



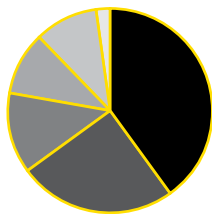
# NAFCU 49th Annual Conference & Solutions Expo

June 14 - 17, 2016 | Music City Center | Nashville, Tennessee

More than 1,500 gathered in Montréal for NAFCU's 2015 Annual Conference. We expect Nashville to be even bigger, especially with NAFCU's recent expansion of membership, and our increasing penetration of federal credit unions. Join us in the heart of Nashville, surrounded by American musical history. We'll be within a few short blocks of the Country Music Hall of Fame and Museum, the Ryman Auditorium, and "the Honky Tonk Highway," a district lined with live music houses.

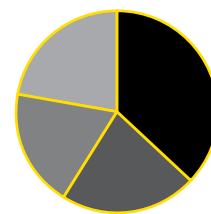
### ATTENDANCE BY JOB FUNCTION:

- Director - 40%
- Executive Committee - 25%
- CEO - 13%
- EVP/SVP/VP - 10%
- Supervisory Committee - 10%
- Senior Staff - 2%



### ATTENDANCE BY ASSET LEVEL:

- Over \$1B - 37%
- \$500M-\$1B - 22%
- \$250M-\$500M - 19%
- Under \$250M - 22%



## Sponsorship Opportunities at NAFCU's 49th Annual Conference & Solutions Expo

Stand out in the crowd. Sponsorships highlight your business with a highly engaged audience while enhancing your credibility. It's an effective way to communicate strategically and demonstrate your support for credit unions.

Signature Sponsor (exclusive) \$35,000

- SIGNATURE SPONSOR: \$35,000 (exclusive)
- OPENING KEYNOTE SPEAKER: \$15,000 (exclusive)
- OPENING KEYNOTE SPEAKER: \$10,000 (non-exclusive)
- CLOSING KEYNOTE SPEAKER: \$12,000 (exclusive)
- CLOSING KEYNOTE SPEAKER: \$6,000 (non-exclusive)
- CONFERENCE BAGS: \$15,000 (non-exclusive)
- PREMIUM BEVERAGE TUMBLERS: \$15,000 (exclusive)
- HOTEL KEY CARDS: \$15,000 (exclusive)
- HOTEL KEY CARDS: \$8,000 (non-exclusive)
- GRAND FINALE RECEPTION: \$15,000 (exclusive)
- GRAND FINALE RECEPTION: \$5,000 (non-exclusive)
- GENERAL SESSION DOOR WRAPS: \$12,000 (exclusive)
- CONFERENCE APP: \$10,000 (exclusive)
- CONFERENCE APP: \$4,000 (non-exclusive)
- CYBER CAFE: \$10,000 (exclusive)
- CYBER CAFE: \$5,000 (non-exclusive)
- GENERAL SESSION LUNCH: \$10,000
- We will display tabletop signs with a custom design
- NEW! UMBRELLAS: \$8,000 (exclusive)
- NEW! COFFEE STATIONS: \$7,000 (exclusive)

**aisle markers: \$6,500 (non-exclusive)**  
 Top of mind awareness: literally! Rack up over 10,000 impressions in the Solutions Expo as attendees use your aisle signs to navigate the space.

Breakout Track (exclusive per track) \$6,000

- BREAKOUT TRACK: \$6,000 (exclusive per track)
- CONVENTION/CITY MAP: \$6,000 (exclusive)
- NETWORKING LOUNGE SPONSOR: \$6,000 (exclusive)
- SOLUTIONS EXPO TABLETOP SIGNS: \$6,000 (exclusive)
- ESCALATOR SIGNS: \$6,000 (non-exclusive)
- NEW! WELCOME REFRESHMENTS STATION: \$5,500
- CHARGING STATION NEAR REGISTRATION: \$5,500
- CHARGING STATION NEAR BREAKOUT SESSIONS: \$3,500
- REGISTRATION ENVELOPES: \$5,000 (exclusive)
- REGISTRATION ENVELOPES: \$3,000 (non-exclusive)
- FLOOR STICKERS: \$5,000 (non-exclusive)
- REDOMETERS: \$4,500 (exclusive)
- EOS' FORUM: \$4,500 (non-exclusive)
- SENIOR MANAGEMENT FORUM: \$4,000 (non-exclusive)
- HOTEL ROOM DROP GIFT: \$3,500 (non-exclusive)
- CHAIRS' CAUCUS: \$3,000 (non-exclusive)
- NEW! WATER COOLER: \$3,000 (exclusive)
- BOARD OF DIRECTORS Q&A FORUM: \$2,500
- EXHIBIT HALL CHARITY EVENT: \$1,500 (non-exclusive)
- BOOTH BINGO: \$1,000 (non-exclusive)
- REGISTRATION BAG INSERTS/GIVEAWAYS: \$1,000 (non-exclusive)

Your one-page flyer (8.5" X 11" maximum) or promotional piece will be inserted inside each registration bag.

eligible for prizes at the end of the showcase on Friday. All prizes will be purchased and distributed by NAFCU.

# 49th Annual Conference & Solutions Expo Exhibitor Application & Contract For Exhibit Space

## Important Instructions

1. Fill in all sections of this form.
2. Make a copy of this contract for your records.
3. Include payment to NAFCU.
4. Submit original contract with payment via:

**Email:** NAFCU Services Preferred Partners only: [nsc@nafcu.org](mailto:nsc@nafcu.org)  
All other parties: [sales@nafcu.org](mailto:sales@nafcu.org)

**FAX:** 703.522.6777

**Mail:** Attention: Exhibits Manager, 3138 10th Street N., Arlington, VA 22201-2149

## I. Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

## II. Space Requirements & Cost

SELECT BOOTH PACKAGE	NUMBER OF BOOTHS	SIZE OF BOOTH	BOOTH PRICE	COMPLIMENTARY BOOTH PERSONNEL	ADDITIONAL BOOTH PERSONNEL (OPTIONAL)
<input type="checkbox"/>	1	10' x 10'	\$2,500	2	_____ x \$300
<input type="checkbox"/>	1	10' x 10' Corner	\$2,800	2	_____ x \$300
<input type="checkbox"/>	2	10' x 10'	\$4,900	4	_____ x \$300
<input type="checkbox"/>	2	10' x 10' Corner	\$5,100	4	_____ x \$300
<input type="checkbox"/>	3	10' x 10'	\$7,200	6	_____ x \$300
<input type="checkbox"/>	4	10' x 10'	\$9,400	8	_____ x \$300

We wish to reserve \_\_\_\_\_ booth(s). Amount \$ \_\_\_\_\_

*(A non-refundable deposit of \$300 per booth must accompany this application. Balance payment due within 30 days of receipt of invoice.)*

**Preferred Partners should contact NAFCU Services Corporation for booth pricing and marketing credit activation.**

### III. Company Description & Product Listing

Exhibitors will enter their company description and product category listing at a later date in NAFCU's live interactive Floor Plan and Exhibitor Listing.

### IV. Acceptance

We understand and agree to abide by the exhibitor terms and conditions set forth in the exhibit hall rules and regulations (posted at [www.nafcu.org/sponsorguidelines](http://www.nafcu.org/sponsorguidelines)), which form a part of this contract between our firm and the National Association of Federal Credit Unions (NAFCU). We further understand and agree that this is not a contract until officially accepted by NAFCU.

#### Accepted by Exhibitor:

\_\_\_\_\_  
Signature Title Date

### V. Exhibit Cost Summary

**BOOTH CHARGES** # of booths \_\_\_\_\_ \$ \_\_\_\_\_

#### ADDITIONAL SPONSORSHIPS

Events to be sponsored:

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

4. \_\_\_\_\_ \$ \_\_\_\_\_

5. \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

#### Cancellation Policy for 49th Annual Conference & Solutions Expo

If the exhibitor desires to cancel a reservation for booth space, the following charges will be assessed:

1. \$300 per single booth space for written cancellations or reduction of space postmarked by January 22, 2016.
2. 50% of the booth rental fee for written cancellations or reduction of space postmarked from January 22, 2016. to March 11, 2016.

**All cancellations must be in writing, via mail, email or fax to the attention of show management. No refunds of the booth rental fee will be made for cancellations postmarked after March 11, 2016.**

#### Payment Method

Check enclosed made payable to NAFCU

Or, charge my  AMEX  VISA  MasterCard  Discover in the amount of \$ \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_



National Association  
of Federal Credit Unions  
3138 10th Street North  
Arlington, VA 22201

NAFCU | Your Direct Connection to Education, Advocacy & Advancement