

YEARS IN THE MAKING

**CCUL 2024
EXHIBITOR SHOWCASE**

**JUNE 3-4
HILTON HEAD ISLAND,
SOUTH CAROLINA**

Network with top credit union decision-makers from across both states, showcasing your products and services face-to-face with CEOs, board chairs, and directors. Market your brand, generate leads, conduct product demonstrations, and provide in-depth details on what your company offers.

**Spots are limited!
Register early!**



CAROLINAS
CREDIT UNION LEAGUE



Welcome Exhibitors!

Carolinas Credit Union League 2024 Annual Meeting Exhibitor Showcase
The Westin Hilton Head Island Resort & Spa | Hilton Head, SC | June 3-4, 2024

Highlights

Two Exhibit Space Options
Increased Sponsorship Opportunities

Monday, June 3 4:00 - 6:00 pm
Tuesday, June 4 7:00 - 8:00 am
12:45 - 2:00 pm
3:15 - 6:30 pm

Exhibitor Breakfast (*must be a sponsor*)
Lunch w/ Exhibitors

**Hours subject to change.*

Additional face-to-face time with attendees via Sponsorship Opportunities (see pgs. 4-9)

** Sponsorships prohibited to TruStage Competitors. CCUL reserves the right to review/revoke any sponsorships.*

[REGISTER HERE](#)

Deadlines & Important Dates

Last Day to Cancel (\$350 cancellation fee)	May 6
Hotel Reservation Deadline	May 3
Registration Deadline	May 10
Notification of Exhibit Booth Number, etc.	May 24
Notification of Participants	May 27

Exhibit Fees & Information

Exhibit Options for 2024

Option One: Booth (6' x 10')

Option Two: High-top table (3' Round)

	OPTION ONE: BOOTH	OPTION TWO: TABLE
FEE	\$2,995	\$1,995
EXHIBIT HOURS	6.5+ hours	6.5+ hours
REPRESENTATIVE (Must have nametag access)	1 included	1 included
ADDITIONAL (\$175 per representative)	Maximum 4	Maximum 2
TABLE SIZE/ AREA	6' x 10' Booth area	3' High-top table (Round)
SIGNAGE	Yes	Yes
TABLE COVER	Yes	Yes
DRAPERY	Yes	Yes
CARPET	All areas are carpeted	All areas are carpeted
CHAIRS	2 Folding	1 Stool
ON-SITE RECOGNITION	Included	Included
TUESDAY LUNCH	Included	Included
GOLF OPTION (MONDAY)	Optional - Must register Cost: \$185 Sponsorships Available	Optional - Must register Cost: \$185 Sponsorships Available
SESSION ATTENDANCE	Optional, must vacate booth	Optional , must vacate booth
DOOR PRIZE GIVEAWAY	Yes	Yes



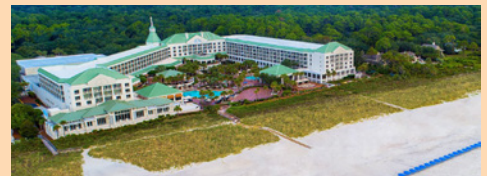
PREMIER LEAGUE EVENT

ANNUAL MEETING

JUNE 3-5, 2024

Ideal for credit union executives and board members, this experience features motivating content, networking and peer-sharing opportunities, a golf outing, and an exhibit hall where new and familiar connections bring their best solutions for today and tomorrow.

Additional benefits for the following sponsorships include company recognition on event pages, marketing collateral and on-site signage. Plus, access to a contact list of attendees.



Sponsorship Opportunities

Summer Soirée

Exclusive Soirée Sponsorship

TOP SELLER!

Investment: \$7,500 | Available Slots: 8

Be one of eight (8) exclusive sponsors in attendance for this exciting opportunity to connect with our member credit unions. This most-loved evening party kicks off the conference, with drinks, heavy hors d'oeuvres, desserts, and entertainment.

- Attendance at the soiree
- Complimentary booth in the exhibit hall
- 1-minute video ad spot to play during general session breaks
- Logo displayed throughout the reception and in on-site and digital event materials
- Verbal recognition during event
- Social media recognition
- Email to attendees



NEW! Koozie Sponsorship

Investment: \$1,500 | Available Slots: 1

Great visibility for your brand as the exclusive koozie sponsor for the Summer Soiree! Koozies will be stationed at soiree bars. Sponsorship includes entry for one (1) representative and signage recognition.

All sponsorships are subject to approval and can be modified by CCUL at any time.



Annual Meeting Highlights



**300+ on average
in attendance
per year**



**99% of '23 survey
respondents would
recommend this event**



**2,780+ unique visits
to event pages
in 2023**



PREMIER LEAGUE EVENT

ANNUAL MEETING CONT'D

Exhibit Hall

NEW! Interactive Double Booths Sponsorship

Investment: \$5,000 | Available Slots: 6

You'll receive not only double-booth space but also premium booth placement in the exhibit hall. And the best part? You get to showcase your business in an interactive and unique way! Your booth must include a fun interactive activity – VR simulation, golf simulator, immersive activities, mini arcade games, photo booth, or anything else that you can dream up! Show off your creativity and bring something fresh to attract and engage attendees.

NEW! Refreshment Booth Sponsorship

SOLD OUT!

Investment: \$5,000 | Available Slots: 1

Looking to make a splash at our conference? Consider this sponsorship! Your complimentary booth will be placed right next to our popular refreshment booth, giving you the chance to hand out upgraded refreshments to our attendees. With a menu that includes craft beers and easy-to-grab food items, our refreshment booth is a hot spot for event-goers looking for a quick bite or a delicious drink.

Welcome & Hospitality

NEW! AMTV Station Sponsorship

Investment: \$1,000 | Available Slots: 10

In a new station near the foot traffic of our attendee registration zone, is our Annual Meeting TV (AMTV) where your 30-second commercial will run on a loop throughout the conference. Participants will visit often to pick up their event tote bag, League materials, and more.

Breakfast Sponsorship

Investment: \$2,000 | Available Slots: 4

Greet attendees during breakfast on Day Two and help them start their day over a cup of coffee. Be among four (4) sponsors to attend breakfast and provide the most important meal of the day. Signage and verbal recognition included.

Candy Station Sponsorship

TOP SELLER!

Investment: \$750 | Available Slots: 2

Our attendees are always looking for yummy takeaways during the event. Now, they can help themselves to an assortment of candies with your logo prominently featured. When the vendor hall is closed, you or your representative may spend additional time networking at the candy table with our credit unions.



Hotel Room Key Card Sponsorship **SOLD OUT!**

Investment: \$3,500 | Available Slots: 1

Great visibility for your brand as one of the first vendors participants see when they check in! Your company name and logo will be shown on each attendee's hotel key. Sponsorship also includes two (2) complimentary tickets to the Summer Soiree (\$350 value).



Meeting Tote Bags Sponsorship

Investment: \$3,500 | Available Slots: 1

What a way for your company to be noticed during the meeting! Bags will be given to each attendee at registration with your logo prominently featured. Sponsorship also includes two (2) complimentary tickets to the Summer Soiree (\$350 value).

NEW! Wi-Fi Sponsorship

Investment: \$5,000 | Available Slots: 1

Looking for a fun and tech-savvy way to promote your business? Look no further than this sponsorship! By branding the password for all attendees to access convention hall Wi-Fi, as well as having branded Wi-Fi access signs throughout the event, you can ensure maximum exposure for your business.



“

Everyone at the League was extremely helpful and welcoming. We felt this year's event was fantastic. It was well organized, well attended, gave us great access and FUN to interact with folks! All of us at PFP feel this is the best Annual Meeting we attend and this year was no different.”

FRANKIE D., PFP, PAST ANNUAL MEETING EXHIBITOR

PREMIER LEAGUE EVENT

ANNUAL MEETING CONT'D



Golf

Golf Luncheon Sponsorship

Investment: \$3,500 | Available Slots: 1

An opportunity to be a part of the buffet luncheon following golf. Sponsorship includes the chance to briefly welcome participants to the luncheon as well as announce golf winners. Additional benefits include recognition in on-site signage including on table-tent cards, and complimentary golf for two (2) representatives.

NEW! Watering Hole Sponsorship

SOLD OUT!

Investment: \$1,000 | Available Slots: 2

A unique chance to promote your brand by providing golfers with branded and chilled water bottles at one hole on the front nine and back nine, along with company recognition on hole signage and rules sheet. Plus, the sponsorship includes one (1) complimentary golf registration and the ability to share your marketing materials with players.

NEW! Hole Sponsorship

Investment: \$700 | Available Slots: 5

Includes recognition on hole signage and golf rules sheet. Plus, the chance to have a rep stationed at your sponsored hole to give out business cards, trinkets, or coordinate with sponsorship team to create mini games on the hole.

Closest to the Pin (Mens/Womens)

1 SLOT LEFT!

Investment: \$500 | Available Slots: 2

Includes logo recognition on hole signage, and company name and logo on rules sheet.

Longest Drive (Mens/Womens)

1 SLOT LEFT!

Investment: \$500 | Available Slots: 2

Includes logo recognition on hole signage, and company name and logo on rules sheet.



All sponsorships are subject to approval and can be modified by CCUL at any time.

Beverage Cart Sponsorship

Investment: \$2,500 | Available Slots: 1

Take the wheel on this sponsorship and drive the cart while distributing raffle tickets to those that purchase a beverage, then share remarks and announce the winner during lunch. Addn'l benefits include logo recognition on the beverage cart, company name and logo on the rules sheet, verbal and on-site signage recognition, opportunity to designate the drivers of the beverage cart, and complimentary golf for two (2) representatives.




GOLF
is Tee-rrific!



Accommodations

The Westin Hilton Head Island Resort & Spa

2 Grasslawn Ave.

Hilton Head Island, SC 29928

Rate: \$311/night

Reserve online

843-681-1082

Reservation Deadline: May 3, 2024

Cancellations: Hotel - *Cancel up to 5 days prior. Cancellations within 5 days forfeit one night's deposit.*

CCUL - *Rooms canceled within 14 days are subject to a 50% penalty of total room nights reserved and is due to CCUL. Please refrain from holding rooms you may not fulfill.*

On-site Preparation Information

Assignment & Space Notification

Exhibit space is limited and will be assigned on a first-come, first-served basis. CCUL reserves the right to assign exhibit space according to the needs of the show. ****Please note that the exhibit hall is in the general session space; we ask that all exhibitors vacate their booths during sessions.***

Booth Needs

Convention Decorator: Convention Makers | conventionmakers.net 843-650-6300

[FAQ](#)

[Additional Equipment Form](#)

[Freight Service Form](#)

[Electronics](#)

[Shipping Labels](#)

Electrical/Internet: Westin Hilton Head | [Electric/Internet](#)

Carolinas Credit Union League: [W9](#)

** Exhibitors are responsible for shipping arrangements.*

Door Prizes

- Having a giveaway at your booth is optional but will increase your traffic.
- Display your giveaway at your booth. Attendees can enter to win by leaving their business card/contact information.
- Draw for the winner at 6:15 pm on Tuesday, June 4. Use the provided door prize tent card to display the winner's name at your booth.

Dress Code

Exhibitors are encouraged to dress in business casual attire.

Additional Information

Room layout, set-up times, attendee list, on-site contacts, golf pairings, etc. will be provided just prior to the show. Refer to page 2.

Cancellation Policy

All fees are refundable if written notice is received via email by May 6, minus a \$350 administrative fee. No refunds will be given if cancellation is received after May 6, 2024.

Important Next Steps

1. Submit your logo for Annual Meeting recognition

Part of your exhibitor package includes recognition in our Annual Meeting. Please email your company logo and brief description to commpr@carolinasleague.org (if not provided during registration) **by May 10, 2024**. Logo files should be high resolution PNG or JPG images, or original AI or EPS design files for digital and print use.

2. Be a part of our 2024 Golf Outing at Annual Meeting

Port Royal Golf & Racquet Club | Monday, June 3 - Shotgun Start at 8:30 am.

Sponsorship Opportunities: See Page 6. *Sponsorships prohibited to TruStage Competitors.

Golfer Registration: \$185 - Includes golf, cart, and luncheon. Pre-register [here](#) by **Friday, May 10**.

3. Participate in the Carolinas Credit Union Foundation's Fundraiser

Details on an opportunity to support the Carolinas Credit Union Foundation will be provided to exhibitors in the coming weeks.

4. Lanyards required for entry to all event spaces.

Upon registering, you agree to CCUL's Hold Harmless Agreement:

I wish to participate in the Carolinas Credit Union League event and do so at my own risk. In exchange for participating in the event, I release the CCUL, Professional League Resources and all their employees, officers and volunteers from liability for and waive any and all claims for any loss, damage, illness, injuries to person or property and expenses directly or indirectly arising out of or in connection with my participation in this event.

Further, I agree to abide by all CCUL policies, state, local and federal laws for the duration of this event. I also agree to follow any safety guidelines requested by CCUL for this event. I understand that failure to follow these expectations may result in my removal from the event. Having read and understood the above, I freely sign this waiver, release and hold harmless agreement.

Direct any questions to Jess Hendrix at 803-732-8411 or jhendrix@carolinasleague.org.