



CU INTERSECT
CONFERENCE

Sponsorship Guide

January 25-27, 2027
Royal Sonesta New Orleans



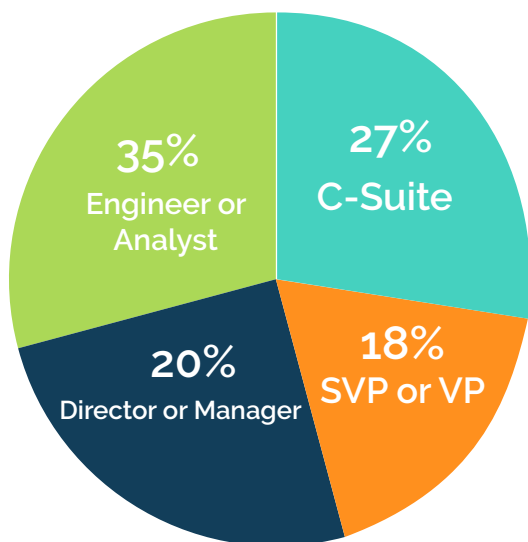
Transformation happens at the intersection of Resiliency, Security, and Technology.

CU Intersect is a **dedicated information security and leadership conference for credit unions**. It is a fantastic opportunity for sponsors like you to engage our credit union industry audience, connect with top-level leadership and decision makers, and maximize the return on your sponsorship investment.

As an intimate and well-connected conference, we have a limited capacity for sponsorships. **Sponsorships are on a first come, first served basis, so don't wait to reach out. CU Intersect 2026 attracted credit unions across every asset tier, with 56% coming from institutions over \$1B in assets..**

Our conference was created in the fall of 2016 to serve as the annual conference for the NCU-ISA0 (the National Credit Union Information Sharing Analysis Organization). In 2021, the conference was rebranded as CU Intersect when a collaborative partnership with Pure IT was formed.

2026 Attendee Profile

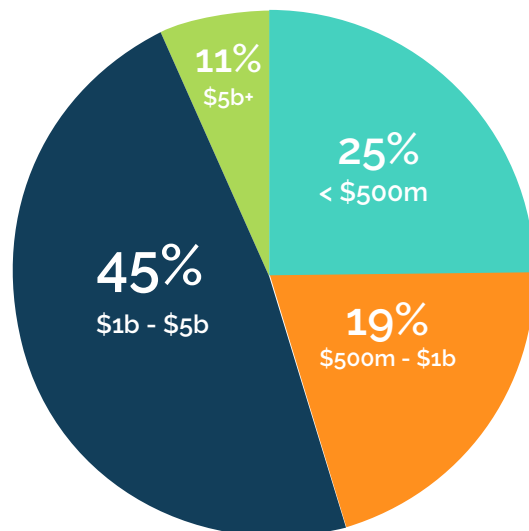


205
Total Conference Attendees

66
Unique credit unions

65%
Decision makers

2026 CU Asset Size



Booth Sponsorships

Package Benefits	Diamond 1 available	Platinum 2 available	Gold 6 available	Silver 6 available	Bronze 2 available
Price	\$17,500	\$12,500	\$10,000	\$7,500	\$5,000
6-foot tabletop display, draped table, 2 chairs	✓	✓	✓	✓	✓
Post-event attendee list, including emails	✓	✓	✓	✓	✓
Company name and logo recognition on website, signage, social media	✓	✓	✓	✓	✓
1-hour Keynote Address to General Assembly (Day 1)	✓				
45-minute Keynote Address to General Assembly (Day 2)		✓			
45-minute Breakout Speaking Session (Day 1)			✓		
30-minute Breakout Speaking Session (Day 2)				✓	
4 full-access Attendee Passes	✓				
3 full-access Attendee Passes		✓			
2 full-access Attendee Passes			✓	✓	✓
Opportunity to sponsor company logo on all conference swag bags	✓				

[Register Now](#)

*Sponsorships are offered on a first come, first serve basis with an early offer period for past event sponsors. To maintain event quality, education and further our mission of advancing credit union cyber resiliency, the CU Intersect Conference planning team reserves the right to accept or reject any presentation content as it sees fit. Diamond and Platinum speakers will address the entire conference audience during our main session. Silver and Gold are breakout speaking opportunities. Due to conference constraints, additional sponsor attendees beyond sponsorship level limits will not be permitted. Drayage fees and requirements will vary depending on conference location.



Additional Sponsorships

NEW! Podcast Sponsor - \$5,000

Join the live podcast recording of the Grow Your Credit Union Podcast on Day 3 of CU Intersect

- Seat on stage during the live recording, interviewed alongside Josh Barclay and co-host as a featured voice in the show
- A 60–90 second produced video ad played to the live audience and sent to 1,200 subscribers in GYCU newsletter post-event
- Opening and closing brand mentions throughout the segment
- Full episode distributed in the Grow Your Credit Union Podcast feed
- 3 branded image quote graphics from their appearance released on GYCU LinkedIn

NEW! Networking Sponsor - \$4,000 (2 available)

Represent your company at a 30" round hightop table

- Placement in the Vendor Hall
- Opportunity to send 2 company representatives to CU Intersect
- Pop-up and booth space not included

Attendee Lanyard Sponsor - \$2,500

Add your logo to every lanyard affixed to an attendee badge

- Premium logo placement alongside the CU Intersect logo on all attendee lanyards
- Must be combined with a Booth Sponsorship

Badge Sponsor - \$2,500

Add your logo to every attendee badge

- Premium logo placement alongside the CU Intersect logo on all badges
- Must be combined with a Booth Sponsorship

Vendor Reception Sponsor - \$5,000 (2 available)

Company logo, signage, and recognition on Day 1 or Day 2 of the conference

- Covers 1 hour of alcoholic beverage service and passes hors d'oeuvres
- A 6-foot table setting during reception time with premium placement near the bar
- Address the audience for up to 5 minutes at the end of the last session before your assigned reception

Meal Sponsor - \$2,500 (5 available)

Company logo, signage, and recognition for either Breakfast or Lunch

- Decorate tables with company brochures and/or marketing materials with 2-minute company intro to cohort

Have additional questions? Contact our team at conference@cuinterssect.com.

