



Expand EXPO 2020

September 13 - 17, 2020

Kalahari Resorts & Conventions

250 Kalahari Blvd. Pocono Manor, PA 18349

Newtek[®]
Your Business Solutions Company™



Horizon
Federal Credit Union

The Baker Group

This September, join credit union decision-makers from all over the country for a networking opportunity unmatched in the eastern United States. For four days, credit union professionals will gather to learn about topics which impact their bottom line. It is a conference designed by credit union professionals for credit union professionals.

This is your chance to connect with an anticipated 300 credit union executives and employees who are looking for your products and services to build their businesses. As a valuable vendor, you're also welcome to attend any of our workshops side by side conference attendees. Network all day Monday and Tuesday during the open vendor show and in training sessions. Join us both Sunday and Monday evenings for a cocktail reception with open bar & heavy hors d'oeuvres. Listen to bestselling author Mark Sanborn during the Sunday evening keynote. Engage directly with attendees by attending workshops all four days of the conference. Stay and enjoy the Wednesday evening dinner with entertainment from the Fun Pianos dueling piano and comedy show.

By the numbers 2019:

- **173 credit union attendees**
- **69 credit unions**
- **18 states**
(CA, CT, DE, IL, IN, KY, MA, MD, MI, NC, NJ, NY, OH, PA, TN, VA, VT, WI)
- **40 Exhibiting Sponsors**

Ad Sponsorship

Quarter Page - \$500

- Quarter page black/white ad in program

Booth Sponsorship

Premier Booth Sponsor - \$1,250

Limited to fifty (50) sponsors

- 10 x 6 Vendor Booth in Vendor Show on Monday and Tuesday
 - 6 foot table
 - 2 chairs
 - Waste basket
 - Draped side walls
- Complimentary access for two for the following events:
 - Sunday keynote with Mark Sanborn
 - Sunday reception immediately following keynote.
 - All workshops - Monday through Thursday
 - Monday Cocktail Reception
 - Wednesday Dinner & Entertainment
 - Lunch all four days
- Eighth page black/white ad in program
- Name on website with link
- Attendee contact information
- Right of first refusal for 2021 Expand Expo

Event Sponsorship

All sponsorships receive the following:

- Right of first refusal for following year's Expo
- Endless networking
- Listed in Program as Sponsor

Event Sponsor - \$10,000

Limited to two (2) sponsors

- Logo on attendee registration bags
- Opportunity to distribute one Promotional Item in attendee registration bags
- Opportunity to speak about your business for three minutes at a breakfast or lunch
- Premier spot in vendor show with a 20' x 8' floor booth
- Full page color ad in program, either inside front cover or inside back cover
- Exclusivity for your industry (Meaning one mortgage company as an Event Sponsor, for example)
- Registration for two people for the entire Expand Expo
- Feature prominently in all advertising
- Access to attendee contact information
- Insert of white paper or educational piece into attendee registration bags
- Prominently recognized and acknowledged at expo
- Attractive display signage
- Logo on website with link

Daily Training Sponsor - \$7,500

Limited to four (4) sponsors; one for each day of training

- Premier spot in vendor show with 20 x 6 foot booth
- Registration for two people for the entire Expand Expo
- Opportunity to distribute one Promotional Item in attendee registration bags
- Opportunity to speak about your business for three minutes at a breakfast or lunch
- Full page black/white ad in program
- Featured in training advertising
- Access to attendee contact information
- Insert of white paper or educational piece into attendee registration bags
- Prominently recognized and acknowledged on specific day
- Attractive display signage
- Logo on website with link

Keynote Sponsor - \$7,500

Limited to one (1) sponsor

- Registration for two people for the entire Expand Expo
- Invitation for two to exclusive meet and greet with Mark Sanborn after keynote
- Premier spot in vendor show with 20 x 6 foot booth
- Prominently recognized and acknowledged on Sunday
- Opportunity to speak about your business for three minutes prior to keynote
- Opportunity to distribute one Promotional Item in attendee registration bags
- Logo on website with link
- Full page black/white ad in program
- Access to attendee contact information
- Attractive display signage

Welcome Reception Sponsor - \$5,000

Limited to two (2) sponsors

- Table tents on all tables with your logo
- Opportunity to distribute one Promotional Item in attendee registration bags
- Opportunity to speak about your business for three minutes at a breakfast or lunch
- Networking spot in vendor show with an 10 x 6 ft. booth
- Half page black/white ad in program
- Exclusivity for your industry
- Featured in reception advertising
- Access to attendee contact information
- Prominently recognized and acknowledged at Monday welcome reception
- Attractive display signage
- Logo on website with link

Program/Handbook Sponsor - \$3,000

Limited to one (1) sponsor

- Opportunity to distribute one Promotional Item in attendee registration bags
- Opportunity to speak about your business for three minutes at a breakfast or lunch
- Networking spot in vendor show with an 10 x 6 ft. booth
- Full Page color ad on outside back cover
- Access to attendee contact information
- Attractive display signage at registration
- Logo on website with link

Wednesday Dinner & Fun Pianos Sponsor - \$3,000

Limited to two (2) sponsors

- Opportunity to distribute one Promotional Item in attendee registration bags
- Opportunity to speak about your business for three minutes at a breakfast or lunch
- Networking spot in vendor show with an 10 x 6 ft. booth
- Half page black/white ad in program
- Exclusivity for your industry
- Featured in Wednesday dinner advertising
- Access to attendee contact information
- Prominently recognized and acknowledged at Wednesday evening dinner
- Attractive display signage
- Logo on website with link

Lunch Sponsor - \$2,500

Limited to four (4) sponsors (one for each day)

- Table tents on lunch buffet and tables with your logo
- Opportunity to distribute one Promotional Item in attendee registration bags
- Networking spot in vendor show with an 10 x 6 ft. booth
- Half page black/white ad in program
- Featured in lunch advertising
- Access to attendee contact information
- Logo on website with link
- Attractive display signage
- Name on website with link

Break Sponsor - \$1,500

Limited to four (4) sponsors (one for each day)

- Table tents on break tables with your logo
- Opportunity to distribute one Promotional Item in attendee registration bags
- Quarter page black/white ad in program
- Attractive display signage
- Access to attendee contact information
- Name on website with link

Videographer/Photographer Sponsor - \$1,000

Limited to one (1) sponsor

- Quarter page black/white ad in program
- Name on website with link
- Photographer to wear your corporate logo shirt. You must provide two corporate shirts for the photographer

Hotel Accommodations

If you require accommodations, please call the Kalahari Resort directly at 608.254.5425 to make a reservation. Mention that you are attending the Horizon FCU Expand Expo. Room rate block is \$139 per night plus taxes and fees. (Rate guaranteed through August 14, 2020)

Hotel Amenities:

- Free Parking.
- Complimentary hot breakfast buffet each morning.
- Complimentary waterpark passes for up to four guests per room each day.
- Spa and salon on premises.
- Arcade, mini golf, and laser tag on premises.

Payment Information

Full payment, registration form, and logos due July 31, 2020 to ensure inclusion in all print materials. Due to demand, we are unable to hold spots without payment.

Please make checks payable to **Horizon Federal Credit Union**, subject line "Expand Expo 2020."

A \$35 fee will apply for all returned checks. Requests for refunds must be postmarked August 15, 2020 - refunds are 50% of the registration cost. Requests received after that date will not be honored.



Event Schedule and Information

Breakfast: 8:00am - 9:00am daily (Resort guests only)

Training Workshops: 9:00am - 4:00pm Monday - Wednesday
9:00am - 3:15pm Thursday

Lunch: 11:45am - 12:45pm daily

Networking Break: 2:45pm - 3:15pm Monday - Wednesday

Registration: 4:30pm - 6:15pm Sunday
7:00am - 9:00am Monday

Opening Keynote: 6:30pm - 8:00pm Sunday

Cocktail Reception: 8:00pm - 9:00pm Sunday
4:30pm - 7:30pm Monday

Dinner & Entertainment: Wednesday evening dinner featuring the Fun Pianos dueling piano comedy show 4:30 - 8:00.

Vendor Show: Monday during lunch, networking break, and cocktail reception. Tuesday during breakfast, lunch, and networking break.

Booth Set Up: 7:00am - 11:30am Monday

Booth Tear Down: 3:30pm - 5:30pm Tuesday

If you have questions, please contact

Justin Howard at **(570) 326-3636 ext. 214** or
email at **jhoward@horizonfcu.org**

For more information, visit

www.ExpandExpo.org

Registrant's Information

Company

Address

City

State

Zip Code

Contact

Phone

Email

Sponsorship Package

Select one or more

- Event Sponsor
- Keynote Sponsor
- Workshop Sponsor
- Welcome Reception Sponsor
- Program/Handbook Sponsor
- Wednesday Dinner & Fun Pianos Sponsor
- Lunch Sponsor
- Break Sponsor
- Videographer/Photographer Sponsor
- Premier Booth Sponsor
- Quarter Page Ad Sponsor
- Electrical Access to booth (\$50 addition to sponsorship)
- Additional attendees above two (\$150 per)

Attendee Information 1

Name _____

Phone _____

Email _____

Days attending __Sun __Mon __Tues __Wed __Thurs

Attendee Information 2

Name _____

Phone _____

Email _____

Days attending __Sun __Mon __Tues __Wed __Thurs

Mail payment and registration form to:

Horizon Federal Credit Union

Attn: Expand Expo

2849 Reach Road

Williamsport, PA 17701

For questions, please contact

Justin Howard at **570.326.3636 x214**; email

ExpandExpo@horizonfcu.org or visit **www.ExpandExpo.org**

