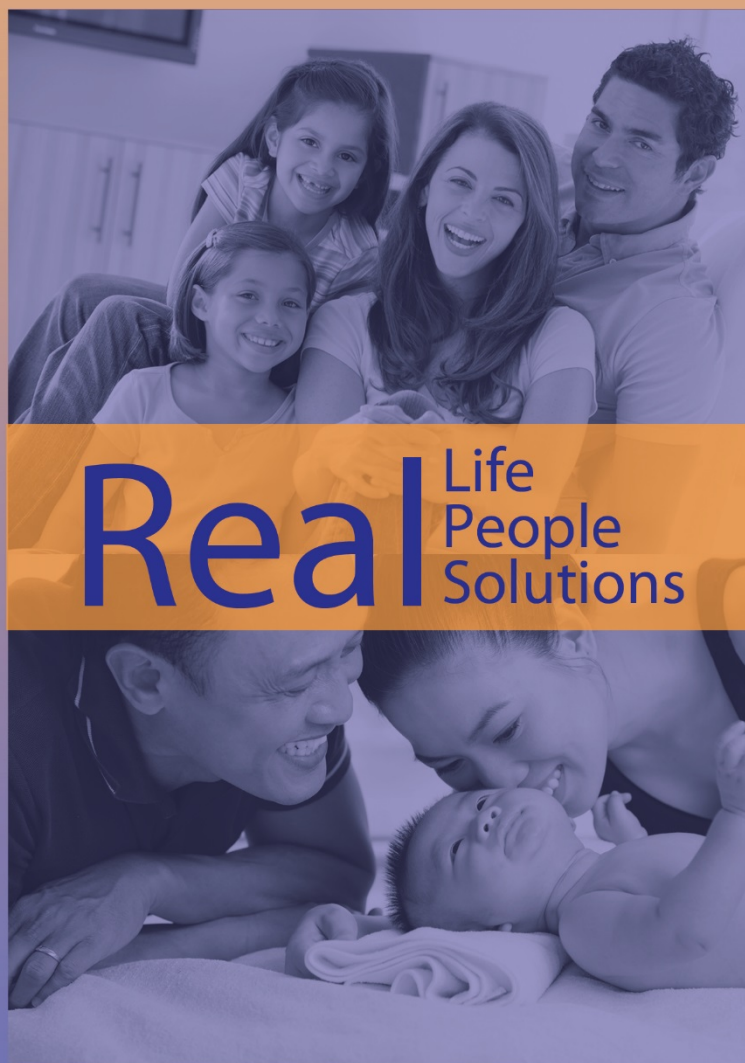


# VENDOR OPPORTUNITIES

Hawaii Credit Union League 82<sup>nd</sup> Annual Convention  
April 23-25, 2020 • Hawaii Convention Center





1654 South King Street  
Honolulu, Hawaii 96826-2097  
Telephone: (808) 941.0556  
Fax: (808) 945.0019  
Web site: [www.hcul.org](http://www.hcul.org)  
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September 30, 2019

Aloha! Please join us at Hawaii Credit Union League (HCUL) 82<sup>nd</sup> annual convention at the Hawaii Convention Center in Honolulu, on the island of Oahu, on April 23-25, 2020. Just steps from Waikiki, the Hawaii Convention Center is an unparalleled event destination. Open to sky and sun between the shade of terraces and lanais, it is graced with courtyards, waterfalls, and fishponds creating a convention backdrop that is both tranquil and invigorating. Convention participants will stay at the Ala Moana Hotel – an easy walking distance to the Hawaii Convention Center.

Vendors interested in participating at the convention may do so by purchasing an exhibit booth/advertisement (57 booths are available) and/or contributing sponsorship(s). Participation is on a first-come, first-served basis upon full payment **AND** receipt of a completed Vendor Application & Agreement. **Deadline to secure your booth/advertisement and/or sponsorship selections is December 13, 2019\***.

**\*SPECIAL OFFER FOR EXHIBITORS**

Complete Vendor Application & Agreement with full payment postmarked by December 13, 2019 to **select your booth location and receive the best booth/advertisement value.**  
*(Booth & Ad postmarked on or before December 13, 2019 will receive a \$100 discount off the printed price)*

To apply online and pay by credit card: <https://www.hcul.org/index.php/2020venopp-welcome>

Please review the following pages to see specific participation details and additional opportunities available to qualified vendors.

We will have a Welcome Reception on Thursday, April 23, 2020 from 5:00 pm – 7:00 pm at the Rooftop Garden of the Hawaii Convention Center. Participating vendors will have the opportunity to pre-purchase drink tickets to share with attendees. More information will be forthcoming.

**Next Step in January 2020 is attendee registration:** Official convention registration information will be emailed to the event coordinator for all qualified participating vendors in January. At that time, you will register your on-site representatives and make meal choices to maximize networking with credit union conventioners. Convention registration is required for all convention attendees. The official registration information will also include hotel reservation and ground transportation details. The hotel rate will be approximately \$172.00 - \$192.00 (plus taxes) for a single/double occupancy.

**GOLF registration in January 2020:** Official golf registration information will be emailed to the event coordinator for participating vendors in January. Hawaii's Credit Unions for Kids Golf Tournament to benefit Kapiolani Children's Miracle Network will be held on Thursday, April 23, 2020 at Hawaii Kai Golf Course. This official convention golf event is open on a first-come, first-served basis. Registration will include 19<sup>th</sup> hole awards reception immediately following the tournament at The Lighthouse Restaurant at the Hawaii Kai Golf Course. More information will be forthcoming.

*Hawaii Credit Union League is a not-for-profit trade association currently serving 54 credit unions in Hawaii, Guam, and Yap ranging in size from under \$5 million in assets to nearly \$2 billion in assets.*

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## Contacts

<b>Advertising</b>	Laurie Moore	<a href="mailto:laurie.moore@hcul.org">laurie.moore@hcul.org</a>	808.203.6403
<b>Exhibits</b>	Becky Jandoc	<a href="mailto:becky.jandoc@hcul.org">becky.jandoc@hcul.org</a>	808.203.6416
<b>Contributing Sponsorships</b>	Becky Jandoc	<a href="mailto:becky.jandoc@hcul.org">becky.jandoc@hcul.org</a>	808.203.6416
<b>Golf Tournament</b>	Grant Kashiwabara	<a href="mailto:grant.kashiwabara@hcul.org">grant.kashiwabara@hcul.org</a>	808.203.6402

## Important Deadlines/Steps to Complete

### December 13, 2019

Complete Vendor Application & Agreement with full payment online by credit card or check.

**SPECIAL OFFER FOR EXHIBITORS - Submit your application and full payment postmarked by December 13 to select your booth location and receive the best booth/advertisement value.**

*(Booth & Ad postmarked on or before December 13, 2019 will receive a \$100 discount off the printed price)*

### January 10, 2020

- Submit advertisement (All exhibitors and vendors purchasing ads)
- Submit company logo for use in marketing materials (sponsors only)

### February 10, 2020

- Submit preapproved Convention Bag Giveaways delivered to HCUL (qualified vendors only)
- Submit preapproved Golf Related Items delivered to HCUL (qualified golf sponsors only)
- Submit 500 hard copies of one-page marketing piece (qualified sponsors only)

### March 6, 2020

Complete registration for all on-site convention representatives; name badges are required to enter exhibit hall and education sessions.

# Vendor Participation Information

Hawaii Credit Union League 82<sup>nd</sup> Annual Convention gives credit union representatives an opportunity to:

- Participate in the HCUL annual business meeting
- Attend educational sessions and get industry updates
- Discover new products and services from participating vendors
- Network with peers and develop new contacts

Vendors may participate in the annual convention by purchasing an exhibit booth/advertisement and/or contributing sponsorship(s). Additional opportunities are also available to qualified vendors.

**Participation is on a first-come, first-served basis upon completion of the Vendor Application & Agreement with full payment by December 13, 2019.**

## **A qualified vendor participates in one of three levels**

- Diamond (\$5,000 and above)
- Emerald (\$2,100 - \$4,999)
- Sapphire (\$1,200 - \$2,099)

## **Concessions available to qualified vendors**

- Invitation to officially register for convention
- Acknowledgement in HCUL convention materials and at event location
- Name badge ribbon indicating exhibitor and/or sponsor status for your registered attendees
- Credit union attendees list provided (pdf format)
- Refer to specific exhibitor and sponsorship details on pages 5-7

## ***Additional Opportunities for Qualified Vendors***

### **Convention Bag Giveaways**

You may provide 500 giveaway items for attendees' convention bags. Appropriate small items include pens, note pads, eyeglass wipes, etc., that can pass airport security. If interested, specify the item when completing your application. *Requires final approval from HCUL; you will receive confirmation by December 30, 2019. **Items must be received by HCUL no later than February 10, 2020.***

### **Networking**

Vendors who purchase meal packages will have the opportunity to network with conventioners during meal functions.

Official registration information will be emailed to your event coordinator in January 2020. **All attendees from your organization must complete a convention registration by March 6, 2020.**

### **Door Prizes**

Your door prizes may be delivered personally to the winners at your booth, or HCUL will randomly draw names from among attendees and distribute your door prizes at the end of the convention. (Attendees must be present to win)

### **Drink Tickets**

Participating vendors will have the opportunity to pre-purchase drink tickets for the Welcome Reception and Friday dinner to share with attendees. More information will be forthcoming.

### **Mailing Labels**

You may purchase a one-time use mailing labels of credit union attendees for \$25. The labels will be mailed to your event coordinator **in March 2020. No electronic mailing list will be distributed.**

# Exhibitor/Advertisement Information

A booth purchase includes ad space in the 2019 HCUL annual report. Prices are determined by the ad size selected. In addition to concessions on page 4, your exhibit booth package includes:

- One 8' x 10' booth • pipe and drape • one skirted table • two chairs
- identification sign • two exhibitor name badges

*(Additional name badges may be obtained with a meal package purchase during official registration in January)*

## Exhibit Booth Prices and Advertisement Sizes:

Booth + Full-page ad.....	\$2,225	(Ad trim size: 7-1/2" width x 10" height)
Booth + Half-page ad.....	\$1,975	(Ad trim size: 3-1/2" width x 10" height <b>OR</b> 7-1/2" width x 4-7/8" height)
Booth + Quarter-page ad.....	\$1,725	(Ad trim size: 3-1/2" width x 4-7/8" height)

## SPECIAL OFFER FOR EXHIBITORS!

**Select your BOOTH LOCATION . . . by completing the vendor application & agreement**

**AND full payment postmarked by December 13, 2019.**

*(Booth & Ad postmarked on or before December 13, 2019 will receive a \$100 discount off the printed price)*

*(Specific booth preferences are noted, but not guaranteed. Final booth assignments are at the sole discretion of HCUL and exhibit space is solely for the company whose name appears on the agreement.) Event Decorator: ICS Hawaii*

Mandatory Schedule for All Exhibitors
<p><b>Exhibit Booth Set-up:</b> Thursday, April 23, 7:00 am - 5:00 pm</p> <p><b>Vendor Orientation - Mandatory for NEW exhibitors</b> <i>Optional, but recommended for returning exhibitors</i></p> <p>Thursday, April 23, 8:30 am - 9:00 am</p> <p style="text-align: center;">OR</p> <p>Thursday, April 23, 4:00 pm - 4:30 pm</p> <p><b>Evening Welcome Reception</b> <i>Optional, but recommended</i></p> <p>Thursday, April 23, 5:00 pm – 7:00 pm</p> <p><b>Exhibit Hall Hours:</b> Friday, April 24, 7:30 am - 9:15 am &amp; 2:45 pm - 3:45 pm Saturday, April 25, 7:30 am - 9:00 am</p> <p><b>Exhibit Booth Dismantle:</b> Saturday, April 25, 9:15 am - 11:00 am</p>

Advertisement Requirements
<p><b><i>Provide this information to those <u>creating and submitting your advertisement.</u></i></b></p> <p>Advertisements must be submitted as electronic Portable Document Files (.pdf) with these specifications:</p> <ul style="list-style-type: none"> <li>• Embed all fonts</li> <li>• Select Press Quality when converting native file to PDF</li> <li>• Use CMYK or grayscale and not RGB mode</li> <li>• <b><i>Ad must be built to trim size with <u>NO CROP MARKS OR COLOR KEYS</u></i></b></li> <li>• Ad cannot include HCUL or HCUS logos</li> <li>• HCUS business partners allowed to use Power of Partnership logo</li> <li>• Content is limited to one company per advertisement</li> </ul> <p><b><i>Email camera ready, high resolution PDF advertisements to Laurie Moore at <a href="mailto:laurie.moore@hcul.org">laurie.moore@hcul.org</a> by January 10, 2020.</i></b></p> <p><i>If you require file layout or creative changes, applicable fees will be charged. All final advertisements are due by January 10, 2020. Any submissions after this date are not guaranteed placement in promotional materials.</i></p>

## Advertisement Only Purchase:

Full-page ad.....	\$1,000
Half-page ad.....	\$ 750
Quarter-page ad.....	\$ 500

***An advertisement only purchase in the HCUL 2019 annual report WILL NOT allow you to participate in the HCUL 82nd annual convention.***

# Sponsorship Information

## Schedule for All Sponsors:

**Vendor Orientation – Mandatory for NEW sponsors, Optional, but recommended for returning sponsors.**

Thursday, April 23, 8:30 am – 9:00 am OR Thursday, April 23, 4:00 pm – 4:30 pm

**Evening Welcome Reception – Optional, but recommended.**

Thursday, April 23, 5:00 pm – 7:00 pm

## Logo Requirements

**All confirmed sponsors must provide a color company logo for promotional purposes. Logo specifications:**

- Must be NO LESS than 600 pixels wide (height proportionate to width)
- Logo must be high resolution (300 dpi) and in a .tif or .jpg format
- Logo must be in color (CMYK)

**Logo must be emailed to Laurie Moore at [laurie.moore@hcul.org](mailto:laurie.moore@hcul.org) by January 10, 2020 to guarantee placement in convention materials.**

## One-Page Marketing Piece

All qualified contributing sponsors may include a one-page marketing piece in convention bags. Provide 500 flyers printed at your cost to HCUL no later than February 10, 2020.

# Convention Contributing Sponsorships

*In addition to concessions on page 4, each sponsorship includes two name badges*

*(additional name badges may be obtained with a meal package purchase during official registration in January)*

## Banquet Entertainment — \$6,500 (Exclusive Sponsorship)

Convention guests who purchase tickets to Friday evening's banquet will be treated to an outstanding night of musical entertainment. The banquet will be held at the Hawaii Convention Center on Friday evening. In addition to the concessions on page 4, this exclusive sponsorship at the Diamond Participation Level also includes reserved VIP seating at the banquet for your organization's registered attendees and their guests. A representative from your organization may introduce the banquet entertainment and one designated representative will receive a complimentary banquet dinner. Tent cards with the sponsor's name and logo will be placed on dining tables.

## Friday Midday Meal — \$3,500 (Exclusive Sponsorship)

In addition to concessions on page 4, this exclusive sponsorship allows your representative(s) to distribute marketing materials from a table during Friday's meal. Tent cards with the sponsor's name and logo will be placed on each dining table and the sponsor will have five minutes to speak and distribute a door prize(s) if they wish. One designated representative will also receive a complimentary Friday midday meal.

## Saturday Midday Meal — \$3,500 (Exclusive Sponsorship)

In addition to concessions on page 4, this exclusive sponsorship allows your representative(s) to distribute marketing materials from a table during Saturday's meal. Tent cards with the sponsor's name and logo will be placed on each dining table and the sponsor will have five minutes to speak and distribute a door prize(s) if they wish. One designated representative will also receive a complimentary Saturday midday meal.

## Convention Bags — \$2,500

A maximum of two non-exclusive sponsorships are available. All qualified convention attendees will receive a bag containing convention materials and the HCUL annual report. In addition to concessions on page 4, your non-exclusive sponsorship includes your company name and logo printed on the convention bag.

## General Education Sessions — \$2,100 (Two Exclusive Sponsorships)

A maximum of two exclusive sponsorships are available. In addition to concessions on page 4, your exclusive sponsorship of ONE general education session allows your representative to provide a brief statement of benefits of your company, opportunity to introduce the speaker, and to have front row reserved seating for your representatives. A one-page marketing piece may be distributed by your representatives to each attendee to your sponsored session upon entry into the assigned ballroom, or we will place hard copies in the convention bags if you provide 500 copies at your cost due to HCUL by February 10, 2020.

## Mobile Event App — \$2,100

A maximum of four non-exclusive sponsorships are available. In addition to the concessions on page 4, your non-exclusive sponsorship allows your company to place an advertisement on the mobile event app.

### **Friday Ice Cream Break — \$1,600**

A maximum of two non-exclusive sponsorships are available. In addition to concessions on page 4, your non-exclusive sponsorship allows your representatives to distribute marketing materials from a shared table during Friday's Ice Cream Break.

### **Name Badge Inserts — \$1,600 (Exclusive Sponsorship)**

Convention attendees will receive a name badge required for admission to all HCUL events. In addition to the concessions you receive on page 4, your exclusive sponsorship allows your company name and logo to be printed on the name badge inserts.

### **Friday Morning Refreshments — \$1,500**

A maximum of four non-exclusive sponsorships are available. In addition to concessions on page 4, your non-exclusive sponsorship allows your representative(s) to distribute marketing materials from a shared table during and near the Friday Morning Refreshment service. Tent cards with the sponsors' names and logos will be placed on appropriate tables.

### **Saturday Morning Refreshments — \$1,500**

A maximum of four non-exclusive sponsorships are available. In addition to concessions on page 4, your non-exclusive sponsorship allows your representative(s) to distribute marketing materials from a shared table during and near the Saturday Morning Refreshment service. Tent cards with sponsors' names and logos will be placed on appropriate tables.

### **Pocket Agenda — \$1,500 (Exclusive Sponsorship)**

Convention attendees will receive a pocket agenda. In addition to concessions on page 4, your exclusive sponsorship includes your company name and logo printed in the pocket agenda.

### **WiFi — \$1,500**

A maximum of three non-exclusive sponsorships are available. In addition to concessions on page 4, your non-exclusive sponsorship includes posting your company logo on our Helpful Tips bulletin distributed to attendees, poster board placed at a designated location, and printing the WiFi access codes on cards distributed to registered attendees.

### **Concurrent Education Sessions — \$1,200 (Five Exclusive Sponsorships)**

A maximum of five exclusive sponsorships are available. In addition to concessions on page 4, your exclusive sponsorship of ONE concurrent educational session allows your representative to provide a brief statement of benefits of your company, the opportunity to introduce the speaker, and to have front row reserved seating for your representatives. A one-page marketing piece may be distributed by your representatives to each attendee to your sponsored session upon entry into the assigned ballroom, or we will place hard copies in convention bags if you provide 500 copies at your cost due to HCUL by February 10, 2020.

## **Golf Contributing Sponsorships**

### **Golf Tournament — \$7,000 (Exclusive Sponsorship)**

Hawaii's Credit Union Golf Tournament to benefit Kapiolani Children's Miracle Network will be held on Thursday, April 23, 2020. In addition to concessions on page 4, your sponsorship includes one complimentary three-person team with advanced notice to select a team, and the opportunity to co-emcee at the post-tournament 19th Hole Golf Awards with HCUL.

### **Golf Lunch — \$2,100 (Exclusive Sponsorship)**

In addition to concessions on page 4, your exclusive sponsorship includes the opportunity to present bag lunches to golfers at a distribution table and one complimentary golf tournament registration with advanced notice to select a team.

### **Golf Towels — \$1,200 (Exclusive Sponsorship)**

In addition to concessions on page 4, your exclusive sponsorship includes distributing your company branded golf towel to each tournament golfer (120 towels, provided at sponsor's expense, must be received by HCUL no later than February 10, 2020) and one complimentary entry to 19<sup>th</sup> Hole Golf Awards.

### **Golf Balls — \$1,200 (Exclusive Sponsorship)**

In addition to concessions on page 4, your exclusive sponsorship includes distributing one sleeve of three golf balls to each tournament golfer (120 sleeves of golf balls, provided at sponsor's expense, must be received by HCUL no later than February 10, 2020) and one complimentary entry to 19<sup>th</sup> Hole Golf Awards.

### **Golf Related Item — \$1,200**

If the above sponsorships have been sold, other golf logo items will be considered. Specify your item in the vendor application process. You will be notified by December 30, 2019 if your item is approved. In addition to concessions on page 4, your exclusive sponsorship includes one preapproved company logo item provided to each tournament golfer (120 logo items, provided at sponsor's expense, must be received by HCUL no later than February 10, 2020) and one complimentary entry to 19<sup>th</sup> Hole Golf Awards.

# TERMS & CONDITIONS

**EXHIBITION SPONSOR AND MANAGEMENT.** This exhibition is produced by and is the property of Hawaii Credit Union League, hereafter referred to as HCUL. HCUL will provide exhibition management and promotion.

**TREATMENT OF CONVENTION ATTENDEES.** Exhibitor agrees to treat all convention attendees with courtesy and not to discriminate against any person for reasons of race, color, creed, national origin, sex, sexual orientation, physical impairment, social, political, or economic condition. HCUL reserves the right to remove any exhibitor whose personnel discriminates against any persons in any manner.

**CONTRACT FOR SPACE.** The application for booth and advertisement space, upon acceptance by HCUL and payment of the full fee, constitutes a contract for space assignment. Any exhibitor failing to occupy space by 5:00 pm on Thursday, April 23, 2020 shall be considered a cancellation and is not relieved of the obligation to pay the full rental price. This contract will not be binding upon HCUL in the event of strikes, acts of God, or other circumstances beyond HCUL's control. In addition, the exhibitor agrees that its display space is to be used solely for the company whose name appears on the contract and will not sublet or assign any portion of space nor allow individuals representing any other company to be present.

**ASSIGNMENT OF SPACE.** The exhibition area will be located at the Hawaii Convention Center. Exhibitors will be assigned booth locations at the discretion of HCUL. The decision of HCUL with respect to allocation of booth space will be final and binding upon all Exhibitors.

**BOOTH STAFFING.** Your booth must be staffed during ALL exhibit hall hours (refer to Mandatory Schedule for all exhibitors on page 5). Organizations must register all staff in advance of the convention to receive a badge that is required for entrance into the exhibit hall at all times. Two companies cannot exhibit or advertise together. Staff must be at least 18 years old and is limited to a maximum of four persons per booth.

**VENDOR ORIENTATION MEETING.** Mandatory for all new exhibitors/vendors scheduled on Thursday, April 23, 2020. Optional for returning exhibitors/vendors.

**BOOTH SET-UP AND DISMANTLING.** Exhibitor agrees to comply with the exhibit dates and schedule. Installing or dismantling an exhibit at any other time than scheduled is strictly prohibited. ICS Hawaii is the official show decorator and will send exhibitor kits detailing shipping, drayage, and order forms to all exhibitors approximately 60 days prior to the convention.

Hawaii Convention Center will not accept any shipments directly to the center. All shipments must be coordinated through ICS Hawaii.

**CANCELLATIONS.** All cancellations require WRITTEN NOTIFICATION to HCUL according to the following:

- If cancellation is received on or before December 13, 2019, a \$250 processing fee is applicable.
- No refunds will be made for cancellations after December 13, 2019.

**LIABILITY AND INSURANCE.** Exhibitor agrees to protect, save, and keep HCUL, Hawaii Convention Center, and ICS Hawaii forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with the applicable terms and conditions contained in all agreements between Hawaii Convention Center and HCUL regarding the exhibition premises. Further, Exhibitor shall at all times protect, indemnify, save, and keep harmless HCUL, Hawaii Convention Center, and ICS Hawaii against and from any and all loss, cost, damage, liability or expense arising from or out of or by reasons of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees and business entities, which arise from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises or part thereof.

HCUL, Hawaii Convention Center, and ICS Hawaii will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the Exhibitor, on signing this contract, expressly releases HCUL, Hawaii Convention Center, and ICS Hawaii, from, and agrees to indemnify the same against any and all claims or such loss, damage, or injury. The Exhibitor understands that neither HCUL nor Hawaii Convention Center maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitors desiring to carry insurance on their exhibits will place at their own expense.

**CONDUCT.** All attendees of HCUL Annual Convention shall conduct themselves in a professional and courteous manner showing respect to others at all times. During the entire convention, both official and non-official times, attendees are expected to maintain a high standard of professional ethics, conduct, and behavior. Any misconduct or unprofessionalism reported to HCUL will be addressed and could possibly result in suspension from attending future conventions.

HCUL reserves the right to unilaterally reject or cancel any application.

**Hawaii Credit Union League  
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