



# SPONSOR & EXHIBITOR KIT

# 2025



## About The League

The Wisconsin Credit Union League (The League) is the dues-supported trade association for Wisconsin's credit unions - not-for-profit financial institutions that are cooperatively owned by their more than 3.8 million members.

For over 90 years, The League has been dedicated to serving Wisconsin's credit unions® and promoting the credit union difference through advocacy, education, and public service. We are a proud member of America's Credit Unions and of a worldwide credit union system centered on credit union members. Through collaborative efforts and action, we are dedicated to providing financial well-being for all.

# 2025 SPONSOR & EXHIBITOR KIT

Wisconsin's credit unions rely on The League for guidance, best practices, and industry insights. We connect with credit union professionals of all levels with our education & training events and offer sponsorship opportunities that benefit your business.

## **WHAT IS A CREDIT UNION?**

Credit unions are cooperatively owned and democratically controlled financial institutions focused on serving members and their community. Unlike other financial institutions, credit unions return their profits to members in the form of lower fees, lower interest rates and higher yields.

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## **WHAT IS THE CREDIT UNION DIFFERENCE?**

The Difference impacts public and policymaker perceptions of Wisconsin's credit unions by showcasing how credit unions maximize their People-Before-Profit cooperative potential to meet the needs of members and their communities. There truly is a Credit Union Difference, and we seek to share this difference widely and inspire credit unions across the state to find new and exciting ways to live out their mission while providing financial well-being for all.

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## **WHY WISCONSIN CREDIT UNIONS?**

With more than 3.8 million members, Wisconsin credit unions are continuing to grow in the financial services market. As more consumers learn about the Credit Union Difference and discover the value of membership, the Credit Union Movement will continue to expand, creating more demand for products that help credit union professionals serve their members. The Credit Union Movement is also deeply interconnected, meaning that word spreads fast about quality products and services.

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## **YOUR CREDIT UNION CONNECTION**

Founded in 1934, The Wisconsin Credit Union League is your **best single source for reaching Wisconsin's credit unions.**

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## REFUND POLICY & IMPORTANT NOTES

At the sole discretion of The League, an event may be canceled or postponed. We will notify the sponsors of the cancellation or postponement. In the event of a postponement, the sponsorship will remain for the adjusted event. If the event is canceled, the sponsor will have the option of sponsoring a different League event or receiving a full refund. We recommend securing your sponsorship at least 90 days prior to the event to receive the full benefit of the sponsorship. All sponsorships are subject to approval by the Wisconsin Credit Union League. Dates and estimated attendance figures are subject to change.

## DUTY OF CARE

The conference planning team considers the safety of everyone onsite at the event to be a top priority. The League considers health guidelines and CDC recommendations and will design conference processes and procedures accordingly in a manner that will help support safety for everyone in attendance. Specific information related to safety measures will be posted closer to the event date.

 Click this link to access the application.

**[2025 League Sponsor & Exhibitor Application](#)**



Thank you to our 2024

# exhibitors & sponsors!

## WE APPRECIATE YOUR SUPPORT

In-person or online, Wisconsin's credit unions have a culture of collaboration and learning. We are able to reach members in all corners of our state by utilizing event technology and learning platforms, while promoting educational opportunities with relevant and timely topics of interest to credit union professionals.

We are grateful to our sponsors, **endorsed vendors**, exhibitors, and system partners for your support.

<b>AdvantEdge Digital</b>	Elan Financial Services
Alkami	<b>Eltropy</b>
Allied Solutions	EmpowerFi
Altra Federal Credit Union	Endeavor IT
<b>America's Credit Unions</b>	Enhanced Software Products, Inc.
AmeriCU Mortgage	<b>Envisant (LSC)</b>
Arch Mortgage Insurance Company	Excel Engineering, Inc.
ASG Results	Excess Share Insurance (ESI)
Associated Bank N.A.	Exclamation Services
Auto Link	<b>Federal Home Loan Bank of Chicago</b>
Bank-A-Count Corporation	Financial Systems Corp.
Bizio LLC	<b>FIS</b>
Case Financial	Five Star Telecom Inc.
CDI (Formerly Millennial Vision, Inc.)	Gallagher
Central States Health & Life Co. of Omaha	Governmental Employees Credit Union
Cherry Creek Financial	Graphic House, Inc.
Cleveland State Bank	Gundersen Credit Union
<b>Clutch</b>	Hawkins Ash CPAs
Coconut Software	High Point Networks
Convergent Technologies	HTG Architects
<b>Corporate Central Credit Union</b>	Humanidei
Creative Planning	Husch Blackwel
<b>Credit Union Loan Source</b>	<b>I-Care</b>
<b>CU DigiLend</b>	<b>Illuma Labs</b>
CU Student Choice	Insurance Systems, Inc. (ISI)
CU*Answers	IWS Acquisition Corporation
Data Financial, Inc.	JMFA
Data Holdings	Keller, Inc.
Dolphin Debit Access	<b>La Macchia Group</b>
Earnest Consulting Group	LD Consulting
Edge One, Inc.	LendKey Technologies

Thank you to our 2024

# exhibitors & sponsors!

## HERE IS WHAT OUR EXHIBITORS & SPONSORS ARE SAYING:



*The best part was having the opportunity to meet with new, existing & **prospective clients** & share information regarding our program as well as network with League & CU contacts.*

*We loved having the photo booth as **our booth!***

*The welcome reception was **great and well attended** and both the reception and exhibit time allowed for great interactions.*



LERETA State National Companies  
LoanStreet Staywood Design  
Marco Technologies Strategic Resource Management, Inc.  
Marine Credit Union The Alliance  
Member Driven Technologies The Baker Group  
Member First Mortgage The Boson Company  
Merchants' Choice Card Services The Redmond Company  
MGIC The Servion Group  
Midwest Printing Services, Inc. The Stark Collection Agency  
Modern Capital **ThinkStack**  
myCUMortgage TraceSecurity  
National CU Services, Inc. TransFund  
NuSource Financial **Trellance**  
Oakdale Credit Union TriVerity & The Loan Service Center  
**OnCourse Learning** **TruStage**  
Open Lending Unitas Financial Services  
Oppenheimer & Co. Velocity Solutions  
**Origence** **Velera fka Co-op Solutions**  
PARC Street Partners **Verafin**  
**POPIO** Verve, A Credit Union  
**Prisma Campaigns** Visa Inc.  
**Proforma Effective Solutions** **W.C.U.L. Services Corp**  
PSCU Web Finance Direct  
QCash Financial Westby Co-op Credit Union  
**Reach Business Lenders** Wipfli  
SAGE DIRECT, Inc. **Wisconsin Credit Union Shared Service Centers**  
ScreenSteps WISCUB Service Center  
Securitas Technology Wysh  
Sharetec **ZestFinance dba Zest AI**  
SHAZAM **Zogo**



# SIGNATURE EVENTS

The League's Annual Convention and Expo is the state's largest gathering of credit union professionals. In 2024, there were over 400 credit union professionals from credit unions of all asset sizes from across Wisconsin.

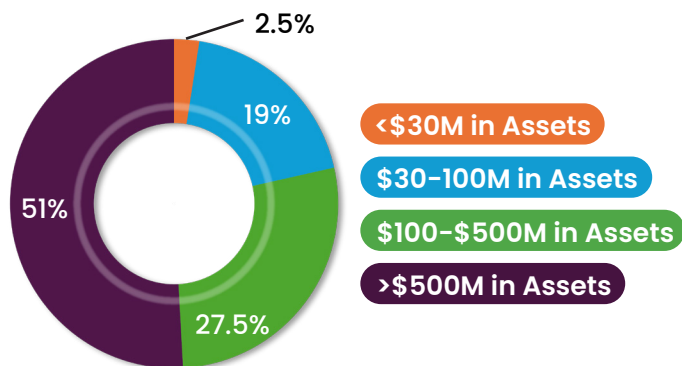
“ **CONVENTION – THE PREMIER EVENT FOR WISCONSIN CREDIT UNIONS** ”

## The League Convention

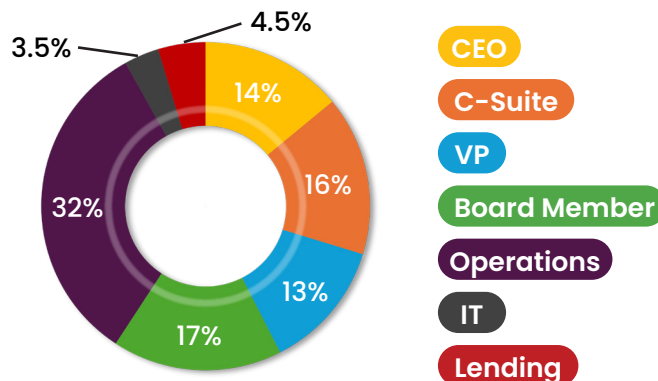
This must-attend event will be held on **May 7-9, 2025 in Wisconsin Dells, WI** - bringing together credit union professionals of all levels. Meet with decision-makers, not just in the exhibit hall, but also at a variety of networking events.



### 2024 BY THE NUMBERS



Attendees by Asset Size



Attendees by Position

## 400+ CU ATTENDEES

# SIGNATURE EVENTS

# The League Convention

## SPONSORSHIP OPPORTUNITIES

### Diamond Sponsorships (\$25,000)

#### Sponsorship includes:

- 8' X 10' Premium Exhibit Booth
- First-Tier Recognition on Convention Website (Logo, Link & Description)
- First-Tier Recognition on Convention App (Logo, Link & Description)
- First-Tier Recognition in Email Marketing & Promotional Materials
- First-Tier Recognition in General Session Convention Scrolling Slideshow
- NEW: Recognition at the Convention Golf & Bowling Events
- Two Pre-Event & One Post-Event Social Media Posts
- Welcome Reception Admission
- **Four Complimentary Convention Registrations**

In addition, please choose one of the following sponsor items:

#### General Convention Event & Badge Sponsor (One Available)

Your company logo will be displayed at the registration counters and general session ballroom. **Brand new this year**, we are including sponsor logos on all of our badges. You may also greet attendees at the registration counters during peak check-in times.

#### Wednesday Welcome Reception Sponsor (Sold)

Help welcome Convention attendees at this always well attended and lively celebration. Company signage will be prominent at the reception and includes an opportunity to address the group.



### Platinum Sponsorships (\$20,000)

#### Sponsorship includes:

- 8' X 10' Premium Exhibit Booth
- Recognition on Convention Website (Logo, Link & Description)
- Recognition on Convention App (Logo, Link & Description)
- Recognition in Email Marketing & Promotional Materials
- Recognition in General Session Convention Scrolling Slideshow
- NEW: Recognition at the Convention Golf & Bowling Events
- One Pre-Event and One Post-Event Social Media Post
- Welcome Reception Admission
- **Four Complimentary Convention Registrations**

In addition, please choose one of the following sponsor items:

#### HYPE (Helping Young Professionals Engage) Gear Sponsor (Sold)

HYPE is an exclusive group of up-and-coming young professionals that earn scholarships to attend Convention and participate in unique sessions. Your company logo will be on the HYPE gear and signage in the HYPE meeting space. Welcome our "HYPers" as they arrive and share a short company description to kick things off.

#### Most Important Meal of EVERY Day & Coffee Bar Sponsor (One Available)

Help attendees start their morning the right way—with food and coffee! Sponsorship covers all breakfasts at Convention, including the morning breakfast bites, a Conduit event and networking hour. See your logo displayed at each breakfast and coffee sleeves at the coffee bars.





# SIGNATURE EVENTS

# The League Convention

## Emerald Sponsorships (\$15,000)

### Sponsorship includes:

- Recognition on Convention Website (Logo, Link & Description)
- Recognition on Convention App (Logo, Link & Description)
- Recognition in Email Marketing & Promotional Materials
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission
- **Two Complimentary Convention Registrations with Booth Purchase**

In addition, please choose one of the following sponsor items:

### Friday Lunch & Beverage Sponsor (One Available)

Your company logo will be displayed at the buffet lines at our Friday lunch. Join our attendees and network over the final meal of Convention!

### Convention Expo Social Hour Food & Beverage Sponsor (One Available)

Your company logo on napkins and signage will be displayed at the buffet lines and beverage stations at our Expo Social Hour.

## Ruby Sponsorships (\$8,000)

### Sponsorship includes:

- Recognition on Convention Website (Name, Link & Description)
- Recognition on Convention App (Name, Link & Description)
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission
- **Two Complimentary Convention Registrations with Booth Purchase**

In addition, please choose one of the following sponsor items:

### Lanyard Sponsor (Sold)

Your company logo will be worn around the neck of each attendee at Convention. Need we say more about company visibility?

### Wayfinding Signage Sponsor (One Available)

There are only a few ways attendees will get from here to there. Lend a hand by helping attendees find their way. Signage will be posted through out hall ways.

### Technology Sponsor (One Available)

Your company logo will be showcased on each breakout and general session slideshow. The best way to gain more visibility at this highly anticipated event.



# SIGNATURE EVENTS

# The League Convention

## Gold Sponsorships (\$5,000)

### Sponsorship includes:

- Recognition on Convention Website (Name, Link & Description)
- Recognition on Convention App (Name, Link & Description)
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission
- **Two Complimentary Convention Registrations with Booth Purchase**

In addition, please choose one of the following sponsor items:

### Goodies-To-Go Sponsor (Three Available)

That midday snack never looked so good because it will have your company logo right on it! This sponsorship includes your company logo at the Goodies Station and on the outside of the snacks.

### Hydration Station Sponsor (Sold)

This sponsorship includes your company logo at the numerous water stations and, if you feel so inclined, bring some company branded to-go cups for attendee use.



## Sponsorship Add-on Options

These add-ons **are available only with the purchase of a booth or a sponsorship package.**

### NEW! Dine & Demo Sponsor (Six Available, \$2,000)

Take this seven-minute opportunity to showcase your company's products and services. The audience will be most of the attendees and your presentation will take place halfway into our Thursday lunch hour. Make sure to tell attendees to also stop by your booth!

### Small Credit Union Champion Sponsor (Unlimited Availability; \$1,000)

Be the reason our smaller credit unions (22% of attendees at Convention in 2024) attend the best offerings of education in one space, at one event. This sponsorship will cover the registration costs of two attendees from one of our small credit unions. Your booth and personnel will receive special recognition at Convention. *Small Credit Unions are considered ≤\$100million in assets.*

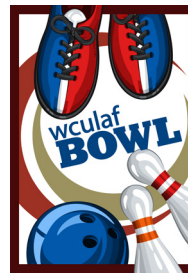
# SIGNATURE EVENTS

# The League Convention

## Don't Forget To Join In On The WCULAF Fun!

The Wisconsin Credit Union Legislative Action Fund (WCULAF) is the political action committee, sponsored by The League. With the guidance of the Government Affairs Committee, WCULAF provides financial support for state-level candidates including those running for State Assembly, State Senate, or the Governorship.

**Please Note: Corporate contributions are NOT permitted. All contributions must be individual, are strictly voluntary and will be used for political purposes. Contributions are not tax deductible. You may refuse to contribute without reprisal. The League must meet all state reporting requirements as appropriate.**



*Please note: Separate registration and personal, not corporate, payment required. Registration details will become available as the event nears.*



# SIGNATURE EVENTS



## Exhibit @ Convention

Don't miss your chance to get in front of decision makers at the state's largest credit union professionals event.

### What's All Included?

- 5 hours of exhibit time + 3 hours of networking events
- Floor plan for maximum traffic during show hours
- Company contact information and description on the Convention website and app
- Unprecedented networking opportunities including coffee, lunch and evening functions
- Admission to all general and breakout sessions
- Admission to the Welcome Reception
- Credit union golf outing and/or bowling registration opportunity

### ...But Wait, There's More!

#### 8' x 10' Exhibit Space

- Two (2) Convention registrations per 8' x 10' booth, which includes access to:
  - » Education sessions
  - » Wednesday Welcome Reception
  - » Continental Breakfasts
  - » Lunch Buffet
  - » Expo Social Hour
- 8' draped back wall & 3' draped side walls
- 8' table and two (2) chairs
- Booth ID sign
- Locked doors for exhibit hall during after hours

#### NEW! Table Top Exhibitor

- Two (2) Convention registrations per Table Top Exhibitor, which includes access to:
  - » Education sessions
  - » Wednesday Welcome Reception
  - » Continental Breakfasts
  - » Lunch Buffet
  - » Expo Social Hour
- One (1) hi-boy table with two (2) stools

#### NEW! Walking Exhibitor

- Two (2) Convention registrations per Walking Exhibitor, which includes access to:
  - » Education sessions
  - » Wednesday Welcome Reception
  - » Continental Breakfasts
  - » Lunch Buffet
  - » Expo Social Hour

### Important Dates & Deadlines

- Feb. 28 – Early Bird Pricing Ends
- Mar. 14 – Last Day for Exhibitor Refund; Sponsor & Exhibitor Application Due
- Apr. 8 – Hotel Cut-Off Date

### Additional Exhibitor Registrations

Two (2) Convention registrations are included with each booth. Additional booth personnel can register for **\$319 each** (lunch included).

#### BOOTH ASSIGNMENTS

The League assigns all booths. Full payment of fees must accompany the exhibit contract form (see online application).

The assignment of booths will be made on a first-come, first-serve basis upon receipt of contract and payment. Booth applications are due by **March 14th, 2025**.

The exhibitor informational packet will be emailed to all registered vendors regarding events, activities and lodging. An exhibitor services kit will also be provided to assist with your additional exhibit booth needs. This will include shipping, receiving, booth enhancements and electrical needs.

EXHIBIT SPACE DESCRIPTION	EARLY BIRD RATE through 2/28/25	REGULAR RATE after 2/28/25
8' X 10' Standard Booth	\$2,795	\$2,995
8' X 10' Premium Booth	\$3,295	\$3,495
Table Top Exhibitor	\$2,795	\$2,995
Walking Exhibitor	\$2,795	\$2,995
Breakout Booth (see details below)	-	<b>(Sold)</b>

**Breakout Booth:** Have a hot topic you'd like to share? Purchase a breakout booth and receive the chance to speak for one of four breakout sessions available on Thursday and Friday. This is on a first come first serve basis and subject to content approval. Booth included! For additional details please contact Jennifer Esser at [jesser@theleague.coop](mailto:jesser@theleague.coop)

# FOUNDATION EVENTS



“ Since 2007, **The Wisconsin Credit Union Foundation** has promoted the wellness of Wisconsin's credit unions and the communities they serve. ”

As a 501(c)(3) non-profit organization, The Foundation has provided over \$1.5 million and counting to improve financial education across Wisconsin, promote credit union development through grants, educate credit union staff and volunteers, and support the credit union system in times of need.



The Ca\$h Calendars are The Wisconsin Credit Union Foundation's annual fundraising calendar sweepstakes. A maximum of 2,000 calendars are available to credit union employees, volunteers and community members. Drawings for cash are held each League work day in December.



### Sponsorship benefits:

- Recognition in League & Foundation publications, which goes to over 7,000 credit union professionals
- Your logo and a link to your company's website on The Foundation's website (the Ca\$h Calendar Sweepstakes Winners page is one of The League's most frequently visited pages in December)
- Your company logo prominently displayed on the printed calendars
- Your company logo prominently displayed on promotional materials for the Ca\$h Calendars
- Recognition with the daily drawing notices
- A portion of your sponsorship is tax deductible

**Fee:** Sponsors will match 25% of the gross funds raised from the sale of the calendars (a maximum of \$5,000 assuming all calendars are sold). Your matching funds lets those purchasing the calendars know that their dollars will go even further thanks to your support. Matching sponsorships are limited to three.

**Deadline:** July 31, 2025

# FOUNDATION EVENTS



## Diamond Sponsorship (\$7,500)

### Tournament Shirts Sponsor (Sold)

Sponsorship includes: four complimentary golf registrations and prominent signage at tournament.

## Platinum Sponsorship (\$5,500)

### Drink Cart Sponsor

Sponsorship includes: four complimentary golf registrations and prominent signage at tournament.

## Emerald Sponsorship (\$3,500)

Please choose one of the following sponsor items:

### Box Lunch Sponsor (Sold)

Sponsorship includes: two complimentary golf registrations and prominent signage at tournament.

### Cookout Sponsor (Sold)

Sponsorship includes: two complimentary golf registrations and prominent signage at tournament.

## Ruby Sponsorship (\$2,500)

Please choose one of the following sponsor items:

### Golf Carts Sponsor

Sponsorship includes: Your company logo on each golf cart.

### Goodie Bag (Sold)

Sponsorship includes: Your company logo on golfer goodie bags.



### CONNECT ON THE GOLF COURSE

The 2025 Foundation Invitational Golf Outing to benefit the Wisconsin Credit Union Foundation will be held in June 2025 in Wisconsin Dells. This event is a great way to network with credit union pros in a relaxed environment. Vendors are also invited to attend as golfers. Golfer registration will be available in spring of 2025.

## Gold Sponsorship (\$1,500)

Please choose one of the following sponsor items:

### Putting Contest (Sold)

Sponsorship includes: prominent signage at tournament.

### Staffed Hole (Sold)

Sponsorship includes: Company Signage and 2 staff members at the hole. Must provide a prize of \$100 or more to be awarded to hole game winner. (Hole game decided by The Foundation)



# 2025 EDUCATION & EVENTS



## ***Why Advocacy Support Matters!***

The League gives 3.8 million Wisconsin credit union members a voice, and **brings** Credit Union Activists **together to** illustrate to policymakers the REAL impact credit unions have on the financial well-being of families and communities.

### **What is a Credit Union Activist?**

**Credit Union** Activists are staff, volunteers, and members who work with The League to protect and grow The Movement in Wisconsin. Activists receive support, including regular e-newsletters, resources and templates, and training opportunities that advance their involvement in credit union advocacy. Be a part of showcasing the difference! Consider sponsoring an advocacy event.

See page 16 for more details!



See page 17 for more details!

### **What's the Credit Union Difference?**

As not-for-profit **cooperatives** owned by their members instead of shareholders, credit unions are able to put people before profit. Whether it's helping a member escape predatory lending, rebuild credit, weather an illness, save for a home, or simply be given a second chance, credit unions are innately equipped to provide a lifeline when others can't **or won't**.

## ***What is Our Select Vendor Program?***

The Select Vendor Program (SVP) offers several offline and online ways to get in front of credit union decision-makers who are looking to make a purchasing decision. Please reach out to our sales team, at [sales@theleague.coop](mailto:sales@theleague.coop) for more information.

### **Participation benefits:**

Company and product / service listing in The League's online Solutions Directory. Includes your company logo and link to your website. Discount on sponsorship of another League event when enrolling in SVP at the same time.

**Fee:** \$1,500 annually

# 2025 EDUCATION & EVENTS

## ABOUT THESE EVENTS

In 2025, The League will host multiple in-person & virtual events that are available for sponsorship. These are 1-2 day events with targeted audiences from roles & departments within Wisconsin credit unions.

### Tier 1 Events (\$5,000)

This sponsorship includes:

- Recognition on the League's Event Page
- Recognition on Event Marketing Emails (6+!)
- One Promotional "Thank You" Social Media Post



#### State GAC - January 2025

This is The League's **premier advocacy event** as credit union professionals gather from across the state for political updates, training, and to meet with legislators. This event brings together **over 250** credit union CEOs, senior executives, board members, and other credit union advocates. This event is held in Madison, WI. **Bonus Exposure:** Sponsors will gain extra visibility by being featured in the conference's app and on table top signage at the reception.

#### Annual Foundation Fitness Fundraiser - February 2025

This virtual fundraiser brings together **over 130** credit union employees, members, families, and friends to get active for a good cause. Participants choose their own fitness fun right in their own backyard and send in photos to be eligible for great prizes. **Bonus Exposure:** Sponsors will gain extra visibility by being featured on the swag items!



#### CU Community Day - October 2025

In conjunction with multiple state leagues, The Wisconsin Credit Union League hosts an annual community outreach day on Indigenous Peoples' Day. This is an opportunity for Wisconsin's credit unions to increase their visibility statewide and showcase how they serve their communities throughout the year.

#### League Champions Program - All of 2025

The League Champion Program is a year-long commitment that brings together credit union professionals from across the state to promote The Wisconsin Credit Union League's events. Your sponsorship will allow these champions to access education and training as a fraction of the registration price. **Bonus Exposure:** Sponsors will gain extra visibility by having their logo on gear for our champions.



# 2025 EDUCATION & EVENTS



## Tier 2 Events (\$4,500)

This sponsorship includes:

- Recognition on the League's Event Page
- Recognition on Event Marketing Emails (4+!)
- Company acknowledged at event by table tents or "thank you" slide

### Women's Leadership Summit - March 2025

This summit brings together over 75 credit union women leaders from across Wisconsin. The topics focus on mastering the unique opportunities and challenges of women leaders. **Bonus Exposure:** Up to Two Representatives May Attend the Event

### Collections Conference - March 2025

An annual in-person conference of over 40 credit union collectors includes panels, discussions on best practices, and legal guidance.

### League Leadership Institute - August through December 2025

In partnership with the UW - School of Continuing Education this series of six monthly sessions brings together over 20 middle and up-and-coming leaders as they earn the Certified Wisconsin Credit Union Leader designation and continuing education credits.

### Hike The Hill - September 2025

Credit unions from Wisconsin head to our nation's capitol to share the credit union story with lawmakers and attend training sessions. Over 40 credit union CEOs, senior executives, and board members attend this event.

**Bonus Exposure:** Opportunity to Address the Group

### YP Conference - October 2025

50 young professionals (35 or younger), representing the full range of roles within their credit unions, gather together to hone their leadership skills and their role within the credit union movement. **Bonus Exposure:** Up to Two Representatives May Attend the Event

### Marketing & Public Relations Workshop - November 2025

One day event of 30 marketing and communication professionals learning about the latest and greatest industry trends.

## Tier 3 Events (\$4,000)

This sponsorship includes:

- Recognition on the League's Event Page
- Recognition on Event Marketing Emails (3+!)
- Company acknowledged at event by table tents or "thank you" slide

### Compliance Roundtables - February, April, September, & November 2025

40-50 compliance officers discuss Wisconsin-specific compliance best practices with a facilitated discussion. This sponsorship includes all dates listed!

### YP Boot Camps - February, June, & December 2025

Lively event for young professionals on leadership and credit union operations. 50-60 young professionals (35 or younger) from a variety of roles within the credit union attend this event. This sponsorship includes all dates listed!

### Financial Education & Community Development - September 2025

This flagship event brings together 35-50 credit union marketers and community outreach professionals to learn tools and strategies for reaching underserved markets and develop community outreach. This is a Wisconsin Credit Union Foundation event.

### Women's Virtual Series - October 2025

Three virtual sessions lead by leading experts on the most current topics. 60+ credit union women leaders attended in 2024!



# 2024 EDUCATION & EVENTS



## Tier 4 Events (\$3,500)

This sponsorship includes:

- Recognition on the League's Event Page
- Recognition on Event Marketing Emails (2+!)
- Company acknowledged at event by table tents or "thank you" slide

### Statewide Chapter Meeting - April & December 2025

Over 100 credit union professionals attend virtually over the lunch hour. This program is designed for everyone who is committed to the credit union Movement. This sponsorship includes both dates!

### Chapter Leader's Retreat - June 2025

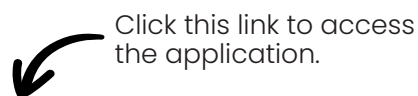
35-45 credit union chapter board leaders come together to talk chapter leadership, volunteer management, fundraising, and attend a speaker showcase.



The Minnesota Credit Union Network, Montana's Credit Unions, and the Wisconsin Credit Union League have formalized their partnership, Tristate Collaborative, LLC, which jointly forms strategic endorsement relationships with partners to help their credit unions best serve their members.

The mission of Tristate is to provide best-in-class products, services, education, and resources to the credit unions in Wisconsin, Montana, and Minnesota.

*Please watch for a Tristate Collaborative Sponsor & Exhibitor Kit.*



Please complete our **2025 League Sponsor & Exhibitor Application**.  
Once received, reviewed, and approved, we will send you a protected link for payment details.

# TERMS & CONDITIONS

These terms and conditions apply to all Exhibitors, Sponsors and Advertisers (Vendor). The Wisconsin Credit Union League, The Wisconsin Credit Union Foundation, and W.C.U.L. Services Corp will be jointly referred to as The League.

The Wisconsin Credit Union Foundation (The Foundation) is a 501(c)(3) non-profit organization that promotes the wellness of credit unions and the communities they serve. The Foundation's resources are used to promote credit union development, help educate credit union staff and volunteers, support programming to enhance financial literacy, and assist the credit union system in times of need. Donations to the Foundation are tax-deductible to the extent permitted by law. Consult your tax professional for additional guidance.

The Vendor shall not permit others to carry out on their behalf, either with or without compensation, acts that would place them in violation of these Terms and Conditions.

## **Integrity, Objectivity & Competence**

Vendor must conform to all laws and regulations relating to their profession or business and shall not engage in any conduct involving fraud, deceit, bribery, misrepresentation or dishonesty in their professional or business activity.

Vendor must not make misleading, deceptive or false statements or claims about their personal or their firm's professional qualifications, experience, or performance.

Vendor must not knowingly misrepresent facts.

## **Conference/Meeting Etiquette**

Vendor may not schedule any major functions at times that conflict with the Schedule of Events.

Vendor may not solicit business in front of booths not their own. They may not interrupt or entice prospective clients away when engaged with another supplier. They must train their personnel in the purpose of the exhibit hall and teach business etiquette to staff members.

Vendor may not discriminate against or harass any attendee of a League event, League or convention host employee or staff member or other exhibitor because of race, religion, sex, national origin, age, disability, sexual orientation or any other personal characteristic or reason.

Vendor may not disassemble their booths before appointed time unless special circumstances require, and then only with prior written approval of The League.

Vendor may not have loud music, distracting noises, etc. emanating from their booths that interferes with other vendors.

Vendor may not take literature, samples or gifts or register for the door prizes from other exhibitors without their express permission.

Vendor may not visit other vendors' hospitality functions without express invitation from the host vendor, and if invited, they must refrain from soliciting business at that function.

Vendor must refrain from willfully interfering with another vendor's advertising efforts.

Vendor must award prizes in drawings based on a random selection from among qualified contestants.

## **Select Vendor Program (SVP)**

Participation in the Select Vendor Program (Program) is subject to approval by The League. Upon approval, The League agrees to offer Vendor the SVP benefits listed in the Sponsor & Exhibitor Kit. Vendor agrees to pay any costs associated with enrollment in the Program. Vendor must offer professional service, quality product lines and competitive pricing. Vendor must support credit unions and the credit union movement by fostering positive working relationships with individual credit unions and the entities that serve and/or regulate them. Vendor must also promote public awareness of the positive role played by credit unions in the financial services marketplace.

Approval for participation in the Program does not constitute an endorsement by The League. Vendor shall not state or imply in any publication, advertisement or public statement that it is endorsed by, or in any way affiliated with The League, other than as a participant in the Program. Nothing in this Agreement or the terms of the Program shall be construed as conferring any license or right with respect to any trademark, trade name, brand name, logo or the corporate name of The League. Any use of League Marks requires the express written consent of the owner of such mark and can only be carried out in accordance with the terms and conditions specified by that party. Vendor's participation in the Program does not create any franchise, fiduciary relationship, agency, partnership, joint venture or employment relationship between the parties. Neither party may create any obligations nor responsibilities, express or implied, on behalf of or in the name of the other.

## **Photo Release**

By sponsoring and/or exhibiting in a League event, you confirm that all attendees from your organization are aware of and agree to the following: By attending a Wisconsin Credit Union League event, all attendees agree that The League or its agents may, for any purpose, use an attendee's name, material from any interview(s), and any image, likeness, audio recording or video recording of the attendee taken in connection with the event. Attendees release The League and its agents from any liability for any such use, and waive any rights to any payment for such use.

## **Summary**

Vendors must conduct themselves in a professional manner to inspire the confidence, respect and trust of League members and the public.

It is the responsibility of the Vendor to see that persons staffing the booth and representing the firm at the League event be aware of and adhere to the above terms and conditions and conduct themselves in a professional manner throughout the League event.

The term of this Agreement shall be one (1) year and shall commence on January 1st of each year the Vendor is a Sponsor, Exhibitor or Advertiser. Annual fees are not refundable, and no portion shall be due to Vendor upon Vendor's early termination of this Agreement. The League reserves the right to modify this Agreement from time to time. The services provided in this Agreement are personal to the Vendor and, as a result, this Agreement may not be assigned by Vendor without the prior written consent of The League. This agreement constitutes the entire agreement between the parties hereto with respect to the matters set forth herein.