



A Special Invitation to our Business Partners



Presented by: California Credit Union Collectors Council State Board

You are invited to participate...

The California Credit Union Collectors Council (CCUCC) would like to invite you to attend our **34th Annual Educational Conference** to be held October 14-16, 2021, in Santa Clara, CA. Rest assured we have taken the necessary measures to insure everyone's safety.

Same as last year...At this conference, we will be adding Lending Topics to our already successful Collections Conference. Staff and executives from credit union lending and collection departments will be in attendance. There will be numerous opportunities for networking with credit union leaders and their affiliates and your company will be a vital partner in our educational conference. **Sponsorship** at this conference is the perfect opportunity for your company to demonstrate its leadership and support in the credit union industry.

We will also be publishing a **Conference Directory**. This directory will not only include the necessary items for the conference, it will also include advertisements from various exhibitors, industry executives and presenters giving the attendees a valuable educational source to keep and refer to over the years. Advertising and promotional opportunities are available to you in our directory.

Please be prepared to set up on Thursday or Friday morning and attend all the CCUCC functions. All events and speaking sessions will be held in the Exhibit Hall this year. Which means, ALL conference attendees will be in the Exhibit Hall during all conference functions = more exposure for your company.

NEW and Noteworthy...

ALL sponsorships include registration cost (see Sponsorship section for details). We simplified our Directory Advertisement. You can purchase a full-page ad for \$500.00. Electrical is no longer included in registration. **Noteworthy:** We have reduced our number of exhibit spaces to 60 total this year. In 2019, we sold out of spaces, so please don't hesitate. Every exhibitor will be provided a 10x10 space to insure safety and social distance. Please note: our Vendors / Exhibitors are referred to as Business Partners in our organization.

We would appreciate if you would contact us, as soon as possible, to discuss your interest in sponsorship or advertising in our directory. We look forward to working with you to make the 2021 Conference a success.

For additional information contact:

For Registration info: **Michele Connell, (714) 227-7450, michele.connell@location-services.com**

For Sponsorship info: **Dora Houck, (909) 230-2734, dora.houck@parnorthamerica.com**

The availability of Sponsorships is, as of 03/09/2021 and may have changed since the broadcast of this packet. Periodic updates will be provided. Contact Dora for more information.

Table of Contents

Heading	Page
Sponsorship Information	3-4
Registration and Advertising Information	4
Exhibitor's Night Information	4-5
CCUCC Rules and Regulations	5-7
Exhibitor Registration/Sponsorship Form**	8-9

**** IMPORTANT PRE-CONFERENCE DATES ****

DEADLINE SUMMARY:

Directory Advertisement deadline: May 31, 2021
Conference Bag Inserts deadline: July 30, 2021
Conference Registration and Payment deadline: September 10, 2021
Hotel Reservation deadline: September 22, 2021

**REGISTRATION SUMMARY:
Registration Deadlines and Cost**

Business Partner Registration			
	Paid by 08/14/21	Paid after 08/14/21	Paid at the door
CCUCC Member (includes two attendees)	\$700.00	\$800.00	\$900.00
Non-Member (includes two attendees)	\$1000.00	\$1100.00	\$1200.00
Additional Attendees	\$350.00	\$450.00	\$550.00

We must receive your registration and payment by 08/14/2021 for the lower attendance fee. All registrations and payments received after 08/14/2021, please add an additional \$100.00 to the registration cost. All registrations paid at the door, add \$200.00.

Conference Registration and Payment deadline: September 10, 2021**

**** PLEASE NOTE REGISTRATION MAY NOT BE ACCEPTED AFTER THE SEPTEMBER 10TH DATE OR IF WE SELL OUT OF EXHIBIT SPACE. IT WILL BE BASED ON AVAILABILTY.**

No one under the age of 18 years old will be allowed to attend any CCUCC event.

Sponsorship Information: (Registration Included)

Lead Sponsor (ten available) benefits include:

Commitment Amount SOLD

Ten spots SOLD OUT

- Introduction as Lead Sponsor at the Opening Session
- Opportunity to Address the Full Delegation during Friday Lunch
- Opportunity to Address the Full Delegation during Saturday Morning Breakfast
- Company Name on Welcome Elevator Wrap
- Company Name on the CCUCC Website, Registration Materials and Conference Bag
- Full Page Advertisement (in prime location) in the Conference Directory
- Recognition as Lead Sponsor in the Conference Directory and on CCUCC Website
- Company Brochure Inserted in the Conference Bag
- One 10x10 Exhibit Space
- **Includes Registration for five (5) Attendees**

Conference Bag Sponsor (two available) benefits include:

Commitment Amount \$3,000.00

One spot available, One SOLD

- Company Logo (in a prime location) on the Conference Bag
- Full Page Advertisement in the Conference Directory
- Recognition as Bag Sponsor in the Conference Directory
- Two items inserted in the Conference Bag; your choice of the two items (ex: brochure and pens)
- One 10x10 Exhibit Space
- **Includes Registration for three (3) Attendees**

Welcome Reception Sponsor (four available) benefits include:

Commitment Amount \$2,500.00

One Spot Available, Three SOLD

- Full Page Advertisement in the Conference Directory
- Opportunity to Address the Full Delegation and Handout/Display Materials during the Welcome Reception
- Recognition as Welcome Reception Sponsor in our Conference Directory
- Company Brochure inserted in the Conference Bag
- One 10x10 Exhibit Space
- **Includes Registration for (2) Attendees**

General Sponsor (unlimited) benefits include:

Commitment Amount \$2,000.00

- Full Page Advertisement in the Conference Directory
- Recognition as General Sponsor in the Conference Directory
- Company Name Displayed on the Conference Bag
- Company Brochure Inserted in the Conference Bag
- One 10x10 Exhibit Space
- **Includes Registration for (2) Attendees**

Lanyard Sponsor (one available) benefits include:

Commitment Amount SOLD

SOLD

- Full Page Advertisement in the Conference Directory
- Company Logo on all Conference Lanyards
- Recognition as Lanyard Sponsor in the Conference Directory
- Company Brochure inserted in the Conference Bag
- One 10x10 Exhibit Space
- **Includes Registration for (2) Attendees**

End Zone Table Sponsor (fifteen available) benefits include:

Commitment Amount \$1,500.00

Thirteen spots available, Two SOLD

- Full Page Advertisement in the Conference Directory
- Opportunity to Sponsor a Table of Ten attendees. Display your marketing materials, giveaway items, decorate your table with fun things for your ten attendees
- Recognition as a Table Sponsor in our Conference Directory
- Company Brochure Inserted in the Conference Bag
- One 10x10 Exhibit Space
- **Includes Registration for (2) Attendees**

Registration Information:

As an exhibitor, your company's name and contact information will appear on the Conference Attendee List.

Exhibitor Registration	Paid by 08/14/21	Paid after 08/14/21	Paid at the door
Member (Includes two attendees)	\$700.00	\$800.00	\$900.00
Non-Member (Includes two attendees)	\$1000.00	\$1100.00	\$1200.00
Each Additional Attendee	\$350.00	\$450.00	\$550.00

Note: Your registration fee no longer includes electrical. You will need to contact the hotel directly to order electrical for your booth.

Advertising Information:

What a fantastic way to advertise your company's products and services! **Ad deadline: May 31, 2021**

Directory Advertisement	Cost
Full Page	\$500.00

Conference Marketing Item	Cost
Conference Bag Inserts	\$150.00

***Bag inserts (x275) must be received by July 30, 2021**

Please send to:

**Michele Connell
540 N. McPherson
La Habra, CA 90631**

Exhibit Information:

- There will be a door prize drawing held at the end of Exhibitor's Night, using the business cards of the attendees who have visited your table. Door prizes are encouraged, but not required.
- For questions please contact Michele Connell at (714) 227-7450 or email michele.connell@location-services.com

This year's theme is:

Sports Theme “Teamwork makes the Dream Work”

Please feel free to dress and/or decorate your booth using the theme of sports

PLEASE NOTE: Business Partners are encouraged and welcome to attend ALL CCUCC functions; including lunch, breaks, and educational sessions. It is a great opportunity to introduce yourself to the Credit Union attendees. All speakers will be presenting in the Exhibit Hall this year. Please refer to the Agenda for more detailed information.

Please be prepared to set up during the scheduled set up hours only.

**Business Partner Registration and Set Up:
Thursday, October 14th 3:00pm to 5:00pm**

**Welcome Reception
Thursday, October 14th 5:30pm to 7:30pm**

**Business Partner Registration and Set Up:
Friday, October 15th 7:30am to 8:30am**

**Business Partners / Exhibitor’s Reception
Friday, October 15th 5:00pm to 7:30pm**

Exhibit Tear Down: Friday, October 15th after 7:30pm or Saturday, October 16th 12:00pm to 2:00pm

CCUCC Exhibitor Rules and Regulations

General Rules:

- CCUCC Membership is required for sponsorship at any level.
- No one under the age of 18 years old will be allowed to attend any CCUCC event.
- No private Business Partner function can conflict with or be scheduled during a time that conflicts with any / all CCUCC events.
- The Conference Committee and the CCUCC are not responsible for the delivery of sponsorship materials, hotel reservations, or other items outside the scope of the agreed upon sponsorship.
- To ensure you receive the discounted room rate, you must make your reservations with the hotel, no later than September 22, 2021. Hotel link is on the CCUCC or Cvent Conference website.
- Deadline dates and format requirements for logo and advertising submission are not negotiable.
- No refund will be issued to any company who does not comply with the CCUCC Exhibitor Rules and Regulations.
- You will be given a conference attendees list at registration, during the conference.
- All paid exhibitors are allowed and encouraged to attend any educational sessions. All exhibit booth personnel are required to register for the conference.
- The conference badge must be worn at all CCUCC functions and sharing of badges is strictly prohibited.
- To finalize your registration and sponsorship for the conference, you must complete the Exhibitor Registration Form and return it with your payment.
- Please read and adhere to all deadlines.

Cancellation & Refund Policy:

- Upon cancellation of the event, the liability of CCUCC shall be limited to a refund of the exhibit space fee, only to the extent that the cancellation is due to circumstances within the direct control of CCUCC.

- In the case of exhibitor cancellation, the exhibitor will be refunded 50% of all fees paid and only if cancellation notices are received in writing to the Conference Committee Chairman and postmarked by September 10, 2021.
- If cancellation is received on a registration and payment received after September 10, 2021, no refund will be provided.
- No refund will be issued for ads purchased separate from any sponsorship level in the Conference Directory.
- All cancellations are subject to a \$150.00 administration fee.

Exhibit Space Arrangements:

- Exhibit space will be assigned by the conference committee.
- Each company will be given a registration number. Your registration number is assigned on the date and time we receive your registration and payment. Please follow the instructions on submitting your registration.
- Space will be assigned in the following order: lead sponsors, all other conference sponsors, exhibitors with electrical/audio/visual needs, then first come, first served by registration number.
- We will no longer accommodate any requests for companies to be next to other companies. If you would like your tables to be next to each other, please mail the registration and payment for each company together. Also, if registrations are mailed together and one company is a sponsor or has electrical/audio/visual needs and the other does not, we will not be able to accommodate your request.
- **Only one (1) company display, per table. If you wish to display your company's information, you must pay for registration. You cannot display at someone else's table without conference registration.**
- A standard 6-foot by 30-inch table, dressed in linens, will be provided. Exhibit materials should be confined to the tabletop. You will be permitted to have a small pop up display behind your table. All space and use of space are determined by and up to Conference Committee discretion.
- NOTE...all exhibit spaces will be 10x10 to accommodate social distancing.
- **We only have 60 exhibit spaces this year. We sold out in 2019, so please do not hesitate to register.**
- Attachments to pillars, doors, walls, etc, are prohibited by the hotel.
- The use of adhesive, pins, tacks, nails, staples or duct tape on any surface of the hotel is prohibited.

The Conference Committee shall have the right to exclude or require modifications of any display, which in its sole discretion, it considers unsuitable. CCUCC will exercise reasonable care for the protection of exhibitor's materials and displays. Beyond this, CCUCC will not be responsible for the safety of the exhibitor, his agents, employees or display from theft, damages by fire, accident or any other cause.

Use of Space:

- Exhibits shall be shown only in the official exhibit areas as established by CCUCC, unless authorized by CCUCC. Exhibitor is solely responsible for the disposal of own trash.
- Neither exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information in private rooms or suites during the conference. Hospitality Suites for the purpose of entertaining are permissible, if they do not conflict with any scheduled conference event.

Door Prizes:

There will be a door prize drawing held at the end of Exhibitor's Night, using the business cards of the attendees who have visited your table. Door prizes are encouraged, but not required.

Advertising:

Our goal is to provide a professional quality directory for the conference. Submission of advertising for the Conference Directory is the responsibility of the exhibitor. All specs regarding advertising and artwork will be emailed directly to you, upon receipt of your application and payment. All artwork must be proofed by the submitter prior to transferring the file. No Sponsor shall have the right to proof or edit the Conference Directory. The Conference Committee shall have the right to exclude any advertising or artwork which in its sole discretion, it considers unsuitable.

Photography:

CCUCC, itself or attendees, may be photographing and/or videotaping sessions and events during the CCUCC Educational Conference. By registering for this conference, attendees acknowledge these activities and agree to allow their image to be used by CCUCC, such as in association publications, on CCUCC's website and in marketing materials, without compensation.

Electrical: (please note)

For Electrical needs - Any and all fees for electrical will be paid by you and are not included in your registration fee. You will need to contact the hotel directly.

Audio / Visual:

For Audio / Visual needs - Any and all fees for audio and visual will be paid by you and are not included in your registration fee. You will need to contact the hotel directly.

Shipping:

Shipping arrangements are the sole responsibility of the exhibitor. All shipping information will be provided in a follow up information packet.

Questions?

For Registration: Michele Connell
(714) 227-7450
michele.connell@location-services.com

For Sponsorship: Dora Houck
(909)230-2734
dora.houck@parnorthamerica.com

Registration:

To expedite registration and purchase with credit cards, please go to www.ccucc.com and click on Conference Website Link. This will take you to our Cvent Conference Website and allow you to register and pay with a credit card. If you prefer to pay with a check, please complete the Exhibitor Registration Form and return with payment to:

CCUCC – 2021 Conference
Michele Connell
540 McPherson
La Habra, CA 90631

Hotel Information:

Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95054
RESERVATIONS: (408) 200-1234
<https://www.hyatt.com/en-US/group-booking/CLARA/G-CC13>

Register quickly and pay with a credit card by going to www.ccucc.com and click on Conference Website Link. This will take you to our Cvent Conference Website and allow you to register and pay with a credit card. If you prefer to pay with a check, please complete the Exhibitor Registration Form and return with payment

Exhibitor Registration Form

(Complete and Return both forms below)

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Website: _____

Attendee #1 _____ Email: _____

Attendee #2 _____ Email: _____

Attendee #3 _____ Email: _____

Attendee #4 _____ Email: _____

Electrical is no longer included with registration. You must order it directly with the hotel

Sponsorship:	Amount			Balance Due
Lead Sponsor	\$4500.00			= _____
Bag Sponsor	\$3000.00			= _____
Welcome Reception Sponsor	\$2500.00			= _____
Lanyard Sponsor	\$2000.00			= _____
General Sponsor	\$2000.00			= _____
End Zone Table Sponsor	\$1500.00			= _____
Registration:	Pd by 08/14/21	Pd after 08/14/21		Balance Due
CCUCC Member (<i>includes 2</i>)	\$700.00	\$800.00		= _____
Non-Member (<i>includes 2</i>)	\$1000.00	\$1100.00		= _____
Additional Attendees/Guests:	\$350.00	\$450.00	_____ x	= _____
Advertising:	Amount			Balance Due
Full Page Ad	\$500.00			= _____
Conference Bag Inserts	\$150.00			= _____
Total Sponsorship \$ Due				= _____
Total Registration \$ Due				= _____
Total Advertising \$ Due				= _____
Grand Total Due=				_____

Exhibitor Description: Please type the description of your products or services. Please limit description to 25 words or less.

We hereby agree to abide by the Conference Exhibitor Rules and Regulations.

Company Name: _____

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

We will be in contact with your registered attendees for updates, changes, any pending registration items. If you have an additional Conference Contact (ex: Administration Assistant) please provide that information here.

Conference Contact:

Name: _____ Title: _____

Email: _____ Phone: _____

Please complete the Exhibitor Registration Form and return with payment to:

**CCUCC – 2021 Conference
Michele Connell
540 N. McPherson
La Habra, CA 90631**