

# MONUMENTAL

CUNA GOVERNMENTAL AFFAIRS CONFERENCE • FEBRUARY 21 - 23, 2010 • WASHINGTON, D.C.

## CUNA GOVERNMENTAL AFFAIRS CONFERENCE

### ATTENDEE DEMOGRAPHICS

At the 2009 event, approximately 850 credit union CEOs, 740 mid-level managers, 1,250 board members and 30 non-management employees walked through the exhibit hall.

- Number of attendees: 2,870
- Number of credit unions: 1,021
- Total assets represented: \$434 billion

### EXHIBIT SPACE RATES

- Booths are \$3,200 for sponsors and \$3,400 for non-sponsors of GAC.
- As part of your exhibitor registration, you receive two full conference registrations for your personnel. Additional registrations are \$550 each.
- Multiple booths may be requested and will be assigned at CUNA's sole discretion.
- Corner or island booths are available at additional cost of \$250 for each corner.

### Your Exhibit Space Includes

- One 10' x 10' booth
- Two full conference registrations for your staff
- Draped back wall – 10' high
- Draped side walls – 36" high
- One-line identification signs
- 24-hour security for the hall
- Three weeks prior to the show, you'll have access to the names and addresses of registered attendees for a pre-show mailing.

### EXHIBIT HALL SCHEDULE

#### ■ Sunday, February 21

8:00 a.m.-4:00 p.m.  
Exhibitor Registration/Installation  
(Exhibitor Registration Desk)

7:00 p.m.-8:30 p.m.  
Exhibit Hall Grand Opening

#### ■ Monday, February 22

7:30 a.m.-8:45 a.m.  
Exhibit Hall Open  
(Continental Breakfast)

11:00 a.m.-1:15 p.m.  
Exhibit Hall Open  
(Lunch Served)

#### ■ Tuesday, February 23

7:30 a.m.-8:45 a.m.  
Exhibit Hall Open  
(Continental Breakfast)

11:30 a.m.-1:45 p.m.  
Exhibit Hall Open  
(Lunch Served)

4:45 p.m.-6:00 p.m.  
Exhibit Hall Closing Session

6:00 p.m.-10:00 p.m.  
Hall Dismantling

#### ■ Wednesday, February 24

8:00 a.m.-11:00 a.m.  
Hall Dismantling

*Your booth must be staffed whenever the exhibit hall is open. This schedule is tentative as of August 27, 2009 and subject to change.*