

IOWA CREDIT UNION

'18 CONVENTION

PEOPLE . PURPOSE . PASSION



## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

September 19 - 21, 2018 | Coralville, IA

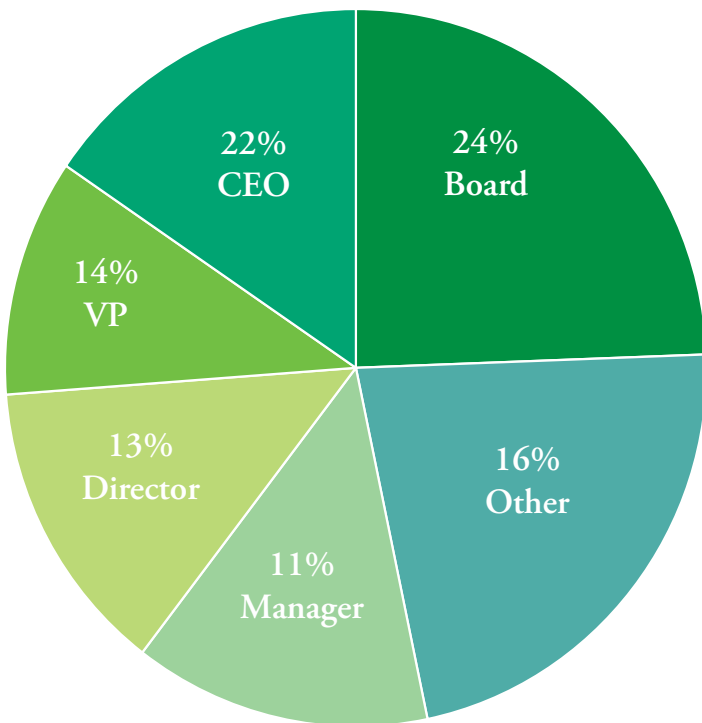
# 88TH ANNUAL IOWA CREDIT UNION CONVENTION

If you're looking for a way to get in front of the credit union industry and promote your brand, then we invite you to join us at the 88th annual Iowa Credit Union convention as an exhibitor and/or sponsor.

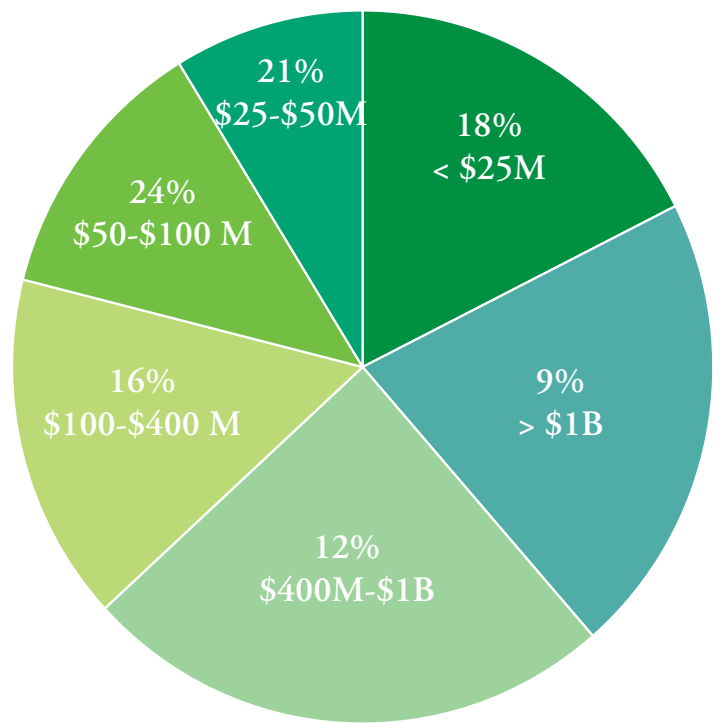
At our annual convention, you'll have access to networking opportunities that can help you make connections with credit union leaders across the state. Come share your purpose and passion with our event attendees!

## 2017 EVENT DEMOGRAPHICS

CU Attendees by Position



CUs Represented by Asset Size



Find additional information at [IowaCreditUnions.com/Convention](http://IowaCreditUnions.com/Convention)

**Questions?** Contact Stephanie Cox at 800.860.6180 x4911 or via email at [registrations@iowacreditunions.com](mailto:registrations@iowacreditunions.com)

## 2017 PARTICIPATING EXHIBITORS AND SPONSORS

ALLIED SOLUTIONS, LLC  
BANCSOURCE  
BANK-A-COUNT CORPORATION  
CALLAHAN & ASSOCIATES  
CATCH21, INC.  
CENTRAL STATES  
CHILDREN'S MIRACLE NETWORK HOSPITALS /CU4KIDS  
CLIFTONLARSONALLEN,LLP  
CONVERGINT TECHNOLOGIES  
CO-OP FINANCIAL SERVICES  
COOPERA  
CORPORATE CENTRAL CREDIT UNION  
CU\*ANSWERS  
CU COMPANIES  
CU DIRECT  
CU RECOVERY & THE LOAN SERVICE CENTER, INC.  
CU SERVICE NETWORK  
CUNA MUTUAL GROUP  
DATA BUSINESS EQUIPMENT, INC.  
ELLIE MAY, INC.  
EO JOHNSON BUSINESS TECHNOLOGIES - LOCKNET MANAGED IT SERVICES  
FISERV SOLUTIONS, LLC  
GUILD MORTGAGE COMPANY  
KASASA  
KIRK GROSS COMPANY  
LA MACCHIA GROUP  
LENERCLOSE  
LMG SECURITY  
MAIL SERVICES, LLC  
MEDIAQUEST SIGNS  
MONEY HANDLING MACHINES, INC.  
MULTI-BANK SECURITIES, INC.  
NATIONAL COOPERATIVE BANK  
OM FINANCIAL GROUP  
POLICYWORKS  
POLICYWORKS IOWA  
PREMIER LENDING ALLIANCE  
PSCU  
RSM US  
SHARETEC  
SHAZAM  
SINGLE SOURCE: ARCHITECTS & MASTER BUILDERS  
THE CALL CENTER/BULLSEYE COLLECTION AGENCY  
THE PERMANENT COLLECTION  
TMG FINANCIAL SERVICES  
TURNKEY ASSOCIATES  
TURNKEY SECURITY EQUIPMENT  
VISIBLE EQUITY  
WORKS24

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## ICUL SPONSORSHIP LEVELS

The Iowa Credit Union League strives to provide value for your sponsorship. Mix and match sponsor opportunities listed on the next page to achieve your desired sponsorship level!

*\*\*Purchasing a booth space does not count as a sponsorship on its own, however, your booth space purchase price will contribute to your sponsorship level if you choose to sponsor any of the activities on the next page.*

SPONSORSHIP INCLUSIONS	DIAMOND \$10,000 +	PLATINUM \$7,500 +	GOLD \$5,000 +	SILVER \$3,000 +	CONTRIBUTING \$500 +
Sign with logo at activity	✓	✓	✓	✓	✓
Recognition on ICUL's Convention website	✓	✓	✓	✓	✓
Recognition on sponsorship page in Convention program	✓	✓	✓	✓	✓
Recognition on Convention mobile app	✓	✓	✓	✓	
Name badge ribbons for company representatives	✓	✓	✓	✓	
Opportunity to add swag to attendee tote bags	✓	✓	✓		
Full page ad in Convention program	✓	✓			
Thank you in Convention scrolling PowerPoint	✓				

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## ICUL SPONSORSHIP OPPORTUNITIES

Purchase one or more of the sponsorship opportunities below to become a Convention sponsor. The total dollar amount contributed determines your level of sponsorship – Diamond, Platinum, Gold, Silver or Contributing.

*\*\*Purchasing a booth space does not qualify as a sponsorship on its own; however, your booth space purchase price will contribute to your sponsorship level if you choose to sponsor any of the activities. For example, if you are an Opening Reception Entertainment Sponsor at \$4,000, a Trade Show Breakout Session Sponsor at \$1,500 and purchase a single booth at \$2,250, you qualify for the Platinum sponsorship level.*

### Opening Reception Sponsor - \$5,000 (2 available\*)

Help us welcome our Convention attendees by sponsoring one of our favorite attendee events – opening reception! This event kicks off the festivities and includes appetizers, beverages and live music. Our sponsors will receive recognition at the event and sponsor designation in the event program.

### ICUL Volunteer Project Sponsor - \$5,000 (1 available\*)

**New this year!** Support the efforts of our 2018 Crashers and other Convention attendees by sponsoring the ICUL Volunteer Project. This event helps attendees put the “people helping people” credit union philosophy into action. Our sponsor will be able to put their logo on our ICUL Volunteer project t-shirts and will receive recognition in the event program.

### Opening Reception Entertainment Sponsor - \$4,000 (1 available\*)

**New this year!** Help us welcome our Convention attendees by sponsoring entertainment for one of our favorite attendee events – opening reception! This event kicks off the festivities and includes appetizers, beverages and live music. Our entertainment sponsor will receive recognition at the event and sponsor designation in the event program.

### Trade Show Networking Reception Sponsor - \$2,500 (2 available\*)

**New this year!** Engage attendees by sponsoring the trade show reception on Thursday evening. Demo products and services, share cocktails and make lasting connections during this fun social event held in the trade show. Our sponsor will receive recognition at the event and sponsor designation in the event program.

### Tote Bag Sponsor - \$2,500 (2 available\*)

**New this year!** As the sponsor for tote bags, your company’s logo will be displayed on the tote bags provided to all Iowa Credit Union Convention attendees.

### Lounge Sponsor - \$1,500 (2 available\*)

**New this year!** Comfortable lounge areas with couches and charging stations will be available in the trade show for attendees to relax and hang out. By sponsoring a lounge, your company’s logo will be on display for the duration of Convention and you’ll receive booth space in close proximity to the lounge area.

*\*Visit the Iowa Credit Union Convention website for updated sponsorship availability.*

Find additional information at [IowaCreditUnions.com/Convention](http://IowaCreditUnions.com/Convention)



## ICUL SPONSORSHIP OPPORTUNITIES (CONTINUED)

Purchase one or more of the sponsorship opportunities below to become a Convention sponsor. The total dollar amount contributed determines your level of sponsorship – Diamond, Platinum, Gold, Silver or Contributing.

*\*\*Purchasing a booth space does not qualify as a sponsorship on its own; however, your booth space purchase price will contribute to your sponsorship level if you choose to sponsor any of the activities. For example, if you are an Opening Reception Entertainment Sponsor at \$4,000, a Trade Show Breakout Session Sponsor at \$1,500 and purchase a single booth at \$2,250, you qualify for the Platinum sponsorship level.*

### Trade Show Breakout Session Sponsor - \$1,500 (4 available\*)

**New this year!** This year we're bringing attendees into the trade show like never before. Take advantage of their presence by sponsoring one of four breakout sessions that will be taking place on a stage in the trade show. By sponsoring one of these unique sessions, you will be able to provide a short intro for the speaker and encourage attendees to visit your booth after the session. You'll also receive recognition in the event program and premier booth placement near the breakout session stage.

### Headshot Passport Sponsor - \$1,000 (5 available\*)

**New this year!** To engage attendees to visit as many booths as they can, we're offering a passport program this year. By sponsoring the passport, attendees will need to stop by your booth and receive a stamp on their passport. Once they've collected all of the stamps, they'll receive a free professional headshot. This is a great way to engage attendees and increase traffic to your booth!

### Meal Sponsor - \$1,000 (4 available\*)

**New this year!** Attendees have to eat! Sponsor one of four meals offered to Convention attendees and receive recognition at the meal and sponsor designation in the event program.

### Beverage Station Sponsor - \$750 (6 available\*)

**New this year!** There will be several beverage stations set up throughout Convention. By sponsoring a beverage station, your logo will be displayed at one of the beverage station locations. You are also welcome to place company-branded koozies at the beverage location.

### Massage Chair Sponsor - \$500 (3 available\*)

Returning to the trade show this year is the opportunity for a free massage for attendees. Sponsor one of three massage chairs and have your logo displayed at this activity.

### Timeline Sponsor - \$500 (unlimited\*)

**New this year!** - Credit unions have a strong and growing story. To help tell the story of credit unions in Iowa, a timeline will be on display showcasing the history of credit unions. As a sponsor of the credit union timeline, your logo will be displayed by the activity for the duration of Convention.

*\*Visit the Iowa Credit Union Convention website for updated sponsorship availability.*

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## ICUF BENEFIT NIGHT FUNDRAISER SPONSORSHIP OPPORTUNITIES

The Iowa Credit Union Foundation (ICUF) is the philanthropic arm of the Iowa Credit Union movement. ICUF works to empower people and communities to achieve financial well-being by championing the credit union philosophy of people helping people. Each year ICUF invests in grants and scholarships, and collaborates with credit unions and community partners to provide needed financial resources.

Join 300 leaders and friends of the Iowa credit union movement at ICUF's largest fundraising event of the year, ICUF Benefit Night set for Thursday, September 19 at the Marriott Conference Center in Coralville, Iowa. This evening includes a silent auction, dinner, musical entertainment and the annual Community Impact awards honoring the philanthropic achievements of our Iowa credit union community.

Sponsors receive recognition during this event and help us reach our goal to raise more funds to support our mission driven work across the state. Register to attend and sponsor by visiting [IowaCreditUnions.com/Convention](http://IowaCreditUnions.com/Convention).

SPONSORSHIP INCLUSIONS	PRESENTING SPONSOR \$3,500 (SOLD)	DINNER SPONSOR \$2,000 (4 AVAILABLE)	BEVERAGE SPONSOR \$1,500 (4 AVAILABLE)	ENTERTAINMENT SPONSOR \$750 (5 AVAILABLE)	SUPPORTING SPONSOR \$500 (10 AVAILABLE)
<b>PRE-EVENT BENEFITS</b>					
Logo included in all event promotions (as able)	✓	✓	✓	✓	✓
Logo included on ICUF website	✓	✓	✓	✓	✓
<b>EVENT BENEFITS</b>					
Opportunity to address attendees during award ceremony	✓				
Recognized on table centerpiece	✓	✓			
Logo and recognition at beverage station			✓		
Logo and recognition by main stage				✓	
Logo included on event signage (as able)	✓			✓	✓
Complimentary tickets for Benefit Night Fundraiser	8 (\$1,000 value)	4 (\$500 value)	2 (\$250 value)	1 (\$125 value)	
<b>POST-EVENT BENEFITS</b>					
Recognition in news release following Benefit Night	✓				
Logo included in thank you email to attendees	✓	✓	✓	✓	✓

*The Foundation is a 501(c)(3) tax exempt, charitable organization; EIN # 42-1438113. ICUF sponsorships do not contribute to convention sponsorship level designations.*

Find additional information at [IowaCreditUnions.com/Convention](http://IowaCreditUnions.com/Convention)

Questions? Contact us at 800.860.6180 or via email at [info@iowacreditunionfoundation.org](mailto:info@iowacreditunionfoundation.org)

## EXHIBIT BOOTHS

You may choose to exhibit during the conference in one of these two booth options:

Booth Size	Early Bird Price*	Regular Price
Single Booth (8'x10')	\$2,250	\$2,750
Double Booth (8'x20')	\$3,250	\$3,750

\*Register by July 20 to take advantage of the early bird pricing.

Exhibit booths include:

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

*If you choose to add a sponsorship to your booth purchase, you can count the booth price toward your sponsorship level designation.*

## BOOTH ASSIGNMENT

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 must be complete no later than August 17. Full payment must accompany registration.

Find additional information at [IowaCreditUnions.com/Convention](http://IowaCreditUnions.com/Convention)

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## EXHIBITOR MOVE-IN/MOVE-OUT

Wednesday, September 19, 2018

Exhibitor Move-In: 12:00 p.m. - 5:00 p.m.\*

Thursday, September 20, 2018

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

## EXHIBITOR HALL HOURS

Thursday, September 20, 2018

Trade Show Open: 7:00 a.m. - 3:00 p.m.\*

Trade Show Networking Reception: 4:00 p.m. - 5:30 p.m.\*

*\*Please note: Times listed above are tentative. Exact hours will be set and posted on the Iowa Credit Union Convention website one month prior to the event.*

## TRADE SHOW ACTIVITIES

Breakfast and lunch on Thursday will be in the trade show area. In addition, several breakout sessions and a networking reception will be hosted in the trade show on Thursday. Our goal is to drive a diverse audience and create new engagement opportunities for our valuable exhibitors and participants.

## BOOTH SERVICES

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.

## GIVEAWAYS

If you are providing a giveaway, drawings will take place at 5:00 p.m. on Thursday, September 20. Please indicate that you will be holding a drawing during the registration process. Winners must be present to win.

## CANCELLATIONS

Payment must accompany registration and no refunds will be made after August 31. Cancellations prior to August 10 will receive a full refund. Cancellations made between August 11 – 31 will receive a 50 percent refund.

## OUR EVENT COORDINATORS

The Iowa Credit Union League has partnered with Diversified Management Services (DMS) to offer event services for our exhibitors and sponsors. You may receive communications on behalf of ICUL from DMS and you may contact Laura Bade at DMS with questions regarding our event at 515.282.8192 or by email at [lbade@assoc-mgmt.com](mailto:lbade@assoc-mgmt.com).

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## IMPORTANT DATES AND DEADLINES

July 20	Early bird registration ends
August 17	Sponsor logo deadline
August 17	Full page ad deadline (Diamond and Platinum sponsors)
August 24	Silent Auction donation deadline
August 28	Hotel reservation deadline
August 31	Swag for attendee bag deadline (Diamond, Platinum and Gold sponsors)
August 31	Cancellation refund deadline
September 12	Electricity order form deadline
September 19	Exhibitor Move-In: 12:00 p.m. - 5:00 p.m.
September 20	Exhibitor Move-Out: 5:30 p.m. - 8:00 p.m.

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## EXHIBIT TERMS AND CONDITIONS

**1. AGREEMENT TO CONDITIONS.** The undersigned desires to participate as an exhibitor ("Exhibitor") in the 2018 Iowa Credit Union Convention (Convention) to be held at the Coralville Marriott Hotel and Conference Center ("Coralville Marriott") (300 East 9th Street, Coralville, IA 52241) September 19-21, 2018 subject to the terms, conditions, rules and regulations governing said Convention which are contained within this mailing and incorporated herein by this reference, including but not limited to the Coralville Marriott Exhibitor Guideline and Agreement, and subject also to any terms, conditions, rules and regulations adopted by the Coralville Marriott and the Iowa Credit Union League in any way pertaining to or governing exhibitors as the same may exist from time to time. This agreement shall not become binding until and unless accepted on behalf of the Iowa Credit Union League. When so accepted by the Iowa Credit Union League, it shall constitute a binding agreement upon the parties, their respective heirs, representatives, successors or assigns. This agreement shall be construed in accordance with Iowa law. Exhibitor agrees to comply with local laws, ordinances and regulations and to furnish any permits required by local authorities, all at Exhibitor's own expense. Further, failure to abide by any rule or regulation set forth herein or any rule or regulation concerning exhibits adopted by the Coralville Marriott shall constitute a breach of the agreement between Exhibitor and the Iowa Credit Union League, and in such event, the Iowa Credit Union League may pursue any applicable legal or equitable remedy. Exhibitor shall pay all costs of collection, including reasonable attorney's fees, incurred by the Iowa Credit Union League as a result of Exhibitor's default or breach under the terms of this agreement. If this application is not accepted by the Iowa Credit Union League, any payment made shall be refunded in full.

**2. PAYMENT AND CANCELLATION.** Payment in full is due upon registration. Cancellations received on or before August 10, 2018 will be refunded in full. Cancellations received August 11-31, 2018 will receive a fifty percent (50%) refund. No refunds will be provided after August 31, 2018.

**3. USE OF SPACE.** The Iowa Credit Union League reserves the right, in its sole discretion, to reject, in whole or in part, at any time, any exhibit which or any individuals participating in any exhibit who, in its opinion, is or are objectionable to delegates or the Iowa Credit Union League. No liability or damages whatsoever against the Iowa Credit Union League or any of its representatives, committees, agents or members shall be incurred because of such rejection. The Iowa Credit Union League reserves the right to assign exhibit booth locations at its sole discretion. Exhibitor 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 Exhibitor 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 Exhibitor's space without the prior written permission of the Iowa Credit Union League.

**4. BOOTHS.** Standard booth equipment (back and side-wall draping and identification sign) will be provided by Iowa Credit Union League without additional cost to Exhibitor if ordered in advance. If Exhibitor plans to install a completely constructed display of such a character that Exhibitor will not require or desire the use of standard booth equipment, no part thereof 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 Exhibit Hall Manager. No covered structures of any kind are allowed in the booth space.

**5. LIABILITY.** Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the premises of the Coralville Marriott and shall indemnify and hold harmless (1) the Coralville Marriott, its owner, and its management company, agents, servants and employees and (2) the Iowa Credit Union League and its affiliates and their officers, directors, shareholders, employees, and agents from any and all such losses, damages and claims. Exhibitor agrees to protect, save and keep the Iowa Credit Union League forever harmless 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 the Coralville Marriott and the Iowa Credit Union League regarding the exhibition premises; and further, Exhibitor shall at all times protect, indemnify, save and keep harmless the Iowa Credit Union League, its subsidiaries and affiliates and their officers, directors, shareholders, employees and agents against and 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 Exhibitor, Exhibitor's agents, employees and business invitees, which arise from or out of or by reason of Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof.

**6. MISCELLANEOUS.** The Iowa Credit Union League does not approve, endorse or recommend the use of any specific commercial product or service without prior agreement. Therefore, Exhibitor may not without the prior written consent of the Iowa Credit Union League imply, either verbally or in printed literature, that their products or services are approved, endorsed or recommended by the Iowa Credit Union League or its affiliates.

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