

IMPACT

**IOWA
CREDIT
UNION
CONVENTION**

22 :: AUGUST
28 - 30

Envisioning how the choices we make today **IMPACT** the credit unions and communities of the future



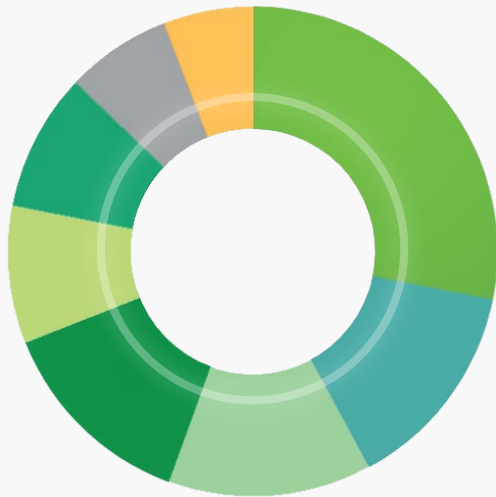
ICUL[®]

2021 Convention Statistics

The annual Iowa Credit Union Convention is a great event to engage with leaders of the Iowa credit union industry and promote your brand. We invite you to join us at the 2022 convention as an exhibitor and/or sponsor.

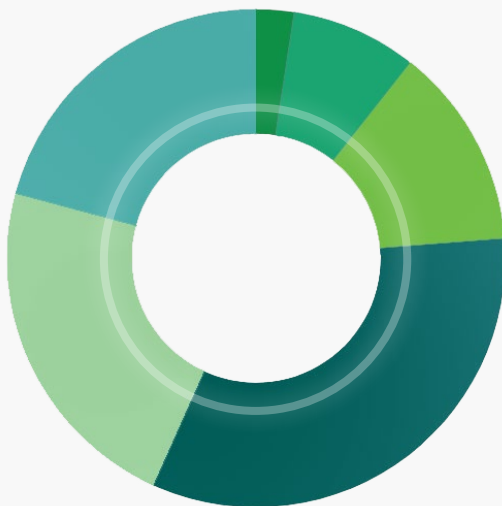
At our annual convention, you'll have access to networking opportunities that can help you make connections with credit union leaders across the state. This year's convention will be held at the Community Choice Convention Center in Des Moines, Iowa.

These statistics represent demographics from last year's event.



CREDIT UNION ATTENDEES BY POSITION

- 28% Board Members
- 14% Operations
- 14% CEOs
- 13% Other
- 9% Accounting
- 9% Marketing
- 7% Mortgage/Lending
- 6% Front Line



CREDIT UNIONS REPRESENTED BY ASSET SIZE

- 2.4% <25M
- 8.2% 25-50M
- 13.1% 50-100M
- 32.9% 100-400M
- 22.5% 400M-1B
- 20.9% >1B

2021 Convention Sponsors and Vendors

- Allied Solutions, LLC
- ALLOYA Corporate FCU
- BKD
- Bullseye Collection Agency & The Call Center
- Barker, Hodgson, Miller, Attorneys at Law
- CBMS
- Check Printer Solutions
- CLA CliftonLarsonAllen
- Community Business Lenders
- Convergent
- CO-OP Financial Services
- Coopera
- Corporate Central Credit Union
- CourseMark
- Credit Union Loan Source
- Central States Health & Life Co. of Omaha – CSO
- CU Recovery & The Loan Service Center, Inc.
- CU*Answers
- CUDriveAmerica
- CU*SOUTH
- CU-Interface
- CUNA Mutual Group
- Date Business Equipment, Inc.
- First Community Trust, N.A.
- Gallagher
- iLendingDIRECT
- JMFA
- Kirk Gross Company
- LaMACCHIA Group
- LenderClose
- MediaQuest Signs
- Money Handling Machines, Inc.
- Multi-Bank Securities
- National Cooperative Bank
- Origence, A CU Direct Brand
- PolicyWorks
- PSCU
- Russell
- Servion Mortgage
- Sharetec
- SHAZAM
- Single Source Architects & Builders
- State National Companies
- Stark Agency
- Systronics, Inc.
- The Redmond Company
- The University of Iowa Stead Family Children's Hospital, Children's Miracle Network
- Turnkey Associates
- TurnKey Financial Equipment
- Universal Lending Wholesale Premier Plus
- ViClarity
- Whitfiled & Eddy Law

2022 Iowa Credit Union Convention Sponsor Options

Diamond Level Sponsorships (\$10,000)

- Single exhibit booth in the Trade Show (upgrade to a double exhibit booth available)
- Recognition in the general convention scrolling PowerPoint
- Opportunity to provide swag for attendees at registration. Swag must be shipped to the ICUL office (7745 Office Plaza Drive North, Suite 170, West Des Moines, Iowa, 50266) by August 15
- One page advertisement in convention program (advertisements due by August 1)

In addition, you get to choose one sponsor package per sponsorship. See list below:

Convention Food and Beverage Sponsor (One Available)

With this sponsorship, your company logo will be displayed on buffet tables at breakfast and lunch, as well as be included among other convention signage. You will also be highlighted at bars and food stations as able at the opening reception.

Escalator Signage (One Available)

Your brand will appear alongside ICUL messaging on the escalator entering the grand foyer into the exhibit hall and general session.

Technology Sponsor (One Available)

As technology sponsor, your company will be highlighted on the title screen before each breakout session, in scrolling PowerPoints in the general session room, and on the screens outside of each breakout room. Your company name will be the Wi-Fi password and/or log in for attendees.

Platinum Level Sponsorships (\$7,500)

- Single exhibit booth in the Trade Show (upgrade to a double exhibit booth available)
- Recognition in the general convention scrolling PowerPoint
- Opportunity to provide swag for attendees at registration. Swag must be shipped to the ICUL office (7745 Office Plaza Drive North, Suite 170, West Des Moines, Iowa, 50266) by August 15

In addition, you get to choose one sponsor package per sponsorship. See list below:

Financial Inclusion Breakout Session Track Sponsor (One Available)

Credit unions are uniquely positioned to practice diversity and inclusion initiatives within their credit unions and members. The Financial Inclusion Track is made up of thought leadership session that will encourage in-depth attendee discussion. This sponsorship includes the opportunity to address attendees at a pre-determined session within this track and recognition in the convention program.

CEO and Board Member Breakout Session Track Sponsor (One Available)

By becoming the CEO and Board Member Track sponsor, you are guaranteed direct contact with Iowa credit union directors and leaders attending the convention. This sponsorship includes the opportunity to address attendees at a pre-determined session within this track and recognition in the convention program.

Emerging Leaders Breakout Session Track Sponsor (One Available)

Target the up-and-coming future credit union leaders by sponsoring the Emerging Leader's Track sessions at convention. This sponsorship includes the opportunity to address attendees at a pre-determined session within this track and recognition in the convention program.

Hotel Key Cards (One Available)

Place your company's logo in the hands of convention attendees. Key cards to be placed at the primary hotel: Des Moines Marriott Downtown.

Gold Level Sponsorships (\$5,000)

- Single exhibit booth in the Trade Show (upgrade to a double exhibit booth available)
- Recognition in the general convention scrolling PowerPoint

In addition, you get to choose one sponsor package per sponsorship. See list below:

Credit Union Art Mural "Selfie Station" (One Available)

Des Moines art murals, or wall art, can be found in all corners of our community, so we're bringing it to convention! Stop by and watch a local artist paint credit union artwork and while you're there, snap a picture with the wall! Your logo will be displayed next to the artwork and artist.

Lounge Sponsor (Two Available)

Encourage connection between attendees by sponsoring a lounge! A comfortable lounge area with soft seating and a charging station will be available near your booth in the Trade Show for attendees to relax and hang out. By sponsoring the lounge, your company's logo will be on display for the duration of the Trade Show.

Game Lounge (Two Available)

A game lounge area with a bags set and other fun games will be available near your booth in the Trade Show for attendees to hang out and connect with one another. By sponsoring a game lounge, your company's logo will be on display for the duration of the Trade Show.

Silver Level Sponsorships (\$2,500)

Sponsored Parking (One Available)

Be the first and last thing attendees thank when coming to the conference. Attendees who park at the convention center each day, will receive complimentary parking thanks to this sponsorship.

High Boy Tabletops Clings - Six Tables (Two Available)

Your brand will appear alongside ICUL messaging on six high boy tabletops, which will be positioned throughout the convention center, including general areas and Trade Show.

Monday Morning Mimosa Bar (Two Available)

Have attendees' say "Cheers!" to being back in-person and seeing each other. Sponsorship includes signage at the mimosa bar.

Morning Coffee Bar (Two Available)

Attendees will notice your brand first thing when you sponsor the coffee bar. Sponsorship includes signage at the coffee bar.

CRASH Experience

Help our 2022 Crashers have a CRASH experience like no other! By sponsoring the CRASH experience, your company will be recognized during Crasher sessions (as able) and on various materials provided to the CRASH group. You are also welcome to address the group for a few minutes during one of their sessions and join in on the conversation as well as attend the CRASH breakfast event held for Crashers and influential executives in the credit union industry.

Contributing Level Sponsorships (\$1,000)

Shuttle Signage (One Available)

Shuttles are provided for attendees during all offsite activities. Display your logo and message for attendees to see as they travel to various off-site activities during convention.

Sanitation Station Sponsors (Unlimited)

We're excited to be together, but also conscientious about promoting a safe and healthy experience! Become a Sanitation Station Sponsor and have your logo featured on all sanitation station signage.

2022 Iowa Credit Union Convention Trade Show Vendor Information

Trade Show Booth Options

Exhibitors have the opportunity to purchase one of these booth options:

Booth Size	Early Bird Price*	Regular Price
Single Booth (8'x10')	\$3,250	\$3,750
Double Booth (8'x20')	\$4,250	\$4,750

*Register by July 11 to take advantage of early bird pricing.

Purchase of an exhibit booth includes:

- Booth with pipe, drape, and 7"x44" identification signage
- 8' skirted table, two chairs and one wastebasket
- Two complimentary convention passes (includes Opening Reception and meals)
- Exhibitor name badges for company representatives
- Access to attendee list on convention mobile app and virtual platform
- Recognition on exhibitor page in convention program

Electrical, internet, phone services and individual food and beverage requests are an additional fee. These must be ordered online and the link will be provided to you three weeks prior to the event. Equipment/service kits will be sent to all confirmed exhibitors no later than three weeks before the event.

Space is available on a first-come, first-serve basis. Booths are assigned approximately three weeks prior to convention at the sole discretion of the exhibit hall management.

- Registration and fully payment must be complete by July 29
- 100% refund if received by Friday, August 12
- 50% refund if received by August 19
- No refunds issues after August 19

The Trade Show will be open on Monday, August 29 from 7:00 a.m. - 2:00 p.m., with a networking reception from 3:00 p.m. - 4:30 p.m. Lunch on Monday will be in the Trade Show area. Our goal is to drive a diverse audience and create new engagement opportunities for our valuable exhibitors and participants.

If you are providing a giveaway, drawings will take place at 4:30 p.m. on Monday, August 29. Please indicate that you will be holding a drawing during the registration process.

Sunday, August 28, 2022

***Exhibitor Move-In: 12:00 p.m. - 4:00 p.m.**

Monday, August 29, 2022

***Exhibitor Move-Out: 5:30 p.m. - 8:00 p.m.**

Important Dates & Deadlines

**Please note: All times listed in this document are tentative. Exact hours will be set and posted on the Iowa Credit Union Convention website one month prior to the event.*

July 11	Early bird registration ends
July 29	Registration must be complete
August 1	Sponsor logo deadline
August 1	Program advertisement deadline
August 7	Hotel reservation deadline (depending on hotel of choice)
August 11	Cancellation full refund deadline
August 19	Cancellation 50% refund deadline (no refunds offered after this date)
August 28	Exhibitor Move-In: 12:00 p.m. - 4:00 p.m.
August 29	Exhibitor Move-Out: 5:30 p.m. - 8:00 p.m.

If you will be attending the ICUF Benefit Night Fundraiser, exhibit hall management will work with you to find another time for booth tear down.



Questions?

Contact ICUL Education Events Manager Caitlyn Frohmader, CUDE at 800.860.6180 x4911 or by emailing caitlyn.frohmader@iowacreditunions.com

2022 Sponsorship Terms and Conditions

1. AGREEMENT TO CONDITIONS. The undersigned company, its employees, agents, and contractors desire to participate as a sponsor and/or an exhibitor ("Sponsor") in the 2022 Iowa Credit Union Convention (the "Convention") to be held at the Community Choice Credit Union Convention Center ("Convention Center"), 833 5th Avenue, Des Moines, IA, August 28-30, 2022, and subject to any terms, conditions, rules, and regulations adopted by Convention Center and the Iowa Credit Union League ("ICUL") in any way pertaining to or governing Sponsor as the same may exist from time to time, including, but not limited to, any COVID-19 related terms, conditions, rules and regulations. This agreement shall not become binding until and unless accepted by ICUL. **Sponsor represents that it has read this entire agreement and all documents made available. Sponsor is fully aware that this Agreement, if accepted by ICUL, becomes a binding agreement between Sponsor and ICUL and Sponsor agrees to adhere to the terms and conditions of the agreement.** This agreement shall be construed in accordance with Iowa law. Sponsor agrees to comply with local laws, ordinances, and regulations and to furnish any permits required by local authorities, all at Sponsor's own expense, including but not limited to those local and national laws, ordinances, regulations, and federal, state, and local public health guidance that are COVID-19 related. Further, failure to abide by any rule or regulation set forth herein or any rule or regulation concerning exhibits adopted by Convention Center shall constitute a breach of the agreement between Sponsor and ICUL, and in such event, ICUL may pursue any applicable legal or equitable remedy. Sponsor shall pay all costs of collection, including reasonable attorney's fees, incurred by ICUL as a result of Sponsor's default or breach under the terms of this agreement. If this application is not accepted by ICUL, any payment made shall be refunded in full.

2. PAYMENT AND CANCELLATION. Sponsor must register no later than July 29, 2022. Payment in full is due upon registration. Should Sponsor fail to pay in full at the time of registration, ICUL is not obligated to provide sponsorship inclusions including but not limited to exhibit space, to Sponsor at Convention. Cancellations must be in writing. Cancellations received by ICUL on or before August 11, 2022 will be refunded in full. Cancellations received after August 11 but no later than August 19, 2022 will receive a fifty percent (50%) refund. No refunds will be provided for cancellations received after August 19, 2022.

3. USE OF EXHIBIT SPACE. ICUL reserves the right, in its sole discretion, to reject, in whole or in part, at any time, any Sponsor exhibit which or any individuals participating in any Sponsor exhibit which, in its opinion, is or are objectionable to attendees or ICUL. ICUL shall incur no liability or damages whatsoever against it or any of its directors, officers, employees, representatives, committees, agents or members because of such rejection. ICUL reserves the right to assign exhibit space location at its sole discretion. Sponsor shall not assign, sublet, or apportion the whole or any part of the booth space allotted to it, nor exhibit in it, nor permit any other party to exhibit in it any goods or services other than those manufactured or provided by Sponsor in the regular course of its business, nor permit any representative or any firm or company not exhibiting to exhibit, solicit business or take orders in Sponsor's space without the prior written permission of ICUL.

4. BOOTHS. Standard booth equipment (back and side-wall draping and identification sign) will be provided by ICUL without additional cost to Sponsor if ordered in advance. If Sponsor plans to install a completely constructed display of such a character that Sponsor will not require or desire the use of standard booth equipment, no part of the display shall so project as to obstruct the view of adjacent booths. No display may exceed a height of 8 feet on the back wall nor be higher than sidewall specifications, except with the specific permission of the ICUL's Exhibit Hall Manager and ICUL. No covered structures of any kind are allowed in the booth space.

5. INSURANCE, LIABILITY, AND INDEMNIFICATION. Sponsor acknowledges it is the sole responsibility of Sponsor to obtain sufficient insurance to protect Sponsor from any and all losses which might be incurred by Sponsor while attending the Convention. Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor's activities on the premises of Convention Center. Sponsor shall indemnify, defend, and hold harmless Convention Center, its owner, and its management company, agents, servants and employees, and ICUL and its affiliates and its and its affiliates' officers, directors, employees, and agents from (1) any and all such losses, damages and claims (2) from any claim or cause of action arising out of or allegedly in violation of any law, regulation or ordinance or in violation of the agreement between Convention Center and ICUL regarding the exhibition premises (3) from any and all loss, damage, liability or expense, including governmental charges or fines and attorneys' fees, arising from or out of or by reason of any accident or other occurrence to anyone, including Sponsor, Sponsor's agents, employees and business invitees, which arise from or out of or by reason of Sponsor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof and (4) from any claims of copyright infringement, trademark infringement or defamation.

6. SPONSOR TRADEMARKS AND MATERIALS. Sponsor grants ICUL a limited license to use, reproduce and distribute Sponsor's trade names, logo designs, trademarks, and company descriptions as provided in Sponsor's marketing materials for the purpose of promoting Sponsor's sponsorship of the Convention.

7. VIRTUAL EXHIBIT. ICUL will provide Sponsor access to a profile in the sponsor section in the Convention app to which all Convention attendees will have access. Sponsor may provide its company information to be included in the profile. ICUL reserves the right to edit any such information provided and to remove anything it deems inappropriate for display.

8. LIMITATION OF LIABILITY. In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability, or otherwise.

9. MISCELLANEOUS. ICUL does not approve, endorse or recommend the use of any specific commercial product or service without prior agreement. Therefore, Sponsor may not, without ICUL's prior written consent, imply, either verbally or in printed literature, that Sponsor's products or services are approved, endorsed or recommended by ICUL or its affiliates.

10. WAIVER, ASSUMPTION OF RISK & RELEASE. ICUL cannot prevent Sponsor from becoming exposed to, contracting, or spreading COVID-19 or any other communicable disease while attending the Convention. It is not possible to prevent against the presence of the disease. Therefore, if Sponsor choose to exhibit at and attend the Convention you may be exposing yourself to and/or increasing your risk of contracting or spreading COVID-19 or another communicable disease. You agree you have read and understood the above warning concerning COVID-19 and communicable disease. You hereby choose to accept the risk of contracting COVID-19 for yourself and/or your agents and employees in order to exhibit at and attend the Convention. These services are of such value to you that you agree to accept the risk of being exposed to, contracting, and/or spreading COVID-19 or other communicable disease in order to exhibit at and attend the Convention. Exhibitor hereby forever releases and waives its right to bring suit against ICUL and its, officers, directors, employees, agents, or other representatives in connection with exposure, infection, and/or spread of COVID-19 or other communicable disease related attendance at the Convention. You understand that this waiver means you give up my right to bring any claims including for personal injuries, death, disease or property losses, or any other loss, including but not limited to claims of negligence and give up any claim you may have to seek damages, whether known or unknown, foreseen or unforeseen.

11. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of ICUL. ICUL Shall Have Full Power

you may have to seek damages, whether known or unknown, foreseen or unforeseen.

12. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of ICUL. ICUL Shall Have Full Power To Interpret, Amend, And Enforce These Terms And Conditions. Sponsor And Its Employees Agrees To Abide By The Foregoing Terms And Conditions. Sponsor Or Its Representatives Who Fail To Observe These Terms And Conditions Or Who, In The Opinion Of ICUL, Conduct Themselves Unethically May Immediately Be Dismissed From The Convention Without Refund Or Other Appeal.