



2025
CUES Supplier Planning Guide



Your Direct Connection to Top CU Leaders

CUES offers credit union suppliers unmatched opportunities to reach the industry's most influential decision-makers.

When you tap into our vast network and take advantage of our multiple marketing channels, we'll quickly connect you with the right people, helping you to build relationships and achieve your sales goals. You won't waste time chasing unqualified leads.

SUPPLIER OPPORTUNITIES

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Dear Credit Union Supplier,

The most successful marketing plans effectively balance online and in-person options and include both promotional and content marketing efforts.

Go digital—with two websites to choose from and exciting new digital advertising placements, we have the online offering that's right for you.

CUES' events are the standard by which all others are compared. Looking for top management and progressive directors at large asset credit unions? We've got them, and our sponsorships offer unparalleled networking time and opportunities to connect with these decision-makers.

Contact us today and we can create a plan that fits your budget and goals, focusing on the offerings and audience that will grow your business.

To your success,

Jessica Hrubes
VP/Business Development

CONNECT WITH THE BEST AUDIENCE IN THE INDUSTRY

Becoming a CUES Supplier Member will open the door to decision-makers who have significant influence over budget decisions. You'll build top-of-mind awareness throughout the credit union space, make great connections and create long-term business relationships.

Turn Prospects Into Customers

Customer acquisition and retention are founded on connecting with the right people at the right time. CUES Supplier Memberships offer direct and unmatched access to decision-makers at the largest and most progressive credit unions in the U.S., Canada and the Caribbean.

CUES members span all facets of their organizations, and our significant penetration throughout the credit union space provides you with scores of potential buyers for your products and services.

- ✦ **Start at the top**—63% of CUES members are executives.
- ✦ **Access to department leaders**—CUES members include executives and department heads in marketing, lending, finance, IT, operations, human resources and more.
- ✦ **Reach leaders at large CUs**—78% of CUES members and 59% of CUES Director members are at credit unions of \$1 billion+ in assets.

CUES helps facilitate introductions, conversations and relationships that turn prospects into customers. Let us open the door for you to over 50,000 industry leaders today.

74%

An impressive 74% of all U.S. credit unions \$500 million or larger have CUES members.

50,000+

CUES has a total of 50,000+ members, and continues to grow.

CUES Supplier Membership

CUES Supplier Membership connects businesses with top leaders in the credit union industry, helping you build valuable relationships and drive growth. By joining, you'll position your company as a trusted partner within this influential network while leveraging marketing and networking opportunities to amplify your brand.

CUES offers two levels of Supplier Membership tailored to suit your goals: Supporting and Premier.

- Supporting Membership** provides access to the CUES Supplier Member Directory, discounts on event sponsorships, and banner ad placements on CUES websites, ensuring your business gains visibility with key credit union leaders.
- Premier Membership** takes this a step further, offering expanded advertising and thought leadership opportunities.

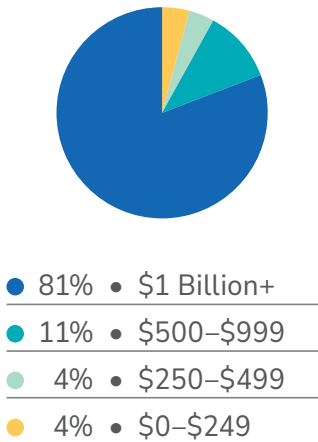
Both membership levels prioritize connecting you with credit union executives, allowing you to engage in meaningful ways that convert connections into long-term partnerships.

Membership is more than an investment in visibility—it's a strategy for growth and influence in a competitive market. Explore the details and choose the right membership for your business at cues.org/SupplierMembership.

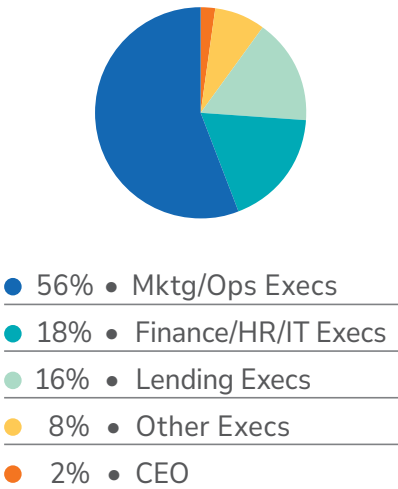
"Visa's partnership with CUES allows us to build relationships with mutual clients in a variety of settings. Regional CUES Council meetings and national events, such as CUES Symposium, create opportunities to support growth in the payments business."

Celeste Schwitters
SVP, Head of Community Accounts
Visa

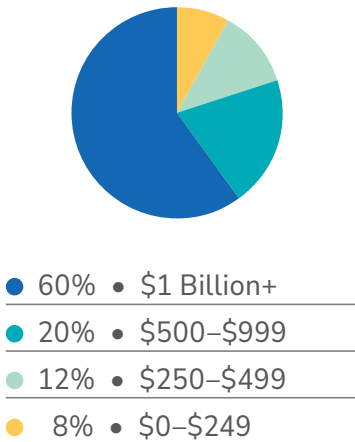
CUES Members
by Asset Size
(in millions)



CUES Members
by Title



CUES Director Members
by Asset Size
(in millions)



CUES SUPPLIER MEMBERSHIP BENEFITS

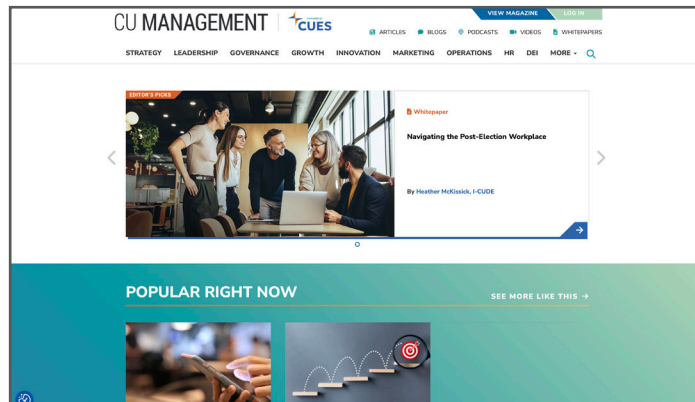
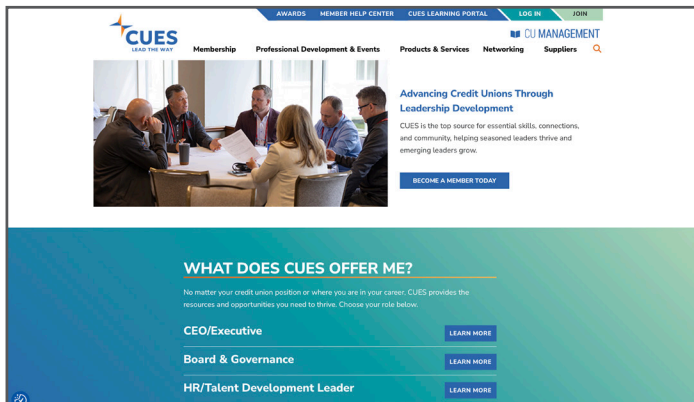
	Supporting \$3,900 Value: \$30,000+	Premier \$8,900 Value: \$65,000+
CUES Supplier Directory Listing Promote your Supplier Membership with a listing in the members-only CUES Supplier Member Directory.	★	★
Content on CManagement.com One thought leadership article on CManagement.com.	★	★
CUES Supplier Logo Use of the CUES Supplier logo for your website, advertising, promotional literature, packaging, business cards and corporate literature.	★	★
Exclusive Event Sponsorships Only CUES Supplier Members can sponsor CUES conferences and events.	★	★
Online Networking Access Access both the CUES Member Directory and CUESNet, our online networking portal, to reach over 50,000 credit union executives, directors and staff.	★	★
Supplier Member Concierge Unlimited access to a concierge to help you plan your successful year with CUES.	★	★
Access the CUES Learning Portal Curated content to support soft skill and leadership development.	10	20
Harvard ManageMentor ★ <i>New for 2025!</i> Explore a suite of more than 40 online courses from Harvard Business Review.	10	20
Advertising Discount (%) ★ <i>Improved for 2025!</i> Percent discount on à la carte online advertising opportunities.	5	10
Banner Ads on CUES Sites One-month interior banner ads appearing on CUES.org or CManagement.com.	2	4
Digital Retargeting Ads ★ <i>New for 2025!</i> Reach CUES users around the web with one (Supporting) or two (Premier) digital ad campaigns.	1	2
Newsletter Teasers Teasers for thought leadership content or press releases featured in our new biweekly supplier email newsletter.		2
LinkedIn Supplier Spotlight ★ <i>New for 2025!</i> Company profile shared to the CUES LinkedIn page, followed by over 12,000 credit union professionals.		★
Co-Sponsor Red, White & CUES at GAC Attach your name and brand to—and attend—a perennial crowd-favorite gathering at GAC.		★

DIGITAL ADVERTISING

cues.org and CUmanagement.com

These two sites are the hub for all things CUES! Over 50,000 of our members leverage their benefits, register for events, and discover how CUES empowers them to grow as leaders, strengthen their organizations, and enhance their credit unions' success.

Talent development continues on our dynamic and powerful **CUmanagement.com** content site that offers in-depth information for credit union leaders. This includes easy access to articles, blog posts, videos, podcasts, whitepapers and more, all on a desktop- and mobile-optimized site. The site is a must-read for credit union executives, board members or future leaders.



Banner Advertising

Advertise on the homepage of **cues.org** or **CUmanagement.com** and your banner ad will be front and center on our responsive sites in desktop, tablet and mobile formats. Combined, both websites average over 100,000 page views per month and more than 36,000 unique visitors.

Limited homepage spots available.

Member: \$3,000/month
Nonmember: \$4,375/month

Interior Banner Advertising

Banner on all non-sponsored **CUmanagement.com** content pages (including articles, blogs, videos and podcasts with an average of 16,000 page views per month).

Member: \$2,000/month
Nonmember: \$3,000/month

On **cues.org**, position your banner ad on top-visited pages, with options for targeted audiences such as CEO, experienced leaders, board members and more.

Member: \$2,000/month
Nonmember: \$3,000/month

Enhanced Banner Advertising

Enhance your online presence with interactive banner ads. Available on both **cues.org** and **CUmanagement.com**.

- ✦ Corner Peel
- ✦ Overlay Banner
- ✦ Slide Out
- ✦ Toaster Ad

Member: \$2,000/month
Nonmember: \$3,000/month

Banner Ad Bundle

Place your 300x600 banner on **cues.org** and **CUmanagement.com** homepages and interior pages for one month.

- ✦ Unbundled price: \$4,500 each site
- ✦ Bundled price: \$7,750
- ✦ Savings: \$1,250

CUES member pricing. Ask for nonmember pricing.



CONTENT MARKETING AND NATIVE ADVERTISING

NEW! Lead Generation

Generate real-time, high-quality sales leads throughout the year.

- ✦ Provide us with a downloadable resource, such as a whitepaper, case study or targeted analysis.
- ✦ Resource stays on our site for up to 12 months.
- ✦ Receive lead notifications of everyone who downloads your content including contact information to fill your sales pipeline.

Cost is \$3,500 for unlimited leads.

Tap into the Power of Retargeting

Retargeting is one of the most powerful tools in your e-advertising arsenal, and CUES is making it available with our banner ads.

Ad retargeting assures you'll have sustained, specific exposure to the exact qualified audience you're trying to reach. Using cookies, retargeting tracks visitors to our site, and displays your ad to those visitors when they are on other sites—keeping your name front and center.

You will receive access to your ad campaign results, offering detailed analytics and reporting. The report will include the number of times your ad has been seen, the number of clicks on your ad, and geographical location.

Ad Sizes & Specs: 728x90, 300x250, 160x600

Cost: \$5,000/three months

Up to 100,000 impressions for all web traffic

Banner ad retargeting is limited to three advertisers per month.

Thought Leadership Articles

Position your organization as a trusted thought leader in the credit union industry with a sponsored article on **CUmanagement.com**.

Your article will be featured on CUmanagement.com and included in a CUES newsletter, ensuring maximum visibility among industry professionals.

Each article remains accessible through our online archives, offering sustained exposure. To enhance your impact, a banner ad for your organization will run alongside your content, seamlessly connecting readers with your brand.

Member: \$2,000

Nonmember: \$3,500



Sponsorship Opportunities

Sponsors receive unparalleled networking access to key audiences, with benefits that can include meal sponsorships, speaking opportunities, and personal introductions to your potential clients.

CONFERENCES

CUES Symposium

January 26-30
Koloa, HI

An industry event like no other, this CEO/chair exchange focuses on development for the credit union leadership team, and provides you opportunities to build and strengthen relations with these leaders. For sponsorship information, visit cues.org/SponsorSYMP.

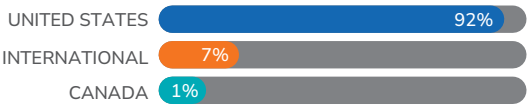
Attendees by Asset Size (in millions)

67% • \$1 Billion+	7% • \$250-\$499
21% • \$500-\$999	5% • \$0-\$249

Attendees by Title

43% • Presidents/CEOs	37% • Board Chairs
17% • Directors	3% • Executives

Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2023 and 2024 CUES Symposiums.



Directors Conference

December 7-10
San Diego, CA

This comprehensive event for credit union directors, Supervisory Committee members and board liaisons takes an in-depth look at the relevant governance and strategic issues affecting your board, credit union and the movement. Learn more at cues.org/SponsorDC.

Attendees by Asset Size (in millions)

57% • \$1 Billion+	14% • \$250-\$499
23% • \$500-\$999	6% • \$0-\$249

Attendees by Title

78% • Directors	5% • Presidents/CEOs
11% • Board Chairs	6% • Other CU Staff

Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2022 and 2023 Directors Conferences.

INSTITUTES

In partnership with some of the world's top business schools, CUES is proud to offer the finest in executive education. Sponsors receive unparalleled networking access to key audiences. Each institute features esteemed instructors at the top of their field, and holds the promise of delivering career- and life-changing experiences to all attendees. Put your organization in front of the industry's top future leaders by sponsoring a CUES Institute.

Institutes Attendees by Asset Size (in millions)

61% • \$1 Billion+	13% • \$250–\$499
20% • \$500–\$999	6% • \$0–\$249

Institutes Attendees by Title

65% • Operations Execs	20% • Directors	9% • Presidents/CEOs
5% • Marketers	1% • Other Execs	

CEO Institute

Reach the CEOs of tomorrow at CUES CEO Institute—the industry benchmark for executive education excellence. Network with attendees and provide company presentations at a special dinner when you sponsor this prestigious program.

CEO Institute I: *Strategic Planning*

April 7-12
The Wharton School
University of Pennsylvania

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO1.

CEO Institute II: *Organizational Effectiveness*

May 5-10
Samuel Curtis Johnson School of Management
Cornell University

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO2.

CEO Institute III: *Strategic Leadership Development*

April 28 – May 3 | July 28 – August 2
UVA Darden Executive Education

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO3.



CUES Governance Leadership Institute™ I

June 9-12
Joseph L. Rotman School
of Management
University of Toronto



Open to executives as well as directors, this exceptional leadership program is an ideal event to introduce your firm and develop relationships with the most ambitious and forward-thinking leaders in the movement. For sponsorship information, visit cues.org/SponsorGLI.

CUES Governance Leadership Institute™ II

June 12-14
Joseph L. Rotman
School of Management
University of Toronto



Open to executives as well as directors, this exceptional leadership program will take an in-depth look at how embracing new technologies can optimize board performance, and give your credit union a competitive edge. For sponsorship information, visit cues.org/SponsorGLI.

**Celebrating 30 Years and
Over 1,200 Graduates for the
CUES CEO Institute Program!**

EXECU/SERIES

Forge new relationships with credit union directors and executives as they strengthen their leadership skills and hear from expert speakers in a breathtaking setting that incorporates unbeatable networking and outdoor opportunities. Put your organization in front of the industry's top decision-makers by sponsoring a CUES event.

Execu/Series Attendees by Asset Size (in millions)			
65%	• \$1 Billion+	12%	• \$250-\$499
17%	• \$500-\$999	6%	• \$0-\$249

Execu/Series Attendees by Title			
75%	• Directors	9%	• Board Chairs
10%	• Presidents/CEOs	6%	• EVP/SVP/Executive Staff

Execu/Summit®

March 9-14
Snowmass Village, CO

Connect with credit union directors, board committee members, CEOs and executives at this unique conference blending educational sessions, networking opportunities and exhilarating recreation. For sponsorship information, visit cues.org/SponsorES.

Execu/Net™

August
Location TBA

Foster new relationships, and deepen existing ones, when you network with credit union directors and executives at Execu/Net. This event's innovative agenda and spectacular location combine to create a transformative experience. For sponsorship information, visit cues.org/SponsorEN.



Snowmass Village, CO



Williamsburg, VA

SEMINARS

Directors make complex decisions vital to the health of their credit union, so it's important they are well educated in their fiduciary responsibilities. Directors turn to CUES' educational offerings for unique events providing ways to help their board run at optimum performance. Sponsors receive unparalleled networking access to key audiences. Put your organization in front of the industry's top directors by sponsoring a CUES seminar.

Seminars Attendees by Asset Size (in millions)			
65%	• \$1 Billion+	12%	• \$250-\$499
13%	• \$500-\$999	10%	• \$0-\$249

Seminars Attendees by Title			
90%	• Directors	1%	• President/CEO
8%	• Board Chair	1%	• Other CU Staff

Director Development Seminar

September 15-16
Williamsburg, VA

For sponsorship information, visit cues.org/SponsorDDS.

Supervisory/Audit Committee Development Seminar

September 17-18
Williamsburg, VA

For sponsorship information, visit cues.org/SponsorSCDS.

CUES Advanced Management Program from Cornell University

July 1, 2025 – April 30, 2026
Online

This CUES certificate program pairs eCornell's award-winning certificate program with live online classes, developed and taught by Cornell University faculty.

This high-level course brings a wide-reaching mix of attendees—from managers to C-suite—and offers strong exposure to the sponsors.

CUES Sponsor Code of Ethics

The CUES code of professional ethics serves not only as a guide to financial suppliers in dealing with complex business relationships, but also as an assurance for your clients in the corporate community. Learn more at cues.org/sponsorcode.

Secure Your Space Today

With CUES, you can put your organization in front of the credit union movement's top executives, directors and future leaders. Contact us today to start maximizing your exposure to your target market.



QUESTIONS? CONTACT:

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