2021 GAC

Exhibit & Sponsorship Opportunities
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.

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

• Keynote Sessions
• Economic Update
• Breakout session Presentations
• Specialty Pages
• Registration
• Networking/Receptions
• “Swag Bag”
Keynote Session Sponsorship

$20,000

• Three opportunities available

• 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
Economic Update General Session

$20,000

• Exclusive opportunity!

• Benefits include:
  • 30-second intro video
  • Verbal recognition at the start of the session
  • Logo on screen during the session
  • Logo included on agenda with session listing
  • Includes sponsorship of Economic Updates for 3 months
    • January, February and March
    • Sponsor recognition during the presentation
    • Banner ad on cuna.org/economicupdate
    • Banner in the economic update email
Breakout Session Presentations

$10,000
Be a part of the official GAC agenda when you conduct a pre-recorded 45-minute breakout session on Tuesday or Wednesday. Your presentation will then be saved among the “On Demand” sessions. Eight available – four on Tuesday, four on Wednesday.

$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

$7,500

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!

- Notebook and pen
- Phone sanitizers/device wipes
- Webcam covers
- Face masks
- Mask lanyards
- Hand Sanitizer
- Laundry bag
- Lip balm
- Gift cards
- Office supplies
- Door Dash gift cards
- And more!

Contact us for pricing and availability
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!

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