



# Expand EXPO 2024

September 8 - 12, 2024

Hershey Lodge

325 University Drive, Hershey, PA 17033

Sponsored By:



**Horizon**  
Federal Credit Union





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 200 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 alongside conference attendees. Network all day Monday and Tuesday during the open vendor show and in training sessions. Join us both Sunday and Monday evenings and engage with participants during cocktail receptions. Interact directly with credit union professionals by attending workshops all four days of the conference. Stay and enjoy the Wednesday evening dinner with live entertainment.



Expand Expo 2024 will be held at the Hershey Lodge in Hershey, PA. Located just 15 minutes from Harrisburg International Airport, Hershey Lodge is just 90 minutes from Baltimore and Philadelphia, and 3 hours from New York City.

Hershey Lodge is a short drive from area attractions, including: Hershey Park, Chocolate World, Hershey Museum, Zoo America, and Tanger Outlets.

## Event Sponsorship

All sponsorships receive the following:

- Endless networking.
- Sponsor recognition on website and in program.

### 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 lunch or keynote session.
- Premier spot in vendor show with a 20 x 6 foot booth.
- Full page color ad in program, either inside front cover or inside back cover.
- Exclusivity for your industry (For example, only one mortgage company as an Event Sponsor).
- Registration for two people for the entire Expand Expo.
- Featured prominently in all advertising.
- Access to attendee contact information.
- Insert of white paper or on an educational piece into attendee registration bags.
- Prominently recognized and acknowledged throughout the event.
- Attractive display signage.
- Logo on website with link.

## Daily Sponsor - \$5,000

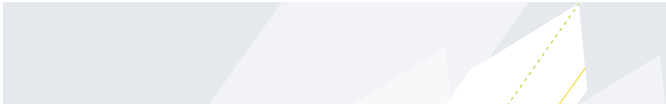
Limited to four (4) sponsors

- Opportunity to distribute one Promotional Item in attendee registration bags.
- Opportunity to speak about your business for three minutes during lunch.
- Networking spot in vendor show with a 10 x 6 ft. booth.
- Half page black/white ad in program.
- Featured advertising with attractive signage display throughout the day of your sponsorship.
- Prominently recognized and acknowledged during the day of your sponsorship.
- Access to attendee contact information.
- 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.
- Networking spot in vendor show with a 10 x 6 ft. booth.
- Full-page color ad on outside back cover.
- Access to attendee contact information.
- Logo on website with link.



## Premier Booth Sponsor - \$1,500

Limited to twenty-four (24) sponsors

- 10 x 6 vendor booth in vendor show on Monday and Tuesday.
- Access for two individuals to attend all Expand Expo 2024 events, including:
  - Sunday evening reception.
  - Monday evening reception.
  - Daily training workshops Monday - Thursday.
  - Wednesday dinner with live entertainment.
  - Lunch all four days.
- Company name on Expand Expo website with link to your webpage.
- Attendee contact information prior to conference.



## Hotel Accommodations

If you require accommodations, please call the Hershey Lodge directly at 855-729-3108 and mention Horizon Federal Credit Union to reserve your room at the special rate of \$169 per night, plus taxes and fees. (Rate guaranteed through July 24, 2024, while rooms remain available.)

### Hotel Amenities:

- Free parking.
- Complimentary hot breakfast buffet each morning.
- Spa and salon, restaurants, lobby bar, and gift shop on premises.

### Payment Information

Full payment, registration form, and logos due July 29, 2024 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 2024."

A \$35 fee will apply for all returned checks. Requests for refunds must be postmarked by August 2, 2024 - refunds are 50% of the registration cost. Requests received after that date will not be honored.

## Vendor Schedule and Information

Booth Set-Up: Monday 6:30am - 8:00am

Welcome Reception: Sunday 4:00pm - 6:00pm

Vendor Show: Monday 8:00am - 9:00am  
12:00pm - 1:00pm  
2:30pm - 3:00pm  
4:00pm - 6:00pm

Tuesday 8:00am - 9:00am  
12:00pm - 1:00pm

Booth Tear-Down: Tuesday 1:00pm - 3:30pm

**Dinner & Entertainment:** Stay and join us Wednesday evening for dinner and live entertainment.

For any questions, contact Justin Howard

570.326.3636 x214

[jhoward@horizonfcu.org](mailto:jhoward@horizonfcu.org)

Or visit our website at [www.ExpandExpo.org](http://www.ExpandExpo.org)

## Expand Expo 2023



**168 attendees**  
**50 employees with VP, Director, or C-Level Role**  
**67 credit unions represented**  
**18 states represented**  
**49 vendors**





## Registrant's Information

Company

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Address

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City

State

Zip Code

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Contact

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Phone

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Email

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## Sponsorship Package

*Select one or more*

Event Sponsor

Program

Monday Daily

Premier Booth  
Sponsor

Tuesday Daily

Wednesday Daily

Additional attendees  
above two (\$300  
per each additional  
attendee)

Thursday Daily

Expand Expo reserves the right to  
refuse or decline any sponsorship  
at our own discretion.



September 8 - 12, 2024

Hershey Lodge

325 University Drive. Hershey, PA 17703

## 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**

phone **570.326.3636 x214**

email **[ExpandExpo@horizonfcu.org](mailto:ExpandExpo@horizonfcu.org)**

online **[www.ExpandExpo.org](http://www.ExpandExpo.org)**

