



# SIGNAGE & BRANDING

## \$25,000-\$40,000 sponsorship options

### **Attendee & Exhibitor Registration Kiosks**

Be the official sponsor of the CUNA GAC registration kiosks in the GAC Welcome Center, as well as the remote registration locations. Your logo will be prominently displayed on the kiosks as attendees stop by to register and kickoff their GAC experiences. You'll also get one custom printed ticket to use to drive traffic to your booth. Enhance your sponsorship with a fully branded slide in the East Salon flag rotation.

### **Digital Display: Convention Center Lobby (exclusive)**

Attendees won't miss your message displayed in the Convention Center lobby outside of the CUNA Welcome Center throughout the conference.

### **Exclusive Escalator Sponsor (two available)**

Attendees will see your logo and message on the way to the exhibit hall, grand opening reception, general sessions and for all breakfast and lunch meals. There are two sets of escalators and your messaging will appear on the banners, rails and runners of both. Two opportunities available – up and down.

### **Transportation: Full Bus Wrap**

## \$10,000-\$20,000 sponsorship options

### **Digital Display: Convention Center Lobby (multiple)**

Attendees won't miss your message displayed in the Convention lobby outside of the Welcome Center throughout the CUNA GAC. North and South sides available.

### **Digital Display: Above the Exhibit Hall Entrance**

Attendees won't be able to miss your branding as they enter the industry's biggest exhibit program.

### **Digital Salon Flags: West Salon**

Two opportunities available.

### **Digital Display: Marriott Marquis Connector Monitors**

Your video message can play on six Marriott Marquis connector displays and the video wall in the high-traffic Connector between the Marriott Marquis and the Convention Center.



### **Escalator Rail**

Attendees will see your logo and message on the way to the exhibit hall, grand opening reception, general sessions and for all breakfast and lunch meals. There are two sets of escalators and your messaging will appear on the rail of both. Two opportunities available – up and down.

### **Escalator Banner**

Attendees will see your logo and message on the way to the exhibit hall, grand opening reception, general sessions and for all breakfast and lunch meals. There are two sets of escalators and your messaging will appear on the banner of both. Two opportunities available – up and down.

### **Lanyards**

Your company logo or name will appear on the name badge lanyard. Name badges are required for conference admittance, so this is a great way to keep your name in front of all attendees.

### **Signage above the Exhibit Hall Exit to L Street**

Let the last message attendees see when they leave the exhibit hall be yours when you sponsor the large banner that hangs above the exhibit hall doors.

### **Transportation: Half Bus Wrap**

## **\$7,500-\$10,000 sponsorship options**

### **Convention Center Floor Clings: Marriott Marquis Tunnel**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Ten floor clings in the walkway connecting the Marriott Marquis to the Convention Center.

### **Convention Center Floor Clings: General Session Hallway**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Ten floor clings in the Convention Center hallway leading to the General Session room.

### **Convention Center Floor Clings: L Street Bridge Hallway/E Corridor**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Ten floor clings in hallway near the L-Street Bridge, leading to the General Session.



### **Convention Center Floor Clings: Escalators going to L Street**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Ten floor clings at the top of the escalators, through L Street, leading to the exhibit hall.

### **Digital Display: Top of Escalator on L Street Bridge**

Four horizontally mounted 52" high-definition LCD displays (2 on each side) are located in the overhead directional banners at the top of the escalator. You can have live video, recorded video, still images, PowerPoint and text displayed for attendees to see in-between sessions.

### **Column Wrap: L Street**

Those pillars on the L Street Bridge can be a real eyesore. They'd be much better looking if they featured your company's logo and messaging.

## **\$3,000-\$6,000 sponsorship options**

### **Digital Display: Outside the Exhibit Hall Entrance (multiple)**

This four-sided sign will feature your branding on one side, visible as attendees enter the exhibit hall.

### **High Boy Table Tops (10)**

Seize your opportunity for front and center, high visibility brand exposure in the exhibit hall! Your company name, logo and message will adorn 10 high-boy table tops—a spot for attendees to stop, eat and regroup. Table tops are 30" rounds and your company logo and message will be custom fit for maximum exposure.

### **Aisle Signs (1 sign)**

Get outstanding exposure in the exhibit hall. Highlight your company name and logo on a 4' x 8' sign that hangs at one end of the aisle. Two available per aisle sign.

### **Column Wrap: Exhibit Hall**

Those pillars in the exhibit hall can do a lot more than hold the building together – they provide another opportunity for you to put your branding and messaging out to attendees.

### **Transportation: Full Bus Ribbon**

### **Transportation: Partial Bus Ribbon**