2022
NAFCU Vendor Directory

NAFCU’s digital, interactive Vendor Directory will increase your exposure to the credit union industry’s most powerful players

NAFCU’s annual Vendor Directory gets you year-round exposure: Housed on the association’s website, the digital Vendor Directory is promoted throughout the year, keeping you top-of-mind among credit union decision makers. Features include:

› Refined list of categories to make it easy for credit union executives to sort through
› Dynamic keyword search and filtering functions
› Direct links to your organization
› Tracking data on your listing including link clicks and impressions
› Ability to purchase listing for digital directory available all year*

The digital directory will launch January 1, 2022, with an integrated marketing and communications strategy to drive traffic from various NAFCU and external channels throughout the year. In addition, the Vendor Directory is printed in the January-February edition of The NAFCU Journal.

Please reach out to us with any questions at: sales@nafcu.org.

VISIT NAFCU.ORG/DIRECTORY-ORDER TO RESERVE YOUR LISTING NOW

*To be included in print edition, (published in the January-February edition of The NAFCU Journal) order form must be completed by November 3, 2021. Vendor Directory listings purchased after January 1, 2022, will be pro-rated on a monthly basis. Listings purchased after November 3, 2021, will not be included in the print version of the 2022 directory.
### Listing Options

<table>
<thead>
<tr>
<th>Premium - $1,695 if secured by Nov. 3, 2021</th>
<th>Standard - $995</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Vendor Spotlight”</strong> listing in the digital directory, which will rotate daily. The spotlight is featured at the top of the full listings page.</td>
<td></td>
</tr>
<tr>
<td>Company name, bolded and linked directly to company’s desired URL.</td>
<td>Company name, linked directly to company’s desired webpage in digital directory.</td>
</tr>
<tr>
<td>Logo, included both in print and digital directory.</td>
<td></td>
</tr>
<tr>
<td>Contact information, including contact name, title, phone and email; clickable in digital directory.</td>
<td>Contact information, including contact name, title, phone and email; clickable in digital directory.</td>
</tr>
<tr>
<td>Clickable social media icons for the digital directory.</td>
<td></td>
</tr>
<tr>
<td><strong>Up to 4 category listings</strong> with a 500 character company description.</td>
<td><strong>Up to 2 category listings</strong> with a 250 character company description.</td>
</tr>
</tbody>
</table>

We want you to get the biggest bang for your buck.

**We’ve added a new benefit for premium vendors to get you seen by NAFCU’s conference audience of almost 2,500.**

**Digital Directory**
NAFCU’s website that generates nearly **2 million pageviews** each year

**Integrated Marketing Push**
NAFCU Today - the association’s daily enewsletter - is sent to more than **20,000 subscribers** each day

**Print Directory**
Featured in the January-February edition of The NAFCU Journal, which is mailed to more than **5,200 subscribers**
Take advantage of first-year pricing, longer!

Lock in 2020 prices for 2021 when you sign up for two years now.

Vendor Spotlight
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CONTACT: (605) 555-5555 | email@standardlisting.com
Category 1, Category 2, Category 3, Category 4

Premium Vendor Listing
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CONTACT: Firstname Lastname - Director of Marketing | (605) 555-5555 | email@standardlisting.com
Category 1, Category 2

Standard Vendor Listing
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CONTACT: Firstname Lastname - Director of Marketing | (605) 555-5555 | email@standardlisting.com
Category 1, Category 2

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