



# Business Development Prospectus 2017



Exhibit space is limited. Reserve your spot early.

[nafcu.org/exhibits2017](http://nafcu.org/exhibits2017)

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**Your company and NAFCU have been working up to this... NAFCU's 50th Annual Conference and the most robust offering of sponsorship, advertising and business development opportunities. Ever.**

**Thousands of credit union professionals attend our events and read our publications. If this is your market, NAFCU offers an unprecedented opportunity. And in 2016, more than half of our conference attendees were from institutions with more than \$500 million in assets.**



NAFCU is launching an unprecedented series of business opportunities for companies seeking to reach these decision makers. The new program includes customized sponsorships for every event including our 50th Annual Conference & Solutions Expo.

**Thought leadership opportunities** to showcase your education programming and professional development offerings via white papers sent by NAFCU to promote your brand.

**Business development opportunities** which enable face-to-face conversations with your key clients and technology sponsorships to showcase the ever-changing and increasing digital presence of your company.

**Increased event attendance, improved customer satisfaction and membership growth at NAFCU is being leveraged** into a development program which aligns your business goals with those of credit unions and their executives. Our members include 88 of the largest 100 federal credit unions and we now welcome all state-chartered credit unions (FICUs) to join and enjoy full membership benefits.

NAFCU is identified as a "market leader," garnering a 98% satisfaction rating for service and a 90% rating on value. Our goal is to apply these qualities to a fantastic business development experience.

# 50th Annual Conference and Solutions Expo

June 13 – 16, 2017 | Honolulu, Hawaii

## Featured Sponsorships

Be our sponsor for the NAFCU 50th Annual Conference and Solutions Expo. This is an enhanced event with never-before offerings including a uniquely customized sponsorship program. Pre-show, onsite and post-show benefits for all **featured sponsor level programs** including:

- › 1 pre-show mailing, logo on website, all promo materials
- › Onsite prominent logo display and thank you advertisement in onsite program
- › Prominent logo display from main stage at general session
- › 1x use of post-show mailing list

### SIGNATURE SPONSOR - \$100,000

**Best match:** Organizations seeking a customized, lead sponsorship position for the 50th anniversary event.

- › Exclusive customized sponsorship development meeting with NAFCU staff leveraging Honolulu, HI location
- › Logo and executive welcome on 50th Annual Conference anniversary promotional video
- › Exclusive signature sponsorship signage throughout the event
- › Digital and print campaigns with signature sponsor logo placement and mentions
- › 8 complimentary conference registrations
- › Aloha registration package:  
Conference beach tote bag with logo and registration lounge branding. The highly anticipated Annual Conference offers a unique welcome scenario. Say “Aloha” with a Hawaiian lei as attendees check in and pick up their badges. Capitalize on their excitement in kicking off this special Annual Conference. Join NAFCU in welcoming attendees with this unique offering.

### CHAIRMAN'S SPONSOR - \$35,000

**Best match:** Companies seeking direct access to NAFCU's leadership and credit union executives.

- › Exclusive sponsor of CEO's Forum, including session moderator opportunity
- › VIP “After Hours” invitation-only reception for 4 with NAFCU Chairman and the Board of Directors
- › 5 complimentary conference registrations

### KEYNOTE SPONSOR (2) - \$20,000

**Best Match:** New CEOs, companies seeking opportunity to raise profile quickly and gain attention during this high-profile session.

- › Promotional video shown prior to keynote address
- › VIP session for 25 with photos after keynote address
- › Premium booth location in Solutions Expo
- › VIP seating at Keynote address for team members and key accounts
- › 4 complimentary conference registrations



## Business Networking Offerings

Special offerings designed for companies interested in face-to-face meet-and-greets for potential and current clients.

### 50TH ANNUAL CONFERENCE LUAU RECEPTION SPONSOR - \$15,000

There is only one place for a Luau. 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.

### GENERAL SESSION LUNCH OR BREAKFAST WITH VIP SEATING - \$10,000

Everyone will be there. We provide designated seating for your company and special guests. Also, the opportunity for your executives to welcome all attendees. Branding information can also be distributed at each table.

### BUSINESS CONNECTION LOUNGE SPONSOR - \$7,500

Gain visibility at one of the most desirable locations in the Solutions Expo's networking lounges. Your branding information can be distributed in the lounge. The relaxing area can also be a gathering point and location central for your company. There is rarely an empty space at these much appreciated hot spots.

*All single sponsorships are subject to availability and could be limited based on conference sponsor programs previously listed.*

## Technology Showcase Availability

Our increasingly digital and mobile world is an excellent platform to demonstrate your organization's progressive position in the market. Mobile hot spots, demonstration hubs and charging areas are provided.

### 50TH ANNIVERSARY ANNUAL CONFERENCE MOBILE APPLICATION - \$20,000

In 2016, there were nearly 70,000 in-app actions. Your sponsorship will mean promoted posts, a push notification, and prime real estate in what is already a highly adopted app among our attendees.

### CYBER CAFÉ - \$5,500

The Cyber Café will be branded to your strategic vision, proximate to registration: you can't ask for better real estate.

### CHARGING STATION (premium location) - \$5,500

Extend your brand in a prime location close to the registration desks with high visibility.



### CHARGING STATION (location near breakout sessions) - \$3,500

Charging stations with your logo will be available near the refreshments by the breakout rooms. Be sure it's your company our attendees see when they get their critical recharges throughout the day.

## Thought Leadership Positioning

All of the sponsorships below are special and highly anticipated sessions for specific audiences. An introduction by your company at these sessions could be great bang for the buck. Ask our sponsorship specialist about the best fit.

### SENIOR MANAGEMENT FORUM WITH INTRODUCTION OR MODERATOR ROLE - \$5,000

### VOLUNTEER WORKSHOP WITH INTRODUCTION OR MODERATOR ROLE - \$3,000

### BREAKOUT SESSION - \$8,000

Each breakout track will consist of multiple breakout sessions. Sponsor a track that aligns with your company's strategy and get in front of attendees by having the opportunity to introduce session speakers. This also includes recognition in the onsite program and signage onsite.



## Branding and Promotion Availabilities

*All single branding and promotion items are subject to availability.*

### HOTEL KEY CARDS - \$20,000

Attendees staying at the official NAFCU host hotels will receive key cards featuring your company's logo. Be a part of the attendee experience as they explore Honolulu, earning over 7,000 impressions in the process.

### BEVERAGE TUMBLERS - \$15,000

Each attendee will receive a tumbler with your company's logo. NAFCU will purchase and coordinate the branded water bottles. Ensure endless impressions during and after the conference as attendees continue to enjoy them once they've returned home.

### GENERAL SESSION LUNCH - \$10,000

### GENERAL SESSION BREAKFAST - \$10,000

We will display tabletop signs with a custom design of your choosing on each table within the general session room. That's more than 100 tables for each session, seating over 1,000 attendees for two hours!

### SOLUTIONS EXPO TABLETOP SIGNS - \$6,000

Enjoy prime visibility by having our custom-designed double-sided signage on all of the dining tables in the exhibit hall (approximately 60 tables). Your signage will be displayed during all six exclusive hours in the Solutions Expo, which will include meals.

## No One Goes Thirsty Cluster!

### NEW! CAFFEINATING STATION - \$7,000

We can't say for certain just how many impressions you'll rack up, but we do know one thing for certain: our attendees love their coffee. Signs will be featured at coffee stations and cups or sleeves will display your logo over the duration of the entire conference.

### NEW! CARBONATION STATION - \$7,000

Two ice-cold beverage stations for your clients – current and future – located strategically for maximum exposure.

### WATER COOLER STATION - \$3,000

Make sure everyone is well hydrated and garner repeated impressions from all our attendees as they quench their thirst between each breakout session.

## Additional Offerings

### NEW! SOLUTION SHOWCASE SPONSOR - \$5,000

White paper with relevant educational content delivered via email and promoted on NAFCU EVP & COO's blog showcasing your company, your solution, and your team in a case study format.

### ESCALATOR SIGNS - \$7,500

### AISLE MARKER SIGNAGE - \$6,500

### DIRECTIONAL FLOOR STICKERS TO EXHIBIT BOOTH - \$5,000

### SLIDE IN ROTATION BEFORE GENERAL SESSION - \$2,000



## Booth Assignments and Fees

Assignments are made on a first-come, first-served basis. Please complete the application and email [sales@nafcu.org](mailto:sales@nafcu.org). Please do not email credit card information.

**Booth Size:** 10 X 10' Booth

**Standard Booth Fee:** \$2,500

**Corner Booth Fee:** \$2,800

*Note: Your booth fee does not include furniture, carpet, electrical or Internet.*

Carpet is required to exhibit, please inquire about pricing. Additional booth personnel registrations are at \$500 each.

**NAFCU Services corporation (NSC) Preferred Partners** receive a discount. NAFCU Services Preferred Partners may contact [nsc@nafcu.org](mailto:nsc@nafcu.org) to secure an exhibit or sponsorship.

### EXHIBIT HALL CHARITY EVENT (4) - \$2,500

In the last three years, NAFCU delegates have helped assemble several hundred backpacks and supply bags for needy 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 NAFCU Journal Magazine** May/June issue is distributed at the 50th Annual Conference and Solutions Expo. 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 15 for editorial calendar to align your outreach to credit union executives.



## Exhibiting Opportunities

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 booth in the Solutions Expo, during networking events, or in the sessions, you'll gain valuable face time with current and potential clients.

### KEY EXHIBITOR BENEFITS

**Dedicated exhibit hours!** All exhibit hours are exclusive; there are no conflicts with educational sessions or other events.

**Two conference registrations** are included with each exhibit booth space rented (includes admission to all conference sessions to engage with attendees). That's a value of \$3,400! Additional booth personnel registrations are available at \$500 each.

**Listing in the conference mobile app.**

**Listing in the May/June issue** of The Federal Credit Union Magazine, which features a circulation of more than 5,000 readers!

**Inclusion in the live interactive floor plan** with your company's description and product category listing. You'll be connecting with attendees months out as they take a virtual tour of the expo!

**Admission to the general and breakout sessions** to continue your networking efforts outside the Solutions Expo with over a thousand conference participants!

**Inclusion in the new credit union product showcase.** Highlight your new Product/Service throughout with special signage and the conference addendum.

**Networking Meals** in the Solutions Expo and general sessions.

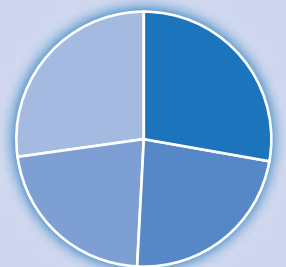
### ATTENDANCE BY JOB FUNCTION:

- Director - 35%
- Executive Committee - 22%
- CEO - 14%
- EVP/SVP/VP - 14%
- Supervisory Committee - 10%
- Senior Staff - 5%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 28%
- \$500M-\$1B - 23%
- \$200M-\$500M - 22%
- Under \$200M - 27%



## SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full-page ad in program and promoted posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## THOUGHT LEADER SPONSOR (1) - \$7,000

- › Introduction of speaker at general sessions or keynote address
- › Host or facilitator of breakout sessions
- › Logo slide on general session stage and onsite program
- › Sponsor of webinar/webcast content related to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$6,500

- › Logo placement with recognition prior to each session
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Logo slide on general session stage and onsite program
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$6,500

- › Exclusive refreshment break or continental breakfast sponsor
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Executive suite or lounge reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,000  
Exclusive \$6,000
- › Registration tote bag (2) \$5,000
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

## TABLETOP DISPLAY

- 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** Jan/Feb issue is distributed at Strategic Growth Conference. 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 15 for editorial calendar to align your outreach to credit union executives.



### ATTENDANCE BY JOB FUNCTION:

- Senior Management - 31%
- CEO - 25%
- Director - 18%
- EVP/SVP/VP - 17%
- Executive Committee - 6%
- Supervisory Committee - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 27%
- \$500M-\$1B - 17%
- \$200M-\$500M - 16%
- Under \$200M - 40%



# Regulatory Compliance School

April 10 - 14, 2017 | Arlington, Virginia & October 9 - 13, 2017 | San Diego, California

## 2 Independent Opportunities to Sponsor - Spring and Fall

### SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60 second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full page ad in program and promoted posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

### THOUGHT LEADER SPONSOR (1) - \$5,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

### TECHNOLOGY SPONSOR (1) - \$5,500

- › Logo placement with recognition prior to each session and onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor - premium location
- › Logo slide on stage and in onsite program
- › Press release and promotion in NAFCU social media and blogs

### BUSINESS DEVELOPMENT SPONSOR (2) - \$5,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Executive suite reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

### BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor - up to a 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor - logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,000  
Exclusive \$6,000
- › Registration tote bag (2) \$6,000
- › Reception sponsor w/ signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

### TABLETOP DISPLAY

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

### ADVERTISEMENT IN PROGRAM MANUAL

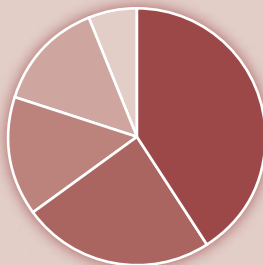
- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

**The NAFCU Journal Magazine** March/April issue is distributed at Regulatory Compliance School. 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 15 for editorial calendar to align your outreach to credit union executives.



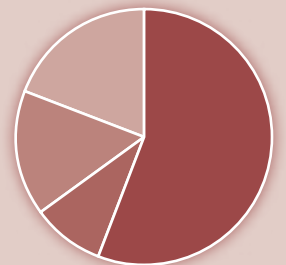
#### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Risk Manager - 41%
- Operations/Manager - 24%
- President/CEO/VP/EVP/SVP - 15%
- Attorney/Audit/Counsel - 14%
- Lending/Finance - 6%



#### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 56%
- \$500M-\$1B - 9%
- \$200M-\$500M - 16%
- Under \$200M - 19%





# Board of Directors and Supervisory Committee Conference

May 1 – 4, 2017 | Charleston, South Carolina

## SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full page ad in program and promoted posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## THOUGHT LEADER SPONSOR (1) - \$5,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Host or facilitator of breakout session
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$5,500

- › Logo placement with recognition prior to each session and in on site program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$5,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on stage and in onsite program
- › Executive suite reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) Exclusive \$3,000 \$6,000
- › Registration tote bag (2) \$5,000
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

## TABLETOP DISPLAY

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

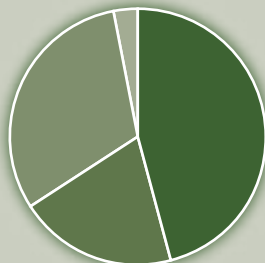
## ADVERTISEMENT IN PROGRAM MANUAL

- 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



### ATTENDANCE BY JOB FUNCTION:

- Director - 46%
- Executive Committee - 20%
- Supervisory Committee - 31%
- CEO/Executive - 3%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 29%
- \$500M-\$1B - 24%
- \$200M-\$500M - 25%
- Under \$200M - 22%



## Extraordinary opportunity – 2 for 1 sponsorship engagement for your company.

### SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full page ad in program and promoted posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

### THOUGHT LEADER SPONSOR (1) - \$5,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Host or facilitator of breakout session
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

### TECHNOLOGY SPONSOR (1) - \$5,500

- › Logo placement with recognition prior to each session and in onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Press release and promotion in NAFCU social media and blogs

### BUSINESS DEVELOPMENT SPONSOR (2) - \$5,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Executive suite reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

### BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,000  
Exclusive \$6,000
- › Registration tote bag (2) \$5,000
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

### TABLETOP DISPLAY

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

### ADVERTISEMENT IN PROGRAM MANUAL

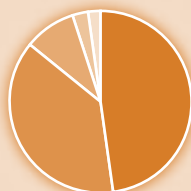
- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

**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 15 for editorial calendar to align your outreach to credit union executives.

- › *Business Development, Technology, Thought Leader Sponsors receive sponsor billing at each conference*
- › *2 for 1 value at these leadership sponsor levels*
- › *Promotional sponsorships and advertising options are still available for each program*

#### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Risk Manager – 48%
- President/CEO/VP/EVP/SVP – 38%
- Attorney/Audit/Counsel – 9%
- Operations/Manager – 3%
- Lending/Finance – 2%



#### ATTENDANCE BY ASSET LEVEL:

- Over \$1B – 41%
- \$500M-\$1B – 21%
- \$200M-\$500M – 23%
- Under \$200M – 15%



#### ATTENDANCE BY JOB FUNCTION:

- Compliance/Legal/BSA – 78%
- VP/SVP/EVP – 13%
- CEO/C-Level – 9%



#### ATTENDANCE BY ASSET LEVEL:

- Over \$1B – 32%
- \$500M-\$1B – 7%
- \$200M-\$500M – 21%
- Under \$200M – 40%



# Congressional Caucus

September 10 – 13, 2017 | Washington, D.C.

## SIGNATURE SPONSORSHIP (1) - \$20,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full page ad in program and promoted posts in app
- › 6 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## CONGRESSIONAL CAUCUS KEYNOTE ADDRESS SPONSOR (1) - \$7,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$7,000

- › Logo placement with recognition prior to each session and in onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$7,000

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Executive suite reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

## SPECIAL OFFER: CONGRESSIONAL RECEPTION SPONSOR WITH SIGNAGE AND RECOGNITION (2) - \$5,000

- › Widely attended by members of Congress and their staff

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$3,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$3,000
- › Hotel key cards \$5,000
- › Registration padfolio \$5,000
- › Welcome to Washington Reception sponsor with signage and recognition from Caucus VIPs (4) \$5,000
- › Charging station with logo \$2,000
- › General session logo \$1,000

## TABLETOP DISPLAY

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

## ADVERTISEMENT IN PROGRAM MANUAL

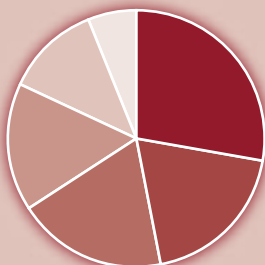
- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

**The NAFCU Journal Magazine** 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 15 for editorial calendar to align your outreach to credit union executives.



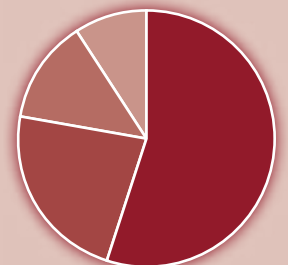
### ATTENDANCE BY JOB FUNCTION:

- Director - 28%
- Executive Committee - 19%
- CEO - 19%
- EVP/SVP/VP - 16%
- Senior Staff - 12%
- Supervisory Committee - 6%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 55%
- \$500M-\$1B - 23%
- \$200M-\$500M - 13%
- Under \$200M - 9%



## SIGNATURE SPONSORSHIP (1) - \$7,500

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance, general session and onsite program
- › Full page ad in program and promotes posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## THOUGHT LEADER SPONSOR (1) - \$3,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Host or facilitator of breakout session
- › Logo slide on general session stage and onsite program
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$3,500

- › Logo placement with recognition prior to each session and in onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Logo slide on stage and in onsite program
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$3,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program
- › Executive suite reserved for face-to-face meetings (F/B cost of sponsor). *Invitation only by business development sponsor*

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,000  
Exclusive \$6,000
- › Registration portfolio or backpack \$2,500
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › General session logo \$1,000

## TABLETOP DISPLAY

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

## ADVERTISEMENT IN PROGRAM MANUAL

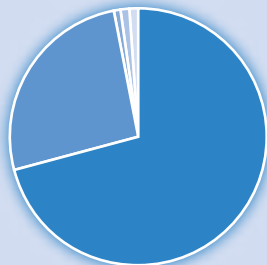
- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

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### ATTENDANCE BY JOB FUNCTION:

- Senior Management - 71%
- EVP/SVP/VP - 26%
- CEO - 1%
- Board of Directors - 1%
- Executive Committee - 1%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 52%
- \$500M-\$1B - 16%
- \$200M-\$500M - 11%
- Under \$200M - 21%



# Regulatory Compliance Seminar

October 10 – 13, 2017 | San Diego, California

## SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60-second video prior to program kick-off
- › Logo on home page, advance materials, general session and onsite program
- › Full page ad in program and promoted posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## THOUGHT LEADER SPONSOR (1) - \$5,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Host or facilitator of breakout session
- › Logo slide on general session stage and onsite program
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$5,500

- › Logo placement with recognition prior to each session and in onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Logo slide on stage and in onsite program
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$5,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,500  
Exclusive \$6,000
- › Registration portfolio or backpack (2) \$5,000
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

## TABLETOP DISPLAY

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

## ADVERTISEMENT IN PROGRAM MANUAL

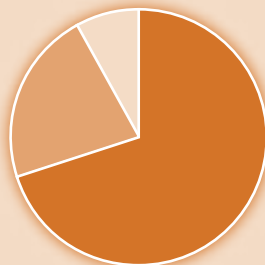
- Full page black & white ad \$1,500
- Full color inside back cover \$2,500
- Full color inside front cover \$2,500
- Full color back cover \$3,000

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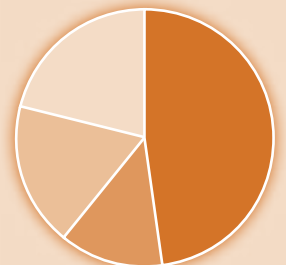
### ATTENDANCE BY JOB FUNCTION:

- Compliance Officer/Legal/Risk Manager - 70%
- VP/SVP/EVP - 22%
- CEO/C-Level - 8%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 48%
- \$500M-\$1B - 13%
- \$200M-\$500M - 18%
- Under \$200M - 21%



## SIGNATURE SPONSORSHIP (1) - \$10,000

- › Remarks from NAFCU staff thanking signature sponsor from stage and in conference communication
- › 60 second video prior to program kick-off
- › Logo on home page, advance, general session and onsite program
- › Full page ad in program and promotes posts in app
- › 4 complimentary conference registrations
- › Press release and promotion in NAFCU social media and blogs

## THOUGHT LEADER SPONSOR (1) - \$5,500

- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Host or facilitator of breakout session
- › Webinar/webcast sponsor of related content to event in calendar year of program
- › Insert of white paper or thought leadership piece in registration kit
- › Email distribution of mutually agreed upon white paper or educational content (1x)
- › Press release and promotion in NAFCU social media and blogs

## TECHNOLOGY SPONSOR (1) - \$5,500

- › Logo placement with recognition prior to each session and in onsite program
- › Mobile app sponsor for the event
- › Charging station sponsor – premium location
- › Logo slide on stage and in onsite program
- › Press release and promotion in NAFCU social media and blogs

## BUSINESS DEVELOPMENT SPONSOR (2) - \$5,500

- › Exclusive refreshment break sponsor or continental breakfast
- › Remarks from NAFCU staff thanking sponsor from stage and in conference communication
- › Logo slide on general session stage and onsite program

## BRANDING OPPORTUNITIES TO SHOWCASE EVERY COMPANY!

- › Live Video sponsor – up to 60-second video prior to general session (upon availability) \$2,000
- › Signage sponsor – logo on all directional signage and non-sponsored events \$2,000
- › Hotel key cards (2) \$3,000
- › Exclusive \$6,000
- › Registration portfolio or backpack (2) \$5,000
- › Reception sponsor with signage and recognition from conference VIPs (4) \$3,500
- › Charging station with logo \$2,000
- › General session logo \$1,000

## TABLETOP DISPLAY

- 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



### ATTENDANCE BY JOB FUNCTION:

- Compliance/Risk – 35%
- Lending/Finance – 35%
- Operations/Manager – 11%
- President/CEO/VP/EVP/SVP – 10%
- Attorney/Audit/Counsel – 9%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B – 41%
- \$500M-\$1B – 21%
- \$200M-\$500M – 23%
- Under \$200M – 15%



# NAFCU 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 fits perfectly into an integrated marketing campaign.

### JAN/FEB

- › NAFCU 50<sup>th</sup> Anniversary Feature
- › Economic Outlook
- › 2017 Vendor Directory

### Bonus Distribution

- › Strategic Growth Conference

### MAR/APR

- › Member Business Lending/Connecting With Small Businesses
- › Reaching and Serving the Underserved
- › Regulatory and Legislative Outlook

### Bonus Distribution

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

### MAY/JUNE

- › 50 Ways to Grow
- › Field of Membership Rule Impact
- › Exhibitor Directory (Annual Conference and Solutions Expo)

### Bonus Distribution

- › 50<sup>th</sup> Annual Conference and Solutions Expo

### JULY/AUG

- › Credit Union and CEO Physical Security
- › Risk Management - Bank Secrecy Act
- › 2017 NAFCU Annual Award Winners.  
Also: Winners of the NAFCU Services Innovation Awards
- › 2016 Annual Report

### Bonus Distribution

- › Risk Management Conference
- › BSA Seminar

### SEPT/OCT

- › Adoption of New Technology
- › Mortgage Lending
- › Connecting to Millennials and Gen Z

### Bonus Distribution

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

### NOV/DEC

- › Top Compliance Challenges
- › Developing Future Leaders
- › NAFCU 50-Year Forecast

## 2017 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

More than 9,000 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



## NAFCU WEBCAST SIGNATURE SPONSOR - \$20,000

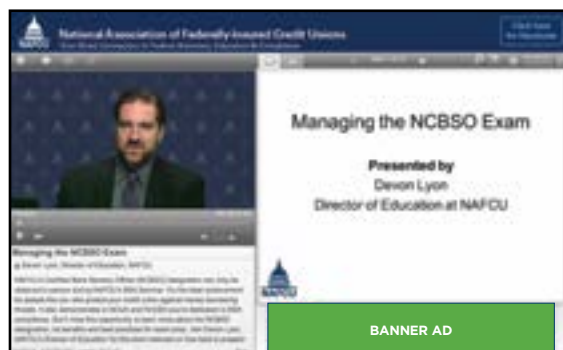
Your company will be the signature sponsor of 25 NAFCU compliance webcasts of your choosing. Topics include the most challenging areas of compliance such as MLA, data security, payments and more.

### Your company includes:

- › Banner ad with hyperlink to your company's website
- › Sponsor announcement during the webcast

## NAFCU WEBCAST INDIVIDUAL SPONSOR - \$1,000

Choose one of more than 40 NAFCU webcasts in 2017.





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

With more than 170 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.

**[nafcu.org/exhibits2017](https://nafcu.org/exhibits2017)**