING

Within your Preferred Partnership benefits, you receive sponsorship dollars that can be used at NAFCU's CEOs and Senior Executives Conference.

**Contact:** Email Paul Timm at [ptimm@nafcu.org](mailto:ptimm@nafcu.org) by February 28, 2018.

### CEOS EXECUTIVE BAG INSERT

Don't forget the executive bag! All attendees will receive a premium executive bag stocked with branded items from our Preferred Partners. Leave your mark and provide an item for each attendee that creatively represents your company (i.e. branded pens or portable electronics). To include your branded items, please contact NAFCU Services. Your item cannot conflict with any of the offered sponsorships.

**Shipment deadline:** All bag items need to be delivered to NAFCU Services by **March 2, 2018**.

**Ship to:** NAFCU Services Corporation  
3138 10th Street North  
Arlington, VA 22201  
703-842-2220

## Featured Sponsorships

### SIGNATURE SPONSORSHIP - \$35,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two Promoted Posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

### TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

### BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage



### NAFCU's sponsorship packages and offerings are all fully customizable!

Preferred Partners should contact Paul Timm at [ptimm@nafcu.org](mailto:ptimm@nafcu.org).

#### ATTENDANCE BY JOB FUNCTION:

President/CEO - 56% ●  
Senior Executive - 44% ○



#### ATTENDANCE BY ASSET LEVEL:

Over \$1B - 33% ●  
\$500M-\$1B - 29% ●  
\$200M-\$500M - 17% ●  
Under \$200M - 21% ○



## Speaker Sponsorships

### SESSION SPOTLIGHT SPONSOR - \$5,000

Session will be selected by NAFCU. Please inquire for details.

- › Remarks from NAFCU staff thanking sponsor from stage
- › Logo on general session stage
  - Customized slide to catch the attention of the attendees
- › Webcast sponsorship in calendar year of program
- › Insert of educational content or thought leadership piece in registration kit
- › Promoted post in the app created by NAFCU highlighting your solution

### OPENING KEYNOTE SPONSOR - \$5,000

- › Prominently displayed signage at presentation entrance
- › Reserved VIP seating for four during the Opening Keynote session
- › Remarks from NAFCU staff thanking sponsor from stage
- › Recognition in the app and on the website

### CLOSING KEYNOTE SPONSOR - \$5,000

- › Prominently displayed signage at presentation entrance
- › Reserved VIP seating for four during the Closing Keynote session
- › Remarks from NAFCU staff thanking sponsor from stage
- › Recognition in the app and on the website

## Executive Networking Sponsorships

### HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

### COCKTAIL RECEPTION - \$12,000 exclusive \$7,500 co-sponsorship

- › Top billing as marquis reception sponsor
- › Prominently displayed signage at reception entrance
- › Recognition in the conference app and on the conference website
- › Tabletop signage with your company's branding displayed throughout reception
- › Cocktail napkins with your logo placed around the reception space
- › Verbal recognition from the session stage by NAFCU staff

### RECEPTION DRINK STATION - \$5,000

- › Prominently displayed exclusive signage and tabletop signage with your company's branding at the bar



### RECEPTION INTERACTIVE CHEF'S STATION - \$2,000

- › Prominently displayed exclusive signage with tent cards at station

### RECEPTION DESSERT STATION - \$2,000

- › Prominently displayed exclusive signage with tent cards at station

### AFTERNOON SMOOTHIE BREAK - \$7,000

- › Prominently displayed exclusive signage and branded cups

### NETWORKING BREAKFAST - \$2,000

- › Prominently displayed exclusive signage
- › Recognition in the app and on the conference website
- › Remarks from NAFCU staff thanking sponsor from stage

### NETWORKING LUNCH - \$2,000

- › Prominently displayed exclusive signage
- › Recognition in the app and on the conference website
- › Remarks from NAFCU staff thanking sponsor from stage

### MORNING AND AFTERNOON BREAKS - \$2,000 (4 available)

- › Prominently displayed exclusive signage and branded cups
- › Recognition in the app
- › Verbal recognition from the session stage



## Brand Presence Sponsorships

### EXECUTIVE BAG - \$20,000

- › Your logo on a premium bag, co-branded with NAFCU

### CUSTOM-LABEL WINE BOTTLES - \$12,000

- › Get maximum exposure with our attendees through this quintessential option. Each attendee will receive a bottle of wine custom printed with your company's branding featured prominently on the front label.

### STAINLESS STEEL TUMBLER - \$10,000

- › Your company's branding will be featured prominently on the premium stainless steel tumbler

### AUTOMATIC WINE OPENER - \$10,000

- › Receive endless impressions as attendees continue to use this convenient tool even after the conference. Includes a prominent one-color imprint on the opener.

### CONFERENCE JOURNAL - \$8,000

- › Your one-colored logo prominently displayed on the cover of a leather-bound journal

### CONFERENCE WI-FI - \$7,500 exclusive \$4,500 co-sponsorship

- › Your company name will be prominently featured on conference Wi-Fi signage located proximate to registration and also on the Wi-Fi information slide included as a part of the slide deck



### HOTEL KEYCARDS - \$7,500 exclusive \$5,000 co-sponsorship

- › Your logo on conference hotel key cards

### WINE COOLER SET - \$5,500

- › This will quickly become an essential piece for our wine-lovers. A custom-imprinted nylon cooler bag holds two bottles of wine and a multi-purpose corkscrew, making it easy for attendees to bring their wine on the go while you receive countless impressions.

### CONFERENCE LANYARDS - \$5,000 exclusive \$3,000 co-sponsorship

- › Your one-colored logo on conference lanyards co-branded with NAFCU

### CONFERENCE UMBRELLA - \$3,500 exclusive \$2,500 co-sponsorship

- › Your one-colored logo will be featured prominently on umbrellas for the attendees to keep

### WINE TUMBLER - \$3,000

- › Help attendees take their wine on the go with this portable tumbler featuring double-wall construction and locking lid. Your logo will appear in a one-color wrap imprint on the tumbler.

### WINE BOTTLE KOOZIE - \$2,000

- › Your one-color logo will be imprinted prominently

### CHARGING STATION - \$2,000

- › Illuminated logo signage on charging station located close to the general session

### AERATING WINE POURER - \$850

- › Your company's branding will be featured on wine pourers, an essential piece in Napa!

### GENERAL SESSION STAGE SLIDE (6) - \$500

- › In between sessions, a slide with your company's branding will be projected onto the screens adjacent to the stage

## Advertising

### PROMOTED POSTS IN APP (2) - \$1,000

- › Two NAFCU-created promoted posts with your company's branding and link to relevant (and mutually agreed upon) educational content piece
- › Copy and artwork due by March 1

## Special Event Sponsorships

As part of the conference, attendees will choose between multiple unique tour experiences.

### OVERALL TOUR SPONSOR - \$8,000 exclusive \$5,000 co-sponsorship

#### (multiple tours available)

- › Prominently displayed exclusive signage at tour pickup and drop-off locations
- › Tour buses will prominently feature your company's branding
- › Tabletop signage with your company's branding displayed at lunch location
- › Recognition in app
- › Verbal recognition from the stage

### TOUR BREAKFAST SPONSOR - \$2,000 (multiple available)

- › Recognition in the app

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# Board of Directors and Supervisory Committee Conference

May 7 - 10, 2018 | Newport, Rhode Island

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions
- › Recognition in conference press releases

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## KEYNOTE SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (*subject to availability*)
- › Insert of educational content piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
- › Hotel key cards (2) \$5,000
- › Exclusive \$7,000
- › Reception sponsor with signage and recognition in conference materials (2) \$5,000
- › Breakfast/Lunch sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break sponsor (4) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

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### ATTENDANCE BY JOB FUNCTION:

- Director - 51%
- Supervisory Committee - 24%
- Executive Committee - 22%
- CEO/Executive - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 32%
- \$500M-\$1B - 21%
- \$200M-\$500M - 23%
- Under \$200M - 24%





# 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 51<sup>st</sup> Annual Conference & Solutions Expo promotional video
- › Recognition on the 51<sup>st</sup> 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 51<sup>st</sup> 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 51<sup>st</sup> 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

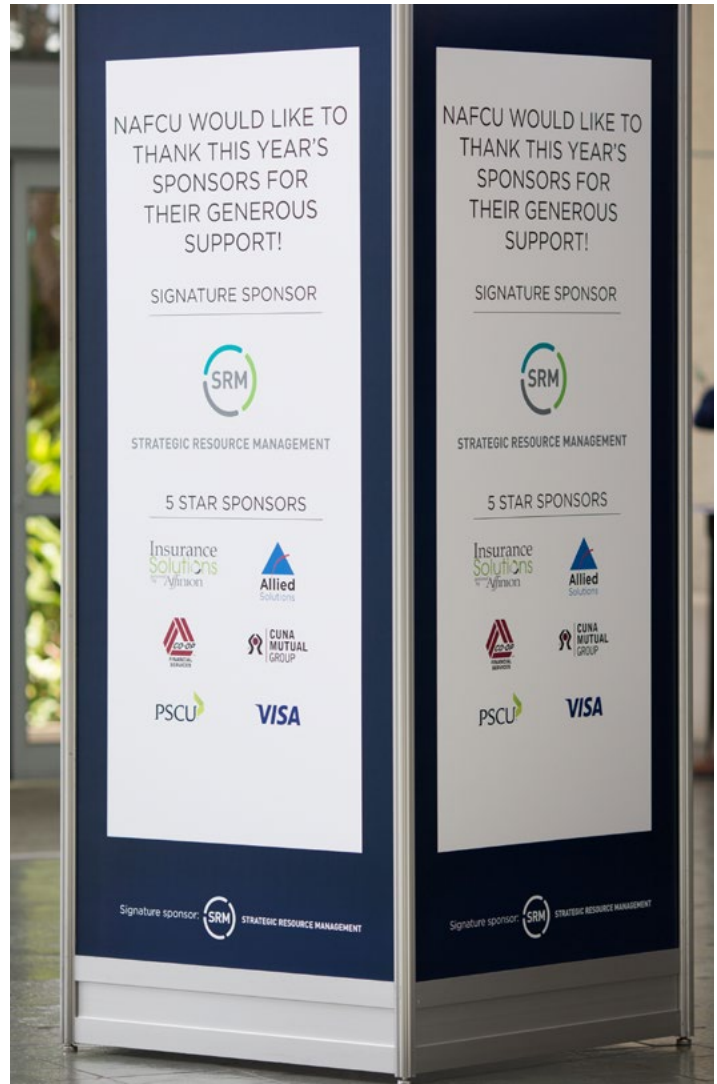
Our attendees love their coffee and are certain to be repeat visitors! Signs will be featured at coffee stations proximate to the general and breakout sessions. Custom-designed cups or sleeves will also display your logo over the duration of the entire conference.

## 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@nafcu.org](mailto:sales@nafcu.org) to learn more. Preferred Partners should contact Paul Timm at [ptimm@nafcu.org](mailto:ptimm@nafcu.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](mailto: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](mailto: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.



# BSA Seminar

August 12 - 16, 2018 | Denver, Colorado

# Risk Management Seminar

August 13 - 15, 2018 | Denver, Colorado

**DUAL SPONSORSHIP OPPORTUNITY: SPONSORSHIPS LISTED ON THIS PAGE APPLY TO BOTH CONFERENCES**

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of educational content piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab and a promoted post created by NAFCU
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
- › Hotel key cards (2) \$4,000
- › Exclusive \$6,000
- › Reception Sponsor with signage and recognition in conference materials (2) \$5,000
- › Breakfast/Lunch Sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break Sponsor (4) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

- NAFCU Services Preferred Partner \$2,100
- Non Partner \$2,700

## ADVERTISEMENT IN PROGRAM MANUAL

- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

The NAFCU Journal Magazine July/August issue will be distributed at this event. 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 19 for editorial calendar to align your outreach to credit union executives.



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### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Risk Manager - 29%
- President/CEO/VP/EVP/SVP - 25%
- Operations/Manager - 20%
- Attorney/Audit/Counsel - 16%
- Lending/Finance - 7%



### ATTENDANCE BY JOB FUNCTION:

- Compliance/Legal/BSA - 86%
- VP/SVP/EVP - 13%
- CEO/C-Level - 1%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 48%
- \$500M-\$1B - 27%
- \$200M-\$500M - 15%
- Under \$200M - 10%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 51%
- \$500M-\$1B - 15%
- \$200M-\$500M - 17%
- Under \$200M - 17%



# Congressional Caucus

September 11 – 14, 2018 | Washington, D.C.

## SIGNATURE SPONSORSHIP - \$20,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions
- › Recognition in conference press releases

## LATE NIGHT HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event. Subject to schedule availability and additional requirements. Please inquire for details.
- › Remarks from NAFCU staff thanking sponsor from stage

## KEYNOTE ADDRESS SPONSOR - \$7,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of educational content or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$7,000

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage



## BUSINESS CONNECTION SPONSOR - \$6,000

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## WELCOME TO WASHINGTON RECEPTION (4) - \$5,000

- › Includes signage and recognition from conference VIPs

## CONGRESSIONAL RECEPTION SPONSOR (2) - \$5,000

- › Signage and recognition from NAFCU conference VIPs
- › Widely attended event with members of Congress and their staff

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Hotel key cards \$5,500
- › Registration padfolio \$5,000
- › Breakfast (2) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

## ADVERTISEMENT IN 2018 NAFCU CONGRESSIONAL HANDBOOK

Please note that because of production timelines, all materials must be submitted to NAFCU by **January 31st, 2018**.

Full page black & white ad	\$1,500
Full color inside back cover	\$2,500
Full color inside front cover	\$2,500
Full color back cover	\$3,000

**The NAFCU Journal Magazine** Sept/Oct issue will be distributed at this event. 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 19 for editorial calendar to align your outreach to credit union executives.



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### ATTENDANCE BY JOB FUNCTION:

- Director – 26%
- Executive Committee – 24%
- CEO – 18%
- EVP/SVP/VP – 14%
- Senior Staff – 13%
- Supervisory Committee – 5%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B – 61%
- \$500M-\$1B – 19%
- \$200M-\$500M – 12%
- Under \$200M – 8%



# Regulatory Compliance Seminar

October 9 - 12, 2018 | San Antonio, TX

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of whitepaper or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
- › Hotel key cards (2) \$4,000
- › Exclusive \$6,000
- › Reception sponsor with signage and recognition in conference materials (2) \$5,000
- › Breakfast/Lunch sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break sponsor (8) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

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### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Legal/Risk Manager - 70%
- VP/SVP/EVP - 19%
- CEO/C-Level - 11%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 49%
- \$500M-\$1B - 15%
- \$200M-\$500M - 17%
- Under \$200M - 19%



# Regulatory Compliance School (Fall)

October 8 - 12, 2018 | San Antonio, Texas

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of whitepaper or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab and a promoted post created by NAFCU
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
- › Hotel key cards (2) \$4,000
- › Exclusive \$6,000
- › Reception sponsor with signage and recognition in conference materials (2) \$5,000
- › Breakfast/Lunch sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break sponsor (4) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

- NAFCU Services Preferred Partner \$2,100
- Non Partner \$2,700

## ADVERTISEMENT IN PROGRAM MANUAL

- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

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### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Risk Manager - 51%
- President/CEO/VP/EVP/SVP - 16%
- Operations/Manager - 15%
- Attorney/Audit/Counsel - 15%
- Lending/Finance - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 56%
- \$500M-\$1B - 12%
- \$200M-\$500M - 16%
- Under \$200M - 16%





# Management and Leadership Institute

October 22 – 26, 2018 | Annapolis, Maryland

## SIGNATURE SPONSORSHIP - \$10,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions
- › Recognition in conference press releases

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - NAFCU-designed customized slide designed to catch the attention of the attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of whitepaper or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
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- › Breakfast/Lunch sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break sponsor (4) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700

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### ATTENDANCE BY JOB FUNCTION:

- Senior Management - 63%
- VP/SVP/EVP - 28%
- CEO - 8%
- Executive Committee - 1%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 56%
- \$500M-\$1B - 14%
- \$200M-\$500M - 13%
- Under \$200M - 17%



# Lending Conference

2nd Half of 2018

## SIGNATURE SPONSORSHIP - \$15,000

- › Verbal recognition from the stage by NAFCU conference VIPs throughout the conference (including at the opening and closing of the day's sessions)
- › 60-second sponsor-produced video shown from the stage prior to program kick-off
- › Logo on conference home page, advance materials, general session stage slide deck, and in conference app
  - Dedicated tab in the app featuring your logo and company information
  - Two promoted posts in the app with NAFCU-created content
- › Four complimentary registrations
- › Reserved VIP seating for four in all general sessions

## HAPPY HOUR SPONSOR - Please inquire for details

- › NAFCU-planned happy hour to promote your brand. You'll also receive recognition in the app and custom signage will feature your logo at the event.
- › Remarks from NAFCU staff thanking sponsor from stage

## SESSION SPOTLIGHT SPONSOR - \$6,500

- › Verbal recognition from the stage by NAFCU conference VIPs
- › Logo inclusion in general session stage slide deck
  - Custom slide designed by NAFCU to catch the attention of attendees
- › NAFCU webcast sponsorship in calendar year of program, including promotional hold slide and verbal recognition by the speaker (subject to availability)
- › Insert of whitepaper or thought leadership piece in registration kit
- › One promoted post in the app created by NAFCU highlighting your area of expertise

## TECHNOLOGY SPONSOR - \$5,500

- › Mobile app sponsor for the event
  - Includes a dedicated tab
- › Two NAFCU-created promoted posts in the app
- › Charging station with company branding in a prominent location
- › Remarks from NAFCU staff thanking sponsor from stage

## BUSINESS CONNECTION SPONSOR - \$4,500

- › 60-second sponsor-produced video shown prior to a general session
- › Breakfast sponsorship with custom NAFCU-designed tabletop branding
- › Remarks from NAFCU staff thanking sponsor from stage

## BRANDING OPPORTUNITIES TO SHOWCASE YOUR COMPANY

- › Conference journal with custom branding \$7,000
- › Custom conference tote featuring a prominent one-color logo imprint \$7,000
- › Hotel key cards (2) \$4,000
- › Exclusive \$6,000
- › Reception sponsor with signage and recognition in conference materials (2) \$5,000
- › Breakfast/Lunch sponsor (4) \$3,000
- › Charging station with logo \$2,000
- › General session slide with logo (3) \$1,000
- › Break sponsor (4) \$1,000

## EXHIBITING OPPORTUNITIES

Each tabletop display includes one clothed high-boy table and two full conference registrations.

NAFCU Services Preferred Partner	\$2,100
Non Partner	\$2,700



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### EXPECTED ATTENDANCE BY JOB FUNCTION:

- EVP/SVP/VP - 29%
- Senior Management - 25%
- CEO - 20%
- Director - 16%
- Executive Committee - 7%
- Supervisory Committee - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 20%
- \$500M-\$1B - 22%
- \$200M-\$500M - 34%
- Under \$200M - 24%



# NAFCU Digital and Print Advertising Opportunities

## THE NAFCU JOURNAL – NAFCU’s Flagship Magazine

More than 5,000 credit union professionals and leaders receive NAFCU’s magazine — in print and digital. This publication complements your sponsorship and exhibit play, integrating seamlessly into your integrated marketing program.

### BONUS DISTRIBUTION:

#### JANUARY/FEBRUARY\*

- › Strategic Growth Conference

#### MARCH/APRIL

- › Regulatory Compliance School
- › CEOs and Senior Executives Conference
- › Board of Directors and Supervisory Committee Conference

#### MAY/JUNE

- › 51st Annual Conference & Solutions Expo

#### JULY/AUGUST

- › Risk Management Conference
- › BSA Seminar

#### SEPTEMBER/OCTOBER

- › Congressional Caucus
- › Regulatory Compliance School (Fall)
- › Regulatory Compliance Seminar
- › Management and Leadership Institute

### \*ANNUAL VENDOR DIRECTORY

Credit union professionals receive and reference NAFCU’s Annual Vendor Directory, printed with the January/February edition of The NACFU Journal magazine. Secure your listing to ensure your company’s brand, product or solution is visible and among the top credit union solution providers listed in this printed and digital guide by **October 31, 2017**.

Contact: Sales@nafcu.org

### 2018 PRINT ADVERTISING RATES

Four-Color	1x	3x	6x
Full page	\$3,528	\$3,248	\$2,999
2/3	3,109	2,911	2,729
1/2	2,795	2,629	2,459
1/3	2,497	2,370	2,237
1/4	2,276	2,171	2,056
1/6	2,095	2,002	1,891
Cover 2	4,410	4,058	3,748
Cover 3	4,410	4,058	3,748
Cover 4	4,586	4,220	3,899

Preferred Position: Add 20%

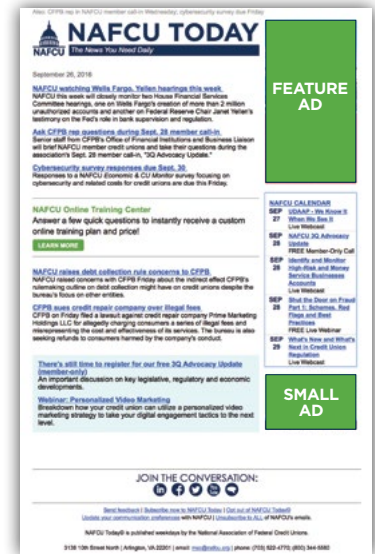
## NAFCU TODAY ELECTRONIC NEWSLETTER – NAFCU’s most viewed inventory

Mobile and Daily!

More than 11,000 opt-in subscribers receive the DAILY email news bulletin, NAFCU Today.

NAFCU Today is published Monday through Friday and is NAFCU’s most widely read publication. It is considered “the source” for timely news on key legislative, regulatory, and compliance issues facing the nation’s credit unions.

- › 167 X 300 feature ad - \$3,000 weekly
- › 167 X 100 small ad - \$1,000 weekly



### WEBCAST

Each webcast sponsorship includes a branded opening slide and a sponsor announcement during the webcast. Average live credit union viewership is from 50-150 and afterwards the webcasts remain available on-demand for a year.

### SIGNATURE SPONSORSHIP - \$20,000

This title sponsorship is perfect for the company geared toward thought leadership. Your company will be the sponsor of 20 NAFCU-produced webcasts. Content areas include customer service, membership trends, and regulatory compliance — the most important issues facing our industry.

Individual webcasts can be sponsored for \$1,000 based on availability.



THE NAFCU JOURNAL 2017 EDITIONS



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

With more than 225 new members, NAFCU is growing stronger every day. As NAFCU continues to build momentum, now is the perfect time to pair your brand with NAFCU's sponsorship, exhibit, and advertising opportunities.

[nafcuhq.org/advertise](https://nafcuhq.org/advertise)