



2021 CUNA GAC

Exhibit & Sponsorship Opportunities

CUNA GAC 2021

We're excited for you to join us—and an expected 3,000 credit union attendees—for the CUNA Governmental Affairs Conference, presented virtually March 2-3, 2021.

Exciting New Opportunities!

Roundtables and Boardrooms

- These virtual meeting spaces provide you the opportunity to present product/service demonstrations, conduct small presentations, or host open discussions.
 - Roundtables accommodate 5 attendees and one sponsor rep
 - Boardrooms accommodate 14 attendees and one sponsors rep
- * Included in Silver, Gold and Diamond Sponsor packages*

“Five in Five” Videos

- Quick-hit, five-minute videos will live on the event platform
 - Available On Demand for all attendees
 - Videos must answer five questions, address five issues or otherwise provide five takeaways for viewers
- * Included in Gold and Diamond Sponsor packages*

Join us!

- Select a GAC sponsorship package
 - Bronze
 - Silver
 - Gold
 - Diamond
- Take advantage of additional sponsorships

Bronze Sponsorship

\$3,000

- Virtual Exhibit Booth Space
 - Four hours dedicated exhibit time
 - You control your booth presentation space and all materials
 - Company description, logo, links, website and social channels in booth
 - Ability to connect with attendees in real time via chats
 - Playlist in your booth with up to 3 media options
 - Ability to feature 3 PDFs in your booth
 - CUNA will provide resources to effectively utilize the event platform
- Company logo on landing page with hotlink to booth
- Lead dashboard and report summarizing all booth traffic activity
- Pre- and post-event attendee roster
- Two conference registrations
- One dedicated admin registration for your set-up team
- Ability to purchase additional registrations for \$295 each

Silver Sponsorship

\$5,000

- Virtual Exhibit Booth Space
 - Four hours dedicated exhibit time
 - You control your booth presentation space and all materials
 - Company description, logo, links, website and social channels in booth
 - Ability to connect with attendees in real time via chats
 - Playlist in your booth with up to 4 media options
 - Ability to feature 4 PDFs in your booth
 - CUNA will provide resources to effectively utilize the event platform
- Company logo on landing page with hotlink to booth
- Lead dashboard and report summarizing all booth traffic activity
- Pre- and post-event attendee roster
- Roundtable meeting capability in booth space (up to five attendees at a time) for sales presentations and product/service demonstrations
- Four conference registrations
- One dedicated admin registration for your set-up team
- Ability to purchase additional registrations for \$295 each

Gold Sponsorship

\$10,000

- Virtual Exhibit Booth Space
 - Playlist in your booth with up to 6 media options
 - Ability to feature 6 PDFs in your booth
- Company logo on landing page with hotlink to booth
- Lead dashboard and report summarizing all booth traffic activity
- Pre- and post-event attendee roster
- Boardroom meeting capability in booth space (up to 14 attendees at a time) for sales presentations and product/service demonstrations
- Pre-recorded “5 in 5” on-demand session in the theater room for attendees to view
- Banner ad in a CUNA News email (The Daily or Web Exclusives) for a week in January/February leading up to the event
- Six conference registrations
- One dedicated admin registration for your set-up team
- Ability to purchase additional registrations for \$295 each

Diamond Sponsorship

\$20,000

- Virtual Exhibit Booth Space
 - Including 10 PDFs and up to 10 media options for your booth playlist
- Company logo on landing page with hotlink to booth
- Company logo on conference website
- Lead dashboard and report summarizing all booth traffic activity
- Pre- and post-event attendee roster
- Boardroom meeting capability in booth space (up to 14 attendees at a time) for sales presentations and product/service demonstrations
- Pre-recorded “5 in 5” on-demand session in the theater room for attendees to view
- Recognition in pre-event marketing materials and post-event emails
- Full page ad included in Spring issue of *Credit Union Magazine*
- Pre-event thought leadership distribution: podcast, sponsored content or sponsored video
- Ten conference registrations
- One dedicated admin registration for your set-up team
- Ability to purchase additional registrations for \$295 each

	Bronze \$3,000	Silver \$5,000	Gold \$10,000	Diamond \$20,000
Virtual Booth Space	YES	YES	YES	YES
Playlist of media options in your Booth	3	4	6	10
PDFs included in your booth	3	4	6	10
Company logo on landing page, with hyperlink to booth	YES	YES	YES	YES
Lead Dashboard and report summarizing booth traffic	YES	YES	YES	YES
Conference Registrations	2	4	6	10
Dedicated Admin registration	YES	YES	YES	YES
Pre- and post-event attendee roster	YES	YES	YES	YES
Access to private meeting rooms		Roundtables	Boardrooms	Boardrooms
Pre-recorded "5 in 5" Session			YES	YES
Pre-event advertising in a CUNA News email			YES	
Pre-event thought leadership in a podcast, article or video				YES
Full-page ad in the spring issue of <i>Credit Union Magazine</i>				YES
Additional promotion				Conference web page pre-event marketing post-event email

Additional Sponsorship Opportunities

- Keynote Sessions
- Breakout session Presentations
- Specialty Pages
- Registration
- Networking/Receptions
- “Swag Bag”

Keynote Session Sponsorship

\$20,000

- ~~Three opportunities available~~ **Only one opportunity remains!**
- Benefits include:
 - One-minute intro video
 - Recognition on session page and speaker page
 - Recognition on agenda with session info
 - Recognition on session description page
 - Verbal recognition during session
 - Ability to add an eBook giveaway, if applicable
 - Boardroom post-session for private Q&A (if possible) or additional discussion

Breakout Session Presentations

\$7,500

The official agenda is just the start! Your pre-recorded breakout session will be included among “On Demand” sessions that attendees can view at their convenience.

\$7,500

Be part of the pre-conference agenda with a 45-minute pre-recorded breakout session and live facilitation of a follow-up Roundtable session. Nine available.

Specialty Page Sponsorship

\$7,500

Your company's logo featured on a specialty page within the virtual GAC platform

- Areas of Interest/Personalization Page
- My Agenda and Recommendations Page
- Speaker Page
- Agenda Page
- Theater Page

Reception Sponsorships

Connect and network with attendees at a virtual reception. Opportunities are available Tuesday and Wednesday after sessions, and Wednesday morning before sessions.

We provide the platform and advertise to attendees. You control the experience. We can help you to create an exciting experience with activities like:

- Craft Cocktail Mixology Class
- Sip+Study Wine or Beer Class
- Dueling Pianos
- Broadway cast performance
- Coffee tasting
- Morning stretches
- Morning meditation

You can enhance any of your reception sponsorships by sending items to attendees.

“Swag Bag” Sponsorships

Enhance the virtual experience with a physical experience!

We’ll be sending out a “swag bag” of goodies for all our attendees, and can include your logo-ed items!

- Webcam covers \$10,000
- Face masks \$15,000
- Mask lanyards
- Hand Sanitizer \$10,000
- Laundry bag \$15,000
- Lip balm \$16,000
- Hand lotion \$6,500
- Iced Tea or Lemonade packets \$11,600
- Instant Margarita or Martini mix \$6,000
- Hot Cocoa \$6,000
- Company fliers \$4,000
- Office supplies
- Door Dash gift cards
- And more!

Registration Sponsorship

\$20,000

- Exclusive opportunity
- Benefits include:
 - Logo on GAC registration page on cuna.org
 - Logo on sign-in page of virtual GAC portal
 - Logo included in emails related to how to use GAC platform

Secure your sponsorship today!

Michelle Doshier

Manager of System
Provider Relations, East

mdoshier@cuna.coop

608.231.4006

Lisa Dushack

Manager of System
Provider Relations, West

ldushack@cuna.coop

608.438.8252