



NATIONAL YOUTH INVOLVEMENT BOARD
Exhibitor & Sponsorship
2020
INFORMATION

Join the

**BEST
OF THE
BEST**

at the nation's LEADING credit union
financial education conference!

**ANNUAL
CONFERENCE**

JULY 27 – 30, 2020
SALT LAKE CITY, UTAH

NYIB Est. 1972



NYIB 2020

Exhibitor information

REACH the credit union industry's top movers and shakers in financial education. Expand your network to include credit union professionals from across the United States. Talk one-on-one with the best and brightest credit union financial education educators. The NYIB Conference is where it all happens.

We hope you join us at NYIB 2020. Ready to get started? Become an exhibitor today and reserve your spot with the nation's leading credit union financial education conference!

NYIB 2020 EXHIBITOR REGISTRATION — \$850

Snapshot of an NYIB Attendee

So who can you expect to meet at the NYIB Conference? Attendees are key credit union professionals responsible for teaching financial education to ALL AGES from kindergarten to adults in the communities they serve. They may be marketing professionals tasked with boosting youth membership and staying ahead-of-the curve with new strategies. They could be on-campus branch managers delivering member services to the schools. Some are trainers, business development representatives, social media strategists, community relations officers and even a few CEOs. They are credit union league representatives from around the country.

And they are all seeking new information, innovative solutions and creative products to help them teach financial education in their communities.

ONLY 15 spots available

As an NYIB exhibitor, you'll be immersed in an organization and conference dedicated to credit union financial education and marketing. You'll have booth space with access to a diverse group of credit union marketing and education professionals. Here's what you'll receive as an NYIB Exhibitor:

- Exhibit space
- One full conference registration
- One awards banquet ticket
- Company logo on conference marketing materials
- Company logo on exhibit hall signage
- Option to insert one piece of literature or one item in the attendee goodie bag
- Electronic list of conference attendees
- NYIB social media mentions

It's everything you need to connect with NYIB attendees!

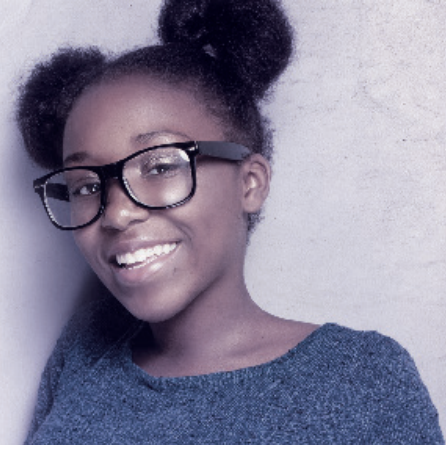
Additional company staff are invited to attend at a reduced rate of \$599 for a full-conference registration which includes all sessions, conference meals and awards banquet.

To learn more about NYIB and to check conference updates visit:

WWW.NYIB.ORG

SUPERSIZE YOUR NYIB PRESENCE

Become an NYIB Conference Sponsor!



SHOWCASE YOUR STUFF AT NYIB 2020

Sponsorship opportunities to support financial education

In addition to connecting with NYIB attendees as an exhibitor, you can make a long-lasting impression with these unique sponsorship opportunities. You'll be in the center of the action at NYIB 2020. Choose one or multiple sponsorships to increase your reach.

Not an NYIB 2020 exhibitor? No problem, you can still be a sponsor and make an impact. Sponsorship opportunities are limited and are available on a first-come, first-serve basis.

CONTRIBUTING SPONSORSHIP — \$250

Can't attend the conference but still want to share your company's "awesomeness"? A Contributing Sponsorship will let you do just that!

- NYIB social media mentions leading up to the conference
- Sponsor recognition and link within the NYIB Conference mobile app
- Opportunity to provide one piece of promotional material in attendee bags

GENERAL SESSION (3 AVAILABLE) — \$600

Get in front of the whole crowd! General Sessions are for attending exhibitors only to purchase.

- 10 minute presentation prior to start of the General Session
- Your name and logo on sessions' welcome signage
- Opportunity to provide promotional material at attendee tables or in bags
- NYIB social media mentions
- Sponsor recognition and link on NYIB Conference mobile app

NYIB CONFERENCE MOBILE APP — \$750

Want to be front and center during the entire conference? Sponsor the NYIB Conference App that attendees use every day to look at the agenda and network on!

- Your logo will be on the homepage of the conference app with the NYIB logo
- NYIB social media mentions leading up to and during the conference
- Sponsor recognition and link within the NYIB Conference mobile app
- Opportunity to provide promotional material in attendee bags

BREAKOUT SESSIONS (2 AVAILABLE – TUE/WED) — \$1,000 PER DAY

Want to “own” an entire day of breakout sessions? That’s right, you can be the sole sponsor of ALL breakout sessions for the day. Here’s what it looks like:

- Special introduction and recognition at all breakout sessions for one day
 - Your name and logo on sessions’ welcome signage
 - Opportunity to provide promotional material in attendee bags
 - NYIB social media mentions
 - Sponsor recognition and link on NYIB Conference mobile app
-

ANNUAL MEETING/AWARDS DINNER (1 AVAILABLE) — \$2,000

Sponsor NYIB’s biggest night of the year! The Annual Meeting and Awards Dinner is a chance to dress up for a night out, recognize the best financial educators in the country, and have a good time doing it—and you’ll sponsor it all!

- Your name and logo projected on screens prior to start of dinner
 - Material on tables during the event
 - Special introduction and recognition at the event
 - Opportunity to provide promotional material in attendee bags
 - NYIB social media mentions
 - Sponsor recognition and link on NYIB Conference mobile app
-

BREAKFAST BUFFET (1 AVAILABLE – TUE & WED) — \$1,000

Mmmmm... breakfast. Most important meal of the day. Sponsor it.

- Special introduction and recognition at the breakfast
 - NYIB social media mentions
 - Opportunity to provide promotional material in attendee bags
 - Sponsor recognition and link on NYIB Conference mobile app
-

SNACK BREAKS (2 AVAILABLE – TUE & WED) — \$500

Time to stretch the legs, grab a snack ... and check Facebook.

- Special recognition announcement before the break begins
- Your company’s name, logo on Afternoon Break signage
- Opportunity to provide promotional material in attendee bags
- NYIB social media mentions

LANYARDS (1 AVAILABLE) — \$750

Make a fashion statement and put your company name and logo on attendee lanyards. Also includes:

- NYIB social media mentions leading up to the conference
 - Opportunity to provide promotional material in attendee bags
 - Sponsor recognition and link on NYIB Conference mobile app
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ATTENDEE BAGS (1 AVAILABLE) — \$1,000

Prada, Coach and NYIB. OK, well maybe not in the same category, but the NYIB conference bag is made of the finest, luxurious plastic, and will definitely be the hit of the conference—featuring your name and logo on it. Sponsorship also includes:

- NYIB social media mentions leading up to the conference
 - Sponsor recognition and link on NYIB Conference mobile app
 - Opportunity to include promotional material in the attendee bag
-

T-SHIRT SPONSOR — \$1,500

Sponsor in style! The conference will only last a few days, but a t-shirt will live on long after the magic ends! What better way to capture the spirit and energy (and fashion!) of the conference than with a commemorative shirt?

Sponsorship Includes:

- Your logo on the t-shirt
 - NYIB social media mentions leading up to and during the conference
 - Sponsor recognition and link on the NYIB Conference mobile app
 - Special group photo “thank you” post on social media featuring all attendees wearing the shirt and a mention of your company
 - Opportunity to provide promotional material in attendee bags
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PHOTO BOOTH SPONSOR — \$1,000

Memories that will last! Have your company logo printed on each photo booth picture strip that attendees will receive at the awards banquet.

- Signage to show the sponsor logo outside of the photo booth
- NYIB social media mentions leading up to and during the conference
- Sponsor recognition and link on the NYIB Conference mobile app

NYIB 2020

REGISTRATION FORM

READY TO JOIN US AT NYIB 2020?

WE HAVE THREE EASY WAYS TO REGISTER:

1. Register online at www.nyib.org (please email for link).
2. Mail completed form to: **ATTN: Tina Jones, Hiway Federal Credit Union**
840 Westminster St., St. Paul, MN 55130
3. Email completed form to: tjones@hiway.org

Organization

Primary Representative

Title

Email

Website

Address

City, State, Zip

Work Phone

Cell Phone

Fax Number

By signing below, the above company agrees to the outlined terms and conditions and exhibit rules.

Signature:

Print Name:

EXHIBITOR SELECTION (\$850)

Primary Representative Name

Title

Additional Representative Name

Title

Additional Representative Name

Title

SPONSORSHIP SELECTION

Contributing Sponsor— \$250

Kick-off Reception (1 available) — \$1,750

General Session (3 available) — \$600

Breakout Sessions (2 available - Tue/Wed) — \$1,000

Annual Meeting/Awards Dinner (1 available) — \$2,000

Breakfast Buffet (1 available - Tue & Wed) — \$1,000

Snack Breaks (2 available - Tue & Wed) — \$500

Lanyards (1 available) — \$750

Attendee Bags (1 available) — \$1,000

T-shirt Sponsor— \$1,500

Photo Booth Sponsor— \$1,000

NYIB Conference App— \$750

Sponsorship Choice 1

Day (if applicable)

Sponsorship Choice 2

Day (if applicable)

Sponsorship Choice 3

Day (if applicable)

Sponsorship Choice 4

Day (if applicable)

PAYMENT

TOTAL DUE:

Payment may accompany this registration form. Make your check payable to NYIB and mail to:

ATTN: Tina Jones, Hiway Federal Credit Union, 840 Westminster St., St. Paul, MN 55130

Payment can also be sent electronically. Please email for link.

Once your payment is processed, we'll contact you with additional conference information.

Questions? Call Tina Jones at (651) 789-3061 or email at tjones@hiway.org

DEADLINE TO REGISTER: June 26, 2020

HOTEL INFORMATION

The conference will be held at:

Radisson Hotel
Salt Lake City Downtown
215 W South Temple
Salt Lake City,
Utah 84101

Salt Lake City International
Airport (SLC) is eight miles
from the hotel.



The NYIB Annual Conference has a room block at the Radisson Hotel Salt Lake City Downtown at a rate of \$169.00 per night plus taxes from 7/26/2020 to 7/30/2020.

Book by phone at (801) 531-7500 and reference "NYIB Group Rate" or make your reservations online at <https://www.radissonhotels.com/en-us/hotels/radisson-salt-lake-city-downtown/deals/nyib>

The room block is available on a first come first serve basis and the deadline for the room block is Friday, June 26, 2020. Reservation requests received after 5 pm MST on the cut-off date will be accepted based on guest room availability at the prevailing transient rates.

To learn more about NYIB and to check conference updates visit:

WWW.NYIB.ORG



Become a NYIB Fan on Facebook to get up to date information about the conference. You can also find NYIB on Twitter @UpYourYouth.

TERMS & CONDITIONS

By exhibiting or sponsoring an event at the National Youth Involvement Board (NYIB) Annual Conference, the “Sponsor” agrees to the following terms and conditions.

1. The acceptance of sponsorship is based upon social, professional, ethical, and legal considerations.
2. NYIB reserves the right to unilaterally reject or cancel any sponsorship that it deems not in the best interest of NYIB, its network, and partners.
3. Sponsors are jointly and severally liable for all content (including text representation and illustration) of the logo printed. Sponsors shall indemnify and hold harmless NYIB from and against any and all claims, demands, actions, judgments, costs, damages, expenses and liabilities inclusive of attorney fees and court costs arising out of or in connection with Sponsors logo. NYIB shall not be responsible for any direct or indirect damages to Sponsor arising out of this agreement.
4. Sponsorships do not constitute endorsements by NYIB.
5. NYIB reserves the rights, in its sole and absolute discretion, to position logos anywhere on the publication.
6. While every effort is made to assure the timely release of the publication, NYIB is not liable for printing or publishing delays.
7. Marketing related materials for the conference are continually being produced. Inclusion of your organization’s information in these materials will be added to all future pieces upon execution of sponsorship agreement.
8. NYIB shall not be responsible for any typographical or printing errors.
9. This Agreement contains the entire agreement of the parties; this Agreement supersedes any agreement Sponsors may have among themselves or that is submitted with any Sponsor’s logo copy.

EXHIBIT RULES

1. **EXHIBIT HALL SPONSORSHIP AND MANAGEMENT:** The Event is produced by and is under the exclusive ownership and control of the National Youth Involvement Board. (“NYIB”). NYIB will provide event management and attendance promotion. In addition, Exhibitor acknowledges that NYIB and Radisson Hotel Salt Lake City Downtown do not maintain insurance covering Exhibitor’s property, and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.
2. **CONTRACT FOR EXHIBIT SPACE:** Exhibitors wishing to contract for exhibit space must sign the Exhibit Agreement Form and tender payment in full. Acceptance by NYIB of the signed document constitutes a tentative contract for rental of an assigned exhibit space. Failure to occupy the assigned exhibit space shall not relieve any Exhibitor of the obligation to pay the full Exhibit Fee. Each Exhibitor **MUST** be registered for the conference and pay the Exhibit Fee in accordance with Rule #4 below.
3. **ASSIGNMENT OF EXHIBIT SPACE:** Allocation of available exhibit space will be made on a first come, first served basis. Exhibitors may only display products and/or information in the assigned exhibit space. An exhibit space is **NOT** to be considered definite until a confirmation letter is received by the Exhibitor. Confirmation letters will be sent within seven (7) working days of receipt of exhibit agreement with payment.
4. **EXHIBIT FEE:** The Exhibit Agreement Form **MUST** be accompanied by payment in full. Full payment of the applicable Exhibit Fee must be received by NYIB no later than thirty (30) days prior to the first day when the Exhibit Hall is scheduled to open. The exhibit space reserved for the Exhibitor will be released and any sums already paid may be retained by NYIB as liquidated damages for Exhibitor’s failure to complete timely payment.
5. **CANCELLATION POLICY:** Cancellations **MUST** be made in writing. In the event of such cancellation, NYIB agrees to return to Exhibitor any rental fees paid by it to NYIB, minus a 20% cancellation fee per exhibit space. No refunds will be made for cancellations received thirty (30) days prior to the exhibit set up date.

6. **EXHIBIT SPACE SET-UP AND FORFEITURE:** At least ten (10) days prior to the Event, Exhibitors will be furnished information concerning the time at which Exhibitors will be given access to the exhibit space for purposes of set-up. All displays must be set-up, completed and in place in the timeline provided by NYIB, following registration confirmation. Any reserved exhibit space which remains unoccupied at that time will be deemed forfeited and may be re-rented, reassigned, or otherwise used at the sole discretion of NYIB. This clause shall not affect the obligation of Exhibitor to pay the full Exhibit Fee as provided in Rule #4 above, and NYIB may retain as liquidated damages the whole Exhibit Fee received for any exhibit space not used.
7. **CONCLUSION OF EVENT:** Each Exhibitor will be notified of the conclusion time of the Event. Exhibitors may begin dismantling or packing exhibit equipment no sooner than Wednesday, July 29, 2020 at 3:30 p.m. Should an Exhibitor begin breaking down prior to the conclusion of the event, they may be excluded by NYIB from future events.
8. **CANCELLATION OF EVENT:** The performance of this Agreement by NYIB is subject to natural disaster, government regulations, civil disorders, or other emergencies, or any other circumstance beyond the control of NYIB including but not limited to power failure/blackout, any of which make it illegal or impossible to provide the facilities and/or services contemplated. It is provided that this Agreement may be terminated by NYIB for any one or more of such reasons.
9. **CONFERENCE REGISTRATIONS INCLUDED WITH EXHIBIT SPACE:** No more than one (1) registration will be permitted for each Exhibit Registration Fee paid. Any additional person(s) on the premises on behalf of Exhibitor will be required to pay the registration fee determined for additional Exhibitors. Registered participants are entitled to attend conference functions as specified in conference registration materials.
10. **APPROPRIATENESS OF EXHIBITS:** NYIB reserves the right to judge the appropriateness of any display and/or the conduct of Exhibitor's employees or agents while on the Event premises, and to decline to permit Exhibitor to conduct or maintain a display if, in the sole judgment of the Conference Manager or NYIB officials, said display or conduct shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, the display of articles or merchandise, souvenirs, catalogs printed matter, and any and all other things, without limitation, which might negatively affect the character of the conference and/or Event. Exhibitor shall be responsible for ensuring that all persons present on its behalf adhere to proper business etiquette.
11. **EXHIBIT SPACE AND DISPLAY RESTRICTIONS:** All displays, including but not limited to signs, the distribution of circulars, publications, advertising matter and promotional giveaways may be distributed only within the exhibit space assigned. All activities, including but not limited to any interviews, lectures, conferences, distribution of literature, promotional giveaways, or any type of activity, shall be conducted exclusively inside the assigned exhibit space.
12. Nothing shall be posted or otherwise attached to walls, floors or other parts of the building or furniture, and displays will not be permitted to intrude into or over aisles. The aisles and other spaces on the Event premises not rented to Exhibitors shall be under the exclusive control of NYIB. Standing in aisles or in front of displays of other Exhibitors for advertising purposes is strictly prohibited. Interruption or solicitation of prospective clients from another Exhibitor's display is strictly prohibited.
13. **CONFLICTING ACTIVITIES:** Exhibitors shall not permit, conduct or participate in activities that would take attendees from official functions of the conference or Event during conference hours. Limited distribution of any promotional material, handouts, or giveaways may be conducted with the prior approval of NYIB, but in no event should attendees be taken from the primary purpose of the conference. This restriction applies to exhibits in meeting and sleeping rooms, including hospitality suites, or any location on hotel premises. Exhibitors shall not take literature, samples or gifts, or register for door prizes from other Exhibitors, nor shall Exhibitors visit another Exhibitors' hospitality functions, without that other Exhibitor's express permission. Exhibitors shall refrain from any act that may interfere with another Exhibitor's advertising efforts.
14. **SHARING AND SUBLETTING:** Exhibitor agrees not to assign or sublet the whole or any portion of the assigned exhibit space. Two Exhibitors may, upon advance application to the Conference Manager, be permitted to share a single exhibit space. For any exhibit space so shared, there will be a fifty percent (50%) charge added to the booth Rental Fee for the exhibit space.
15. **SOLICITATION BY NON-EXHIBITORS:** Persons not affiliated with a registered Exhibitor pursuant to a signed Exhibit Agreement Form are prohibited from posting any displays or distributing any catalogs, merchandise, printed matter, souvenirs or the like within the Event premises, meeting facilities, or hospitality suites.
16. **SHIPPING:** Exhibitor shall ship, at his or her own risk and expense, all property to be exhibited. All shipments must be prepaid.

NYIB will make further information available approximately 30 days prior to the event. Specific questions may be directed to NYIB.

17. FIRE REGULATIONS: All decorations, signs, banners, or other similar material generally considered to be easily ignited shall be flame retarded to the satisfaction of the applicable fire department. Aisles and exits shall be kept clean, clear and free of obstruction. Exhibitor shall at all times abide by applicable health and safety regulations.
18. RESPONSIBILITY: It is the responsibility of Exhibitor to be fully familiar with these rules and to comply with same. It is the further responsibility of Exhibitor to ensure that each individual in any way associated with Exhibitor on the Event premises or attending the conference is also familiar with these rules and complies with same. For purposes of compliance with these Exhibit Rules, the term Exhibitor" shall also include any and all persons in any way associated with Exhibitor, including but not limited to any employee, agent, representative, affiliate, independent contractor, or any other person or entity who may be on the Event premises or attending the conference at the request or on behalf of Exhibitor.
19. LIABILITY: Exhibitor shall indemnify and hold NYIB harmless from any claim, liability, loss, damage, cost, expense including reasonable attorneys' fees, award, fine or judgment with respect to or arising out of Exhibitor's use of the exhibit space. This includes, without limitation, any such claims, liability, loss damage, cost, expense, award, fine or judgment arising by reason of death or bodily injury to persons, injury to property arising by reason of Exhibitor's negligent act, regardless of whether such act is active or passive. Exhibitor shall not, however, be obligated to indemnify NYIB with respect to losses caused by the willful misconduct of NYIB, its agents or employees.
20. INSURANCE: Exhibitor shall, at own expense, obtain liability insurance sufficient to cover persons and property from loss by fire, theft, accident or other cause. Said policy shall be placed with a reputable insurance carrier and shall be in a minimum amount of one million dollars (\$1,000,000.00) for each occurrence.
21. EXCLUSIVE CONTROL: The Conference Manager shall have exclusive control over Event admission and operational policies. These rules are established for the mutual benefit and protection of NYIB and Exhibitor. The Conference reserves the right to make such changes in the time schedule or in the general plan of the Event as deemed necessary. Exhibitor shall conform to the rules of the hotel or other facility in which the conference and Event are being held.
22. PENALTY FOR VIOLATION: It is the responsibility of Exhibitor to ensure that these rules are followed. Failure to do so may result in Exhibitor's suspension from this and future NYIB conferences and functions.