



# SPONSOR & EXHIBITOR KIT

# 2024



## 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 3.7 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 the Credit Union National Association (CUNA) 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.

# 2024 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 competing 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!

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## WHY WISCONSIN CREDIT UNIONS?

With more than 3.7 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 will monitor 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.



Thank you to our 2023

# exhibitors & sponsors!

## WE APPRECIATE YOUR SUPPORT

In-person or remote, 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 and 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>	Edge One, Inc.
Agent IQ	Elan Financial Services
<b>Alliance One</b>	<b>Eltropy</b>
Allied Solutions, LLC	Enhanced Software Products, Inc.
<b>AmeriCU Mortgage</b>	<b>Envisant (LSC)</b>
Aperta Inc.	Equifax
Arch Mortgage Insurance Company	eScope Solutions
ASG Results	Excel Engineering, Inc.
Associated Bank N.A.	Exclamation Services, LLC
Aunalytics, Inc.	<b>Federal Home Loan Bank of Chicago</b>
Case Financial	Financial Systems Corp.
Centergy Consulting LLC	Finjoy, Inc. (DBA Bankjoy)
Check Printing Solutions	<b>FIS</b>
Cherry Creek Financial	Five Star Telecom Inc.
Cleveland State Bank	FLEX
CliftonLarsonAllen, LLP	Fox Cities Embroidery   NVR Branding
<b>CNote</b>	Gallagher
Convergint Technologies	Glia
<b>CO-OP Solutions</b>	<b>Harland Clarke</b>
<b>Corporate Central Credit Union</b>	Hawkins Ash CPAs, LLP
<b>Credit Union Loan Source</b>	<b>I-Care</b>
<b>Credit Union National Association</b>	<b>Illuma Labs</b>
Credit Union Webinar Network	Info-Pro Lender Services, Inc.
CRIF Select Corporation	IWS Acquisition Corporation
CU*Answers	IZALE Financial Group
Data Financial, Inc.	<b>JMFA</b>
Data Holdings	<b>Kasasa</b>
Dolphin Debit Access, LLC	Keller, Inc.
DSTECH, LLC	<b>La Macchia Group, LLC</b>

Thank you to our 2023

# 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.*



LendKey Technologies  
Locknet, an EO Johnson Company  
Member First Mortgage  
Merchants' Choice Card Services, LLC  
MGIC  
Midwest Printing Services, Inc.  
Millennial Vision, Inc.  
myCUMortgage  
National CU Services, Inc.  
nCino  
**NetGiver**  
NuSource Financial, LLC  
OM Financial Group  
**OnCourse Learning**  
Open Lending  
Oppenheimer & Co.  
**Origence**  
PSCU  
**POPIO**  
**Prisma Campaigns**  
**Proforma Effective Solutions**  
Pure IT Credit Union Services  
QRL Financial Services  
**Rate Reset**  
**Reach Business Lenders, LLC**  
Route 66 Extended Warranty  
Sharetec  
SHAZAM  
SimplyFocused  
State National Companies  
Staywood Design, LLC  
Strategic Resource Management, Inc.  
SUCCESSIONapp, LLC  
SWBC  
Tegrete  
The Baker Group  
The Boson Company  
The Redmond Company  
The Servion Group  
The Stark Collections Agency  
**Think|Stack**  
**TraceSecurity**  
**TransUnion, LLC**  
Trellance  
**TruStage**  
Velocity Solutions, LLC  
**Verafin**  
Visa Inc.  
Williams & Fudge, Inc.  
Wipfli, LLP  
**W.C.U.L. Services Corp.**  
**Wisconsin Credit Union Shared Service Centers**  
**ZestFinance dba Zest AI**  
**Zogo**

# SIGNATURE EVENTS

The League's Annual Convention and Expo is the state's largest gathering of credit union professionals. In 2023, there were over 400 credit union professionals from credit unions of all asset sizes from across Wisconsin.

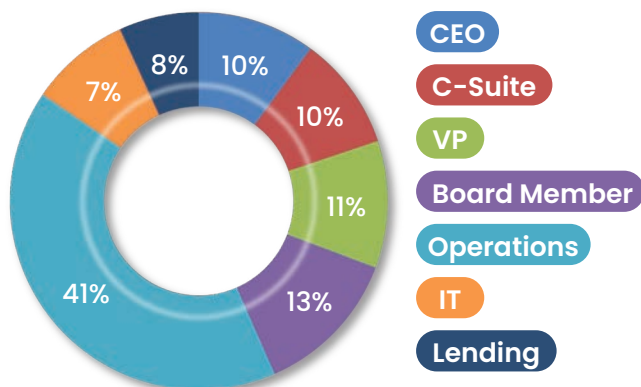
“**CONVENTION – THE PREMIER EVENT FOR WISCONSIN CREDIT UNIONS**”

## The League Convention

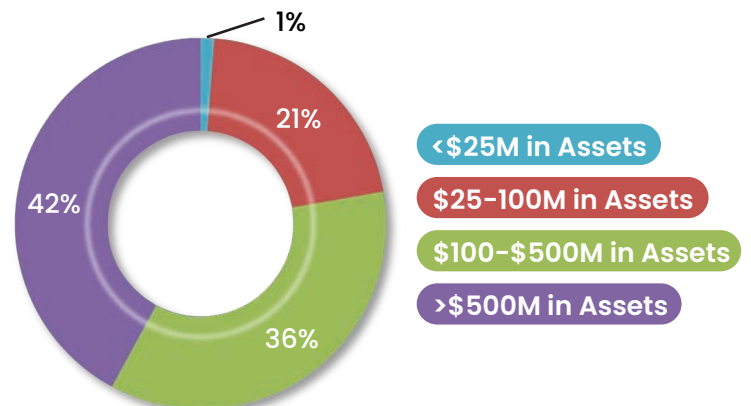
This must-attend event will be held on **May 8-10, 2024 in La Crosse, WI** and will bring together credit union professionals of all levels. Meet with decision-makers, not just in the exhibit hall, but also at a variety of networking events.



### 2023 BY THE NUMBERS



Attendees by Position



Attendees by Asset Size

## 425+ CU ATTENDEES

# SIGNATURE EVENTS

## The League **Convention**

### SPONSORSHIP OPPORTUNITIES

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

This sponsorship includes:

- 8' X 10' 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
- Two Pre-Event and 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 Sponsor (Four Available)**

Your company logo will be displayed at the registration counters and general session ballroom. You may also greet attendees at the registration counters during peak check-in times.

##### **Wednesday Welcome Reception Sponsor (One Available)** **SOLD**

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

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

This sponsorship includes:

- 8' X 10' 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
- Welcome Reception Admission
- One Pre-Event and One Post Event Social Media Post
- **Four Complimentary Convention Registrations**

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

##### **Convention Lunch Food & Beverage Sponsor (Two Available)**

Your company logo will be displayed at the buffet lines at one of our two lunches. Option to upgrade and be the sole sponsor at both lunches!

##### **Convention Expo Hall Happy Hour Sponsor (One Available)** **SOLD**

Your company logo on napkins and signage will be displayed at the buffet lines and beverage stations at our Expo Hall Happy Hour. Option to upgrade and be the sole sponsor of the Expo Hall Happy Hour!



# SIGNATURE EVENTS

## The League Convention

### Emerald Sponsorships (\$15,000)

This 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:

#### **HYPE (Helping Young Professionals Engage) Gear Sponsor (One Available)** **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 the Day Sponsor (One Available)**

Help attendees start their morning the right way—with food! Sponsor the breakfast buffet and see your logo displayed at each station.

### Ruby Sponsorships (\$8,000)

This 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:

#### **Convention Bag Sponsor (One Available)** **SOLD**

Splash your company logo on the Convention bags. Our attendees look forward to these each year and continue to use them when Convention comes to an end.

#### **Badge Lanyards Sponsor (One Available)**

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

#### **Not-so-Boring Booths Sponsor (Four Available)** - includes booth!

Don't want to bring a booth? Not interested in setting up and tearing down? Sponsor a booth with one of the following memorable options:

- Credit Unions United in Service Booth (see photo to the right)
- Charge & Chill Booth
- 360° Photo Booth
- Silent Disco



# SIGNATURE EVENTS



## Pearl Sponsorships (\$6,000)

This 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:

### Wayfinding Signage Sponsor (One Available) **SOLD**

There are only a few ways attendees will get from here to there. Lend a helping hand by helping attendees find their way. Signage will be posted in the elevator, top/bottom of escalator, stairwells, and through out hall ways.

### Technology Sponsor (One Available) **SOLD**

New this year, your company logo will be showcased on each breakout and general session slideshow. What better way to gain more visibility at this highly anticipated event?

### Caffeination Station Sponsor (Two Available)

How many times do attendees refill their coffee at Convention? The number is infinite. This sponsorship includes your company logo at the Caffeination Station and on custom coffee cup wraps.

### Thursday Breakfast Bites Sponsor (One Available) **SOLD**

Start the attendees big day with small bites that they can grab and go to sessions. Your logo featured at the breakfast bar and on napkins.

## Gold Sponsorships (\$4,000)

This 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 (One Available) **SOLD**

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 (One Available) **SOLD**

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

# SIGNATURE EVENTS

## The League Convention

### Sponsorship Add-on Options

New in 2024, we are offering enhancements to sponsorship packages. These add-ons **are available only with the purchase of one of the sponsorship packages** noted on pages 8-10.

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

Be the reason our smaller credit unions 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.

#### **Breakout Session Introduction Sponsor (Five Available, \$1,000)**

Take this two minute opportunity to introduce one of our many breakout speakers and share a small bit about you and your company. Make sure to tell attendees to stop by your booth!

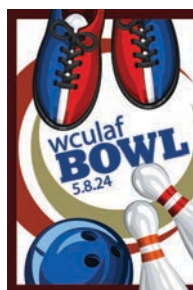
## Don't Forget To Join In On The WCULAF Fun!

Wisconsin Credit Union Legislative Action Fund (WCULAF) is the political action committee (PAC), 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.



Break out your golf clubs and join Wisconsin's credit unions on the golf course on May 8, 2024. Take advantage of this excellent networking opportunity.

**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.**



Time to put on those funky shoes and hope for a strike! On May 8, 2024, join credit union professionals bowling to support the Credit Union Movement in Wisconsin. The casual atmosphere is a great way to network or perhaps treat your staff.

# 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?

- 6.5 hours of exhibit time
- Floor plan for maximum traffic during show hours
- Company contact information and description on the Convention website and app
- Unprecedented networking opportunities including lunch and evening functions
- Admission to any education or general session
- Admission to the Welcome Reception
- Credit union golf outing and/or bowling 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 Hall Happy 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

### Important Dates & Deadlines

Feb. 26 – Early Bird Pricing Ends

Mar. 15 – 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 15, 2024**.

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.

BOOTH DESCRIPTION	EARLY BIRD RATE through 2/26/24	REGULAR RATE after 2/26/24
8' X 10' Standard	\$2,795	\$2,995
8' X 10' Premium	\$3,295	\$3,495
Breakout Booth	-	\$6,500

### NEW! – 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. For additional details please contact Jennifer Esser at [jesser@theleague.coop](mailto:jesser@theleague.coop)

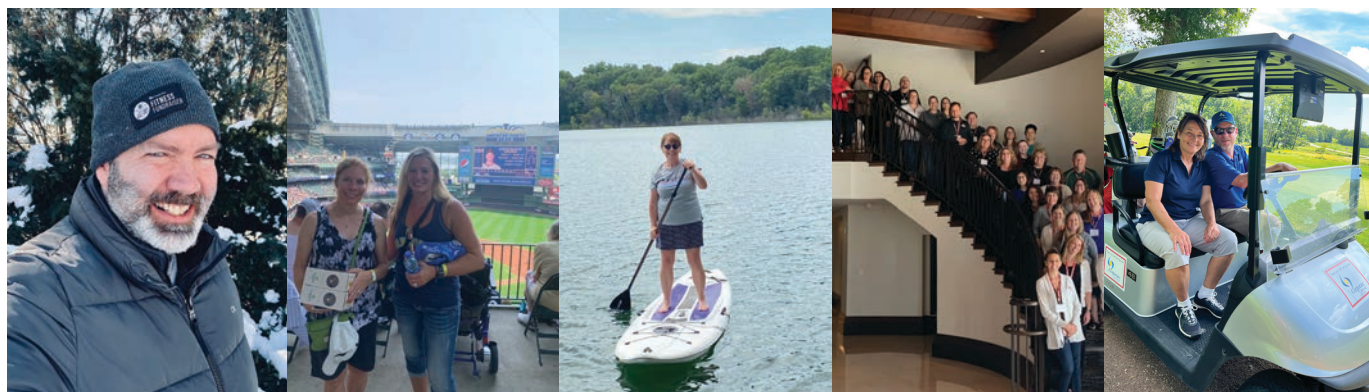


# FOUNDATION EVENTS



“ 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:** August 15, 2024

# FOUNDATION EVENTS



## CONNECT ON THE GOLF COURSE

The 2024 Foundation Invitational Golf Outing to benefit the Wisconsin Credit Union Foundation will be held in August 2024. 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 early summer of 2024.

### 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 **SOLD**

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

### Emerald Sponsorship (\$3,500)

Please choose one of the following sponsor items:

#### Cookout Sponsor **SOLD**

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

#### Box Lunch Sponsor **SOLD**

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

### Gold Sponsorship (\$1,500)

#### Putting Contest **SOLD**

Sponsorship includes: prominent signage at tournament.

### Silver Sponsorship (\$1,000)

#### Staffed Hole (Two Available)

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 League)

### Ruby Sponsorship (\$2,500)

Please choose one of the following sponsor items:

#### Golf Carts Sponsor **SOLD**

Sponsorship includes:  
Your company logo on each golf cart.

#### Logo'd Item Sponsor

Sponsorship includes:  
Your company logo on a giveaway item.

### Pearl Sponsorship (\$2,000)

#### Goodie Bag **SOLD**

Sponsorship includes: Your company logo on golfer goodie bags.



### Bronze Sponsorship (\$600)

#### GPS Advertisement (Seven Available)

Sponsorship includes: Multiple opportunities for company logo to be displayed on the golf cart GPS.

# FOUNDATION EVENTS



## Home Run Sponsorship (\$6,000)

### Logo'd Item (Unlimited Availability)

Sponsorship includes: Your company logo on a giveaway item and four tickets to the event.

## Triple-Play Sponsorship (\$3,500)

### Food & Drink (Three Available)

Sponsorship includes: Recognition at the tailgate party's food and drink tables and two tickets to the event.

## Double-Play Sponsorship (\$1,000)

### Tailgate Game

Sponsorship includes: The opportunity to host a game (supplied by you) at the tailgate party.

### LET'S ROOT, ROOT, ROOT FOR THE HOME TEAM

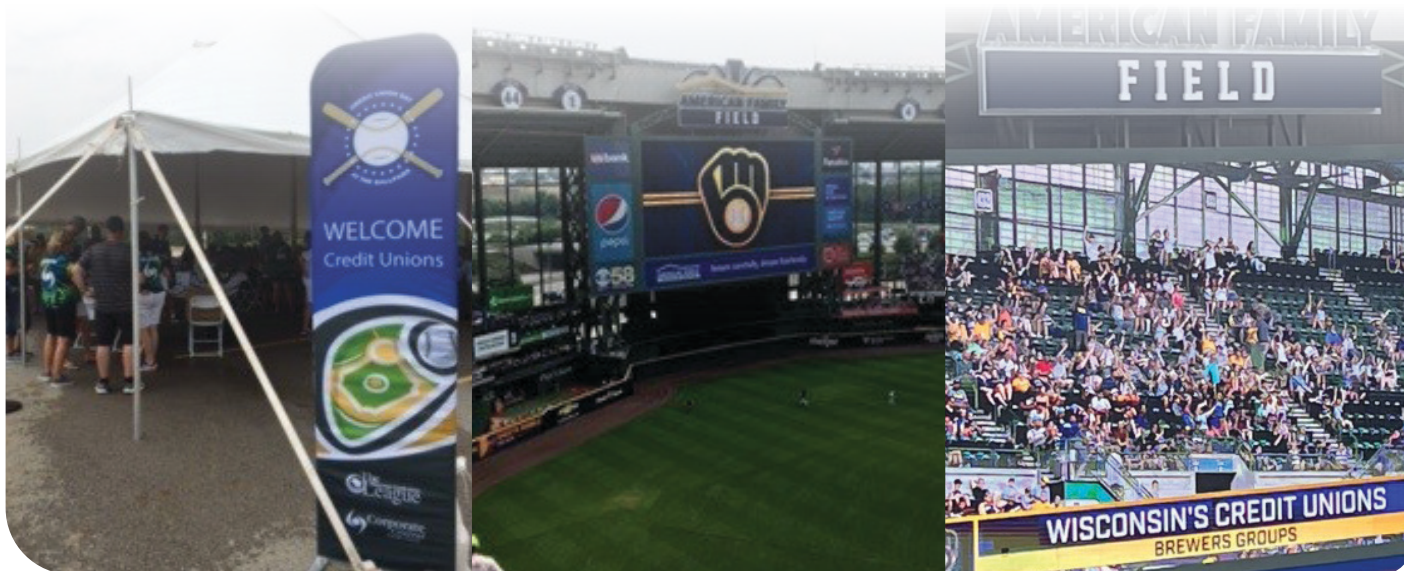
Hundreds of credit union employees, their families and members attend this high-visibility celebration of the Credit Union Movement.

The event includes a pre-game tailgate and activities plus tickets to a home Brewers game at American Family Field in Milwaukee. Proceeds from this Corporate Central Credit Union and League collaborative event will benefit The Wisconsin Credit Union Foundation and the National Credit Union Foundation.

*\*Date and details will be announced in spring of 2024.*

### All sponsorships are nonexclusive and include:

- Company featured on promotional materials
- Company featured on event signage
- Company verbally thanked and acknowledged during the event





# 2024 EDUCATION & EVENTS



## ***What is Advocacy?***

“**The League gives 3.7 million Wisconsin credit union members** a voice, and our Credit Union Activists work tirelessly 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 advocacy matters, and 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, communication materials, and training opportunities that advance your involvement in credit union advocacy.

As not-for-profit cooperative entities 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.

## ***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 Beth Ellis, Senior Vice President of Finance & Strategic Partnerships, at [bellis@theleague.coop](mailto:bellis@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
- Submit your events and webinars in special online calendar (posts made at discretion of The League)
- Submit your educational articles and white papers for consideration in special online news section
- List of Wisconsin's credit unions

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



# 2024 EDUCATION & EVENTS

## ABOUT THESE EVENTS

In 2024, 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.

## New Sponsorship Opportunities in 2024



**Sponsorship Fee: \$5,000**

**Sponsorships include:**

- Company featured on promotional materials
- Company featured on event marketing emails

Check out more about the program [here](#).



**Sponsorship Fee: \$1,195-\$3,195**

**Sponsorships include:**

- Company featured on promotional materials
- Company featured on event marketing emails
- Company logo featured on apparel

Contact Jennifer Esser at [jesser@theleague.coop](mailto:jesser@theleague.coop) for sponsorships.

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

This sponsorship includes:

- Recognition on the Event Details Page
- Recognition on Event Marketing Emails (6+!)
- Up to Two Representatives May Attend the Event
- One Promotional "Thank You" Social Media Post

**State GAC - January 2024**  **SOLD**

This is The League's **premier advocacy event** as credit union professionals gather 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. Sponsor listing, banner graphics and more!

**Annual Foundation Fitness Fundraiser - February 2024** **SOLD**

This 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!



**Sponsorship Fee: \$5,000**

**Sponsorships include:**

- Company featured on promotional materials
- Company featured on event marketing emails
- Company logo featured on apparel

Check out more about the program [here](#).

### Tristate Leadership Conference



**Sponsorship Fee: \$5,000**

**Sponsorships include:**

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



# 2024 EDUCATION & EVENTS



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

This sponsorship includes:

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

**\*-each session sold separately.**

### Women's Leadership Summit – March 2024

This session bring together over 40 credit union women leaders from across Wisconsin. The topics focus on tips for mastering the unique opportunities and challenges of women leaders. **Bonus Exposure:** Up to Two Representatives May Attend the Event

### Collections Conference – March 2024

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

### Leadership Institute I – January through June 2024

Participants earn the Certified Wisconsin Credit Union Leader designation in a series of six monthly sessions and will receive continuing education credits for over 20 middle and up-and-coming leaders.

### Hike The Hill – September 2024

Credit unions from Wisconsin head to our nation's capitol to share the credit union story with lawmakers and attend training sessions. Over 50 credit union CEOs, senior executives, and board members attend this event.

### YP Conference – October 2024

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

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

This sponsorship includes:

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

### \*Compliance Roundtables – February, April, September, & November 2024 **SOLD**

40-50 compliance officers discuss Wisconsin-specific compliance best practices with a facilitated discussion.

### \*YP Boot Camps – February, June, & December 2024

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.

### \*Exploring Why® – June & August 2024

Experiential training on the Credit Union Difference with 30-40 credit union professionals.

### Financial Education & Community Development – September 2024

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.

**Bonus Exposure:** Up to Two Representatives May Attend the Event

### Women's Virtual Series – October 2024

Three virtual sessions lead by leading experts on the most current topics. 80+ credit union women leaders attended in 2023!

# 2024 EDUCATION & EVENTS



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

This sponsorship includes:

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

*\*-each session sold separately.*

### Leadership Institute II - June through December 2024

Participants earn the Certified Wisconsin Credit Union Leader designation in a series of six monthly sessions and will receive continuing education credits for over 20 middle and up-and-coming leaders.

### \*HR Roundtables - February & November 2024 **SOLD**

20-30 human resources professionals discuss employment law updates, case studies, and best practices.

### \*Small Credit Union CEO Roundtables - April & September 2024

25-30 CEOs from credit unions under \$100M in assets discuss best practices with a facilitated panel discussion with experts and credit union peers.

### \*Statewide Chapter Meeting - April & December 2024

With over 100 in attendance, this program is designed for everyone who is committed to the credit union Movement.

### FiCEP - June 2024

The Foundation's flagship financial literacy program is the Financial Counseling Certification Program, allowing credit union staff to become Certified Credit Union Financial Counselors. 20+ credit unions professionals were certified in 2023.

### Chapter Leader's Retreat - June 2024

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

### League Legal Affairs Attorney's Conference - July 2024

25-30 legal and compliance professionals talk continuing legal education and networking for attorneys that work with Wisconsin credit unions.

### Tri-State Mentorship Match - September 2024 **SOLD**

25-30 credit union professionals participate in Tristate Mentorship Match. A 12-month program designed to build, grow, support, and inspire credit union professionals in their careers and commitment to the Credit Union Movement.

### Midsize Credit Union CEO Roundtable - September 2024

20 CEOs from credit unions \$100-350M in assets talk best practices with a facilitated panel discussion with both experts and credit union peers.

### Operations Roundtable - November 2024

35-45 professionals in operations roles and departments talk best practices with a facilitated discussion of credit union peers across operations roles.

Our process has changed this year. Please fill out our **2024 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 and W.C.U.L. Services Corp will be jointly referred to as The League.

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.