APEX 2027

Booth & Sponsorship Registration and Eligibility Disclosure

Premier Booth: Provides exhibitors the opportunity to select their preferred booth location within the APEX Exhibit Hall, subject to availability.

Standard Booth: Includes an exhibitor booth within the APEX Exhibit Hall, with location assigned by convention organizers.

All Exhibitor Booths (Standard and Premier) Include:

Setup: 8' x 10' booth, 6' covered table, two chairs, wastebasket, text sign, pipe & drape. Electrical, monitor rentals, or other booth needs will be eligible and provided by our partner at expo services.
Registration: for two company representatives (hotel accommodations not included).
Lead Capture: for one representative. Additional licenses available for at $50 per user license.
Promotional Recognition: logo placement on promotional signage and sponsorship display areas throughout the convention, recognition on event website, pre-event social media posts, and select APEX email communications.
Requirements: Exhibitors are responsible for submitting a high-resolution logo and identifying their organization's representatives attending APEX.

- **Logo Submission:** Email a high-resolution logo to info@ccua.org upon completion of payment for inclusion in convention digital and print materials.
- **Attendee Registration:** Provide the names of all attending representatives by September 30, 2027. Registration names may be updated after initial submission if representatives have not yet been confirmed.

Please note: *Attendee registrations must be finalized by September 30, 2027. Registrations submitted after this deadline may not be accepted.*

Convention Organizer Exhibitor Booth Review

Booth and Sponsorship purchases for APEX are subject to review and approval by convention organizers. Submission of booth and/or sponsorship registration does not guarantee exhibit space or sponsorship recognition. All purchases will be reviewed to ensure they do not conflict with the convention hosts' existing partnership exclusivity agreements or contractual obligations maintained by the Cooperative Credit Union Association (CCUA) or Connecticut's Credit Unions (CTCU).

APEX reserves the right, in its sole discretion, to approve, deny, cancel, or refund any booth or sponsorship purchase at any time. By submitting a registration, exhibitors acknowledge and agree to the terms outlined in our vendor agreement.

Please note: *Booth assignment and participation are not confirmed until the APEX vendor agreement has been signed, returned, and full payment has been received and approved by convention organizers. Please review, sign, and submit the completed agreement to dmartino@ccua.org*.

Booth & Sponsorship Payment Information

Payment may be made by credit card, ACH, or check. All exhibitor and sponsorship balances must be paid in full prior to the publication or distribution of company logos, promotional materials, or marketing communications recognizing exhibitor or sponsor participation in APEX. This includes access to attendee contact lists.

Premier Booth Payments: Payments for Premier Booths must be received within 45 days of registration. If payment is not received within this period, APEX reserves the right to release the reserved booth location and make it available for purchase by other exhibitors.

Cancellation: Exhibitor and/or sponsorship cancellations are eligible for a **50% refund** if the cancellation request is received in writing **on or before September 1, 2027**. Cancellation requests must be submitted by email to Dean Martino (dmartino@ccua.org) or Amanda Milani (amilani@ccua.org). No refunds will be issued for cancellation requests received **after September 1, 2027**.

Exhibit Representatives

All company representatives on-site for APEX are required to be registered for the conference. This requirement applies to all company personnel on-site, including those responsible for booth setup and breakdown, exhibit hall staffing, participation in convention networking events, or any other convention-related activities.

A minimum of one and a maximum of four (4) representatives per company may be registered at $875 per person. Additional representatives exceeding the four-person limit are subject to prior approval by convention organizers.

Exhibitor Services

Shipping and Booth Furnishing: Exhibitor Services Information including shipping arrangements and additional booth furnishings or services, is available through the convention's official exhibition services provider, Demers.

Exhibitors and sponsors are responsible for all shipping, package handling, and related service fees incurred in connection with their participation in APEX.

Power and Technology Needs: Electrical or Technology Materials may be ordered directly through the convention's official audiovisual provider, Encore.

Exhibitor Booth Setup Requirements

Exhibitors may setup booths *only* during designated setup periods: 4:00 pm-6:00 pm on Tuesday, and 7:00 am-9:15 am on Wednesday. All booths must be fully set and ready for visitors by 9:15 am on Wednesday. Exhibitors failing to meet this deadline may be subject to penalties including fines or removal from the convention at the discretion of convention organizers.

Exhibitor/Vendor Giveaways

Exhibitors may distribute promotional items, branded merchandise, swag or other giveaways from their assigned booth space. Exhibitors conducting prize drawings or contests must notify CCUA of their planned giveaways using the designated notification process, which will be provided prior to, or upon arrival at the convention.

All prize drawing winners must be selected and submitted by Thursday morning to be posted by APEX staff.

Exhibitors are solely responsible for notifying winners and coordinating the distribution or delivery any booth prizes. APEX staff and convention organizers will not take possession of any unclaimed giveaways or prizes.

Branding and Use of Logos

Exhibitors, sponsors, and vendors may not use or reproduce the name, logo, trademarks, or other branding or visual representations of Mohegan Sun or the Mohegan Tribe in any promotional materials, marketing, advertising, or other communications. Additionally, any use of the APEX logo, CCUA logo, CTCU logo, or associated event branding must receive prior written approval from CCUA. Unauthorized use of any of these materials is strictly prohibited and may result in penalties, including removal from the convention and restrictions on future event participation, at the discretion of convention organizers.

Exhibitor Code of Conduct

All exhibitors, sponsors, vendors, and their representatives must adhere to the event Code of Conduct. By registering for or participating in APEX, you agree to comply with these terms which are also included in the exhibitor/vendor agreement. Failure to comply may

result in disciplinary action, including removal from the convention and restrictions on future participation, at the discretion of convention organizers.

I acknowledge that I have reviewed and understand the contents of this document.

Name: _____

Title: _____

Company: _____

Date: _____

Signature: _____