

2026

CUES Supplier Planning Guide

Your Direct Connection to the Industry's Top Decision-Makers

Building the right relationships powers your growth. CUES puts you in front of the credit union industry's most influential leaders—quickly, directly, and effectively.

By leveraging our targeted network, you'll maximize your reach, strengthen relationships, and raise awareness of your brand and products across the industry.

The result? You'll spend less time chasing unqualified leads and more time engaging with the very decision-makers who can move your business forward.

Start leveraging CUES now to expand your reach and drive results!

IN THIS GUIDE

| | |
|---------------------------------------|----|
| CUES Supplier Membership | 5 |
| Our Channels | 7 |
| Digital Opportunities | 8 |
| Event Sponsorship Opportunities | 10 |



Dear Credit Union Supplier:

The most successful marketing plans amplify your visibility and generate real results through powerful channels. CUES opens the door to opportunities that bring your sales strategy to life.

Take center stage at our events, where every interaction connects you with top industry leaders and forward-thinking directors. Extend your reach digitally by sharing content with our 54,000+ CUES members to raise awareness and spark conversations.

CUES elevates your presence, highlights your products and services, and builds the relationships that truly drive your business forward. Reach out at supplierrelations@cues.org to get started today!

To your success,

A handwritten signature in black ink that reads 'Jessica Hrubes'.

Jessica Hrubes
VP/Business Development

CONNECT WITH THE BEST AUDIENCE IN THE INDUSTRY

CUES Supplier Membership opens the door to top credit union leaders who set budgets and make key decisions. Your membership will help you build awareness and develop meaningful connections, ultimately leading to lasting business relationships across the industry.

Turn Top Prospects into Loyal Customers

Connecting with the right people at the right time is key to building lasting customer relationships. CUES Supplier Membership gives you direct access to leaders at the largest and most progressive credit unions in the U.S., Canada, and the Caribbean.

Our members span all areas of their organizations, giving you abundant opportunities to reach potential buyers for your products and services.

✦ **Start at the top**—more than 3,600 CEOs and C-suite execs are CUES members

✦ **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**—82% of CUES members and 62% of CUES Director members reside at credit unions with more than \$1 billion in assets.

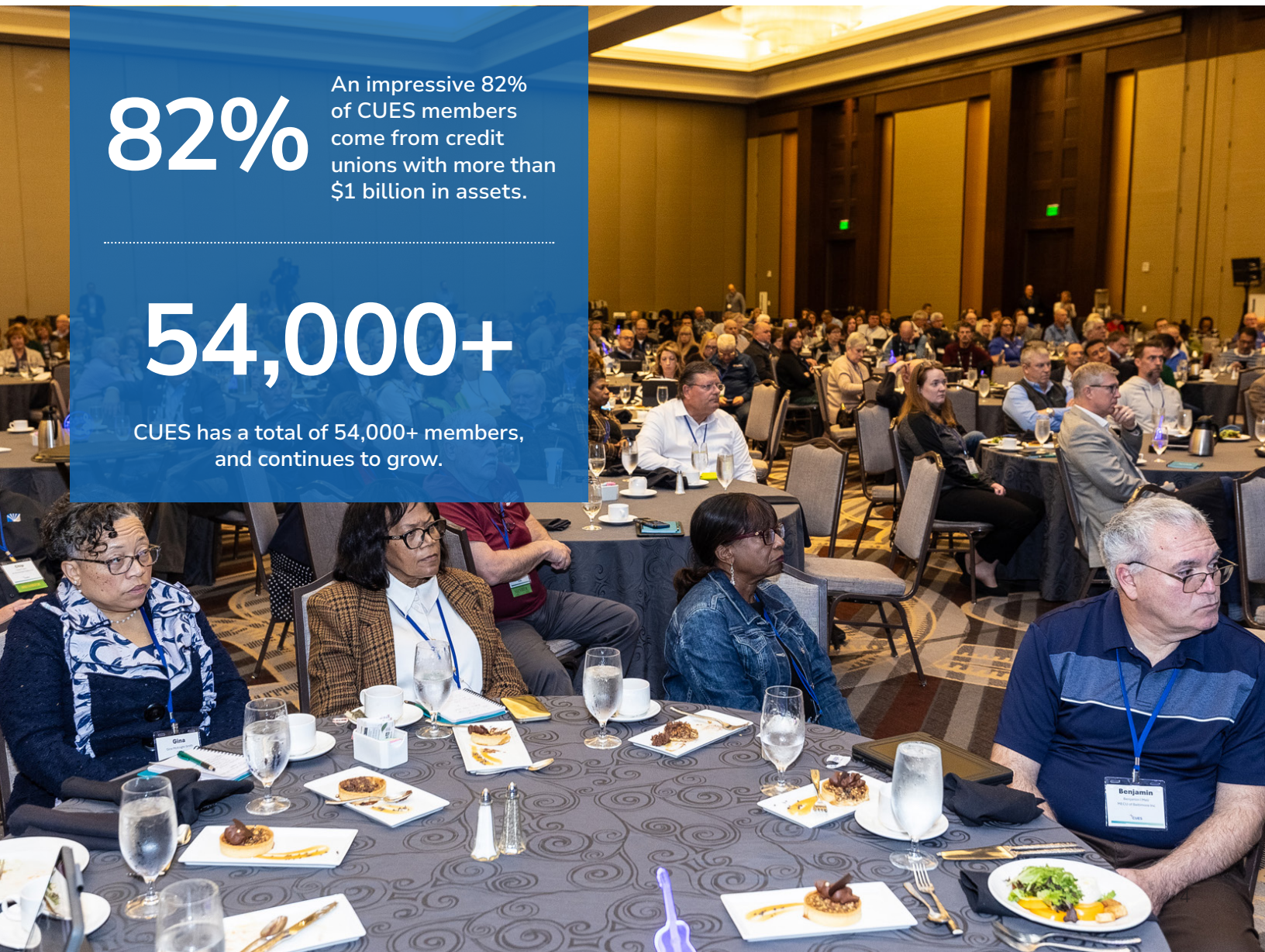
CUES helps facilitate introductions, conversations and relationships that turn prospects into customers. Let us open the door for you to over 54,000 industry leaders today.

82%

An impressive 82% of CUES members come from credit unions with more than \$1 billion in assets.

54,000+

CUES has a total of 54,000+ members, and continues to grow.



“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



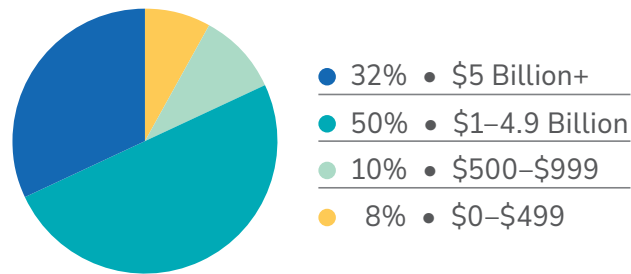
CUES Supplier Membership

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.

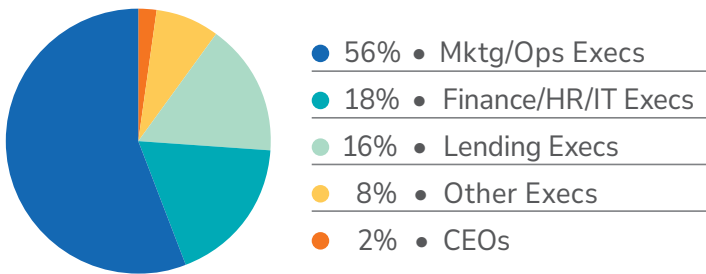
CUES offers two levels of Supplier Membership tailored to suit your goals: Supporting and Premier. Both membership levels prioritize connecting you with credit union executives, allowing you to engage in meaningful ways that convert connections into long-term relationships.

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.

**CUES Members
by Asset Size**
(in millions)



**CUES Members
by Title**



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 CUManagement.com One article featured on CUManagement.com, highlighted in our newsletters and shared on the CUES LinkedIn page. | ★ | ★ |
| 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 54,000 credit union executives, directors and staff. | ★ | ★ |
| Access the CUES Learning Portal Curated content to support soft skill and leadership development. | 10 | 20 |
| Harvard ManageMentor Explore a suite of more than 40 online courses from Harvard Business Review. | 10 | 20 |
| Advertising Discount (%) 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 CUManagement.com. | 2 | 4 |
| Digital Retargeting Ads Reach CUES users around the web with digital ad campaigns. | 1 | 2 |
| Newsletter Teasers Teasers for content or press releases featured in our biweekly Industry Perspectives email newsletter. | | 2 |
| LinkedIn Supplier Spotlight Company profile shared to the CUES LinkedIn page, followed by over 13,000 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. | | ★ |

OUR CHANNELS

Powerful Platforms. Meaningful Connections.

Explore audience insights to see the reach and impact CUES offers. Through our websites, newsletters, social media, and premier events, you have multiple pathways to showcase your expertise, drive engagement, and make a lasting impact. Leverage multiple channels to maximize your visibility and influence.

Sites

NO PAYWALLS

- ✦ Reach CU leaders through our **2 websites**, cues.org and CUmangement.com, without ANY paywalls.
- ✦ **65,000+** cumulative views per month
- ✦ **32,000+** unique visitors per month

Sponsored Content

Enhance your visibility by hosting content on CUmangement.com.

- ✦ **15,000+** cumulative views per month
- ✦ **11,500+** cumulative visitors per month
- ✦ Distributed through multiple CUES channels, including newsletters and social media

Email

- ✦ **Biweekly** Industry Perspectives and Compass newsletters
- ✦ **21,000+** total newsletter subscribers
- ✦ Over **40%** open rate, twice the industry average

Premier Events

Sponsor a CUES event to connect with credit union leaders from across the country.

- ✦ **1,500+** annual attendees at CUES events
- ✦ **25+** virtual events and sessions per year

Social Media

- ✦ **13,000+** followers on LinkedIn
- ✦ **147,000+** monthly impressions
- ✦ Almost **4,000** subscribers to *Put Wheels On It* monthly newsletter

Retargeting Ads

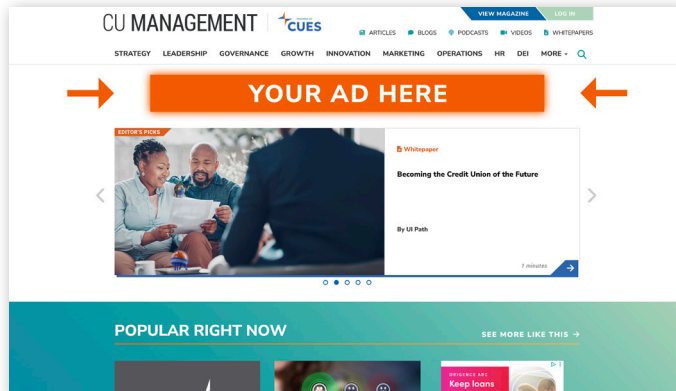
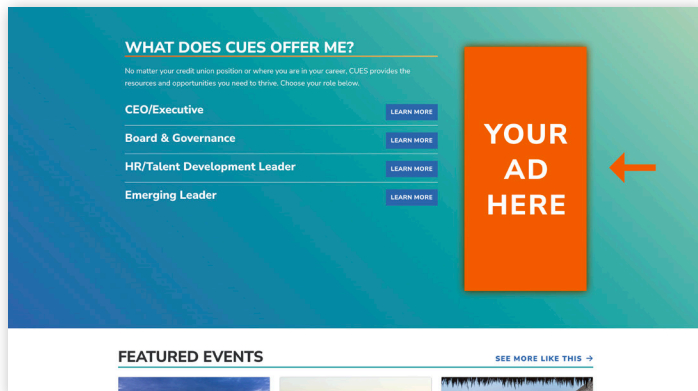
- ✦ Keep your brand visible by reaching CUES site visitors with ads that follow them across the web.
- ✦ Up to **100,000** impressions over 3 months
- ✦ Detailed analytic campaign report

DIGITAL OPPORTUNITIES

cues.org and CUmangement.com

These two sites are the hub for all things CUES! Over 54,000 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 **CUmangement.com** content site that offers in-depth information for credit union leaders. This includes easy access to articles, videos, whitepapers and more, all on a desktop- and mobile-optimized site. The site is a must-read for credit union executives, board members and emerging leaders.



Banner Advertising

Advertise on the homepage of **cues.org** or **CUmangement.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 65,000 page views from more than 32,000 unique visitors each month.

Limited homepage spots available.

Member: \$3,000/month

Nonmember: \$4,500/month

Interior Banner Advertising

Banner ads on all non-sponsored **CUmangement.com** content pages (including articles and videos with an average of 17,000 page views per month).

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

Member: \$2,000/month

Nonmember: \$3,500/month

Banner Ad Bundle

Place your 300x600 banner on **cues.org** and **CUmangement.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.

eBlasts (NEW!)

Promote your offerings and boost engagement by reaching active, engaged CUES members. Your message is sent directly to regular readers of our content.

Just 12 spots available, one per month!

- ★ Delivered to members who actively engage with our emails
- ★ Reach an average of 6,500 members monthly
- ★ Limited inventory—reserve your spot early!

Member: \$3,500

Nonmember: \$5,000

CONTENT MARKETING AND NATIVE ADVERTISING

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

Member: \$5,000/three months

Nonmember: \$7,500/three months

Up to 100,000 impressions for all web traffic

Limited Availability



Put Wheels on It: Where Strategy Meets Action **(NEW!)**

Help leaders in the CU industry turn big ideas into real, meaningful action when you sponsor our LinkedIn newsletter.

Each issue explores the challenges and opportunities credit unions are navigating, with a focus on practical strategies and real-world experiences to inspire progress and spark innovation.

Reach out for pricing.

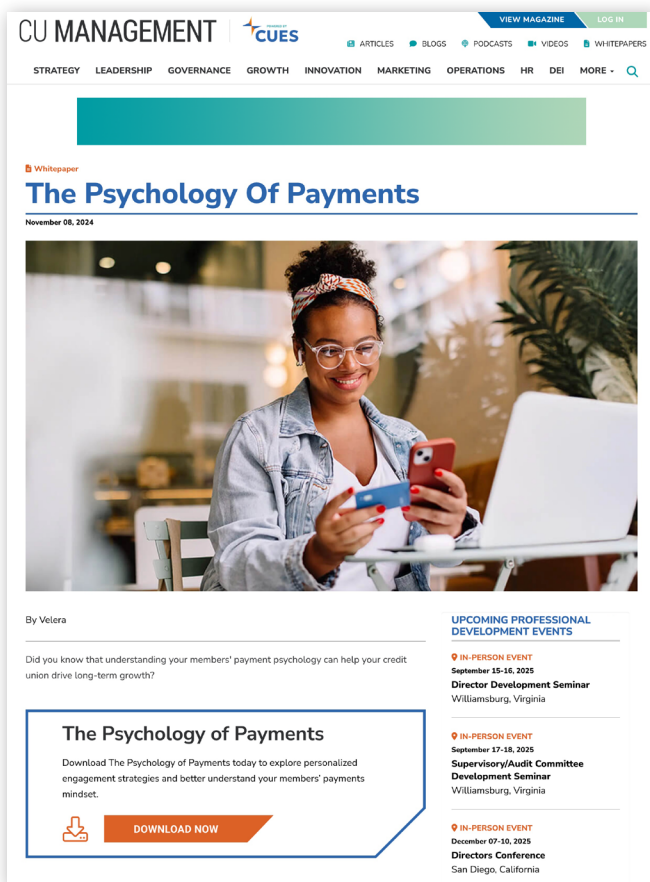
NEW! Lead Generation

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.

Member: \$3,500 for unlimited leads

Nonmember: \$5,000 for unlimited leads



Event Sponsorship Opportunities

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

CUES Symposium

February 1-5, 2026
Wailea, 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 key leaders. For sponsorship information, visit cues.org/SponsorSYMP.

CUES Symposium Sponsorship Opportunities

Gain unparalleled access to a credit union’s top leadership team—CEOs and board chairs—who attend this event together. Benefits escalate with investment, offering opportunities such as a visible onsite presence, co-hosting meals, networking events, and addressing attendees.

No matter which tier you choose, every sponsorship offers meaningful ways to connect, build relationships, elevate your brand, and engage directly with the decision-makers shaping their organizations for a strong future.

Sample Benefits by Sponsorship Level:

Titanium Sponsorship **SOLD OUT**

- ✦ Opportunity to address attendees during the conference
- ✦ Premium on-site signage and branding

Platinum Sponsorship **SOLD OUT**

- ✦ 30-second promotional video produced by CUES
- ✦ Co-sponsorship of a conference breakfast

Gold Sponsorship **SOLD OUT**

- ✦ Co-sponsorship of a conference networking break
- ✦ Recognition during the General Session

Silver Sponsorship

- ✦ Tabletop breakfast discussion
- ✦ Marketing opportunity in the conference app

Visit cues.org/SponsorSYMP for a full list of benefits.

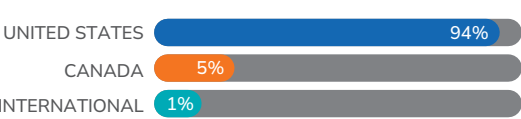
Attendees by Asset Size (in millions)

| | |
|--------------------|------------------|
| 67% • \$1 Billion+ | 8% • \$250–\$499 |
| 18% • \$500–\$999 | 7% • \$0–\$249 |

Attendees by Title

| | |
|-----------------------|--------------------|
| 43% • Presidents/CEOs | 38% • Board Chairs |
| 16% • Directors | 3% • Executives |

Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2024 and 2025 CUES Symposiums.





San Antonio, TX

Directors Conference

December 6-9
San Antonio, TX

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)

| | |
|--------------------|-------------------|
| 61% • \$1 Billion+ | 14% • \$250–\$499 |
| 20% • \$500–\$999 | 5% • \$0–\$249 |

Attendees by Title

| | |
|--------------------|----------------------|
| 80% • Directors | 5% • Presidents/CEOs |
| 10% • Board Chairs | 5% • Other CU Staff |

Attendees by Region



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

CUES Directors Conference Sponsorship Opportunities

Gain unparalleled access to credit union boards—directors, board chairs, committee officers, and board liaisons—who attend this event. This collaborative setting offers robust opportunities to build relationships, elevate your brand, and engage directly with decision-makers shaping their organizations.

Benefits escalate with investment, offering opportunities ranging from a visible onsite presence to co-hosting meals, networking events, and addressing attendees. No matter which tier you choose, every sponsorship provides meaningful ways to connect and make an impact.

Sample Benefits by Sponsorship Level:

Platinum Sponsorship

- ✦ Opportunity to address attendees during the conference
- ✦ Co-sponsorship of the Welcome Reception

Gold Sponsorship

- ✦ Co-sponsorship of a conference breakfast
- ✦ Recognition during the General Session

Silver Sponsorship

- ✦ Sponsorship of a refreshment break
- ✦ Marketing opportunity in the conference app

For a comprehensive list of benefits and to explore all sponsorship options, visit cues.org/SponsorDC.

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.

Attendees by Asset Size (in millions)

| | |
|--------------------|------------------|
| 67% • \$1 Billion+ | 9% • \$250–\$499 |
| 16% • \$500–\$999 | 8% • \$0–\$249 |

Attendees by Title

| | |
|----------------------|------------------------------|
| 75% • Directors | 9% • Board Chairs |
| 9% • Presidents/CEOs | 7% • EVP/SVP/Executive Staff |

Execu/Summit®

March 8-13
Park City, UT

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 16-19
Jackson Hole, WY

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.



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.

Attendees by Asset Size (in millions)

| | |
|--------------------|------------------|
| 67% • \$1 Billion+ | 9% • \$250–\$499 |
| 16% • \$500–\$999 | 8% • \$0–\$249 |

Attendees by Title

| | |
|------------------|-----------------------|
| 75% • Directors | 10% • Presidents/CEOs |
| 8% • Board Chair | 7% • Other CU Staff |

Director Development Seminar

June 15-16
Huntington Beach, CA

For sponsorship information, visit cues.org/SponsorDDS.

Supervisory/Audit Committee Development Seminar

June 17-18
Huntington Beach, CA

For sponsorship information, visit cues.org/SponsorSCDS.



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.

Attendees by Asset Size (in millions)

| | |
|--------------------|-------------------|
| 62% • \$1 Billion+ | 11% • \$250–\$499 |
| 20% • \$500–\$999 | 7% • \$0–\$249 |

Attendees by Title

| | | |
|------------------------|------------------|----------------------|
| 70% • Operations Execs | 16% • Directors | 8% • Presidents/CEOs |
| 5% • Marketers | 1% • Other Execs | |



2025 CEO Institute II Graduating Class

CEO Institute I: Strategic Planning

April 12-17
The Wharton School
University of Pennsylvania

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO1.

CEO Institute II: Organizational Effectiveness

May 3-8 | Summer Session: August 9-14
Samuel Curtis Johnson School of Management
Cornell University

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO2.

CEO Institute III: Strategic Leadership Development

May 3-8
UVA Darden Executive Education

Sold Out!



For sponsorship information, visit cues.org/SponsorCEO3.

CUES Advanced Management Program from Cornell University

July 1, 2025 – April 1, 2026
Online

Sold Out!

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

CUES Supplier Relations

supplierrelations@cues.org



Jessica Hrubes, CUDE
VP/Business Development



Tonna Winkers
Strategic Fulfillment and
Relationship Manager

