CRAFTING THE FUTURE

GLCCA 10th Annual Conference



SPONSOR & EXHIBITOR PROSPECTUS

Strategy • Operations • Craft

May 6-8, 2026 • The Amway Grand Plaza, Grand Rapids, MI

Exhibitor/Sponsor Form

10th Annual Conference • The Amway Grand Plaza • May 6-8, 2026

Don't miss the 10th Annual GLCCA (Great Lakes Credit and Collection Association) Conference!

Take advantage of this great opportunity to meet numerous industry leaders and decision-makers all in one place!

COMPANY

Company Name: _____

TRADE SHOW COORDINATOR

(Person to receive all exhibit table confirmations and paperwork)

First Name _____

Last Name _____

Title _____

Mailing Address _____

City _____

State _____ ZIP _____

Phone _____

Email _____

PRICING

☐ $3,000 Platinum Sponsorship

☐ $0 Add Exhibit Table
Preferred Sponsorship Item: _____

☐ $2,000 Gold Sponsorship

☐ $600 Add Exhibit Table
Preferred Sponsorship Item: _____

☐ $1,000 Silver Sponsorship

☐ $750 Add Exhibit Table
Preferred Sponsorship Item: _____

☐ $475 Exhibit Tabletop Only - GLCCA Vendor Member

☐ $850 Exhibit Tabletop Only - Nonmember

Exhibit Table Preferences

Please your 1st, 2nd and 3rd choice for tabletop space (see page 3 for floor plan):

_____

Please list an competitors that you prefer not to be close to (space is small, we will do our best to accommodate this request): _____

Event Cancellation Policy: Exhibit booth staff registrations and tabletop cancellations must be made in writing and received before 4/6/2026. No cancellations will be processed or fees refunded if received after 4/6/2026. Sponsorships are non-refundable once paid/accepted.

REGISTRANT INFORMATION

☐ $0 Complimentary Registrant (included with exhibit table)

Name _____

Title _____

Email _____

☐ $375 Additional Registrant

Name _____

Title _____

Email _____

PAYMENT

Total Amount Due: $ _____

☐ Payment enclosed (make checks payable to GLCCA)
☐ Invoice my company for the amount above
(payment will be due upon receipt and must be paid prior to the conference)

EXHIBITOR/SPONSOR AUTHORIZATION

Incomplete applications will be delayed in processing, delayed in assignment of space or sponsorship, and may be declined. By signing below, the undersigned company acknowledges receipt, review, understanding and agreement to the terms and conditions of participation contained herein, including the attached "Exhibit Space and Sponsorship Rules and Regulations". If the GLCCA accepts this application, the company agrees to be immediately bound thereby and to pay all applicable fees set forth herein. The GLCCA reserves the right to accept or refuse an application for exhibit space and/or sponsorship.

Authorized signature _____ Date _____

MAIL OR EMAIL THIS FORM TO:

GLCCA (Great Lakes Credit and Collection Association)
Attn: Tammy Schoenberg
3200 Courthouse Ln
Eagan, MN 55121-1585
Email: info@glcca.org

Sponsorship Opportunities

10th Annual Conference • The Amway Grand Plaza • May 6-8, 2026

Standard Benefits for All Sponsors

- Company recognition on the conference website with a link to your website.
- Company name recognition on the conference agenda.
- Logo on signage at the conference.
- Recognition in conference promotional e-mails.
- Announcement of sponsorship during the Opening and Closing Sessions.
- Recognition on a looping PowerPoint before and after sessions.
- Recognition on signage at the registration desk.
- Attendee list in Excel format provided two weeks prior to and one week after the event. List will include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/sponsors.

Customized Benefits

Based on Item Chosen

Our goal is to customize a sponsorship package that meets the needs of your company's mission and marketing strategies. Your selected sponsorship item will be assigned a level which includes exclusive benefits to the item, plus the appropriate benefits as listed below.

Additional Benefits Based on Level Chosen

Platinum Sponsorships: $3,000

Benefits for All Platinum Level Sponsors
10 available

Choice of ONE the following options for sponsorship:

- Opening Networking Reception (at Fowling Warehouse) (3 available)
- Bar Sponsor for Dinner (second evening) (2 available) – Place card recognition on the bar
- Dinner Sponsor (second evening) (4 available)
- Lanyard Sponsor (1 available) – Logo printed on attendee lanyard

Additional Benefits for all Platinum Level Sponsors:

- **Complimentary** tabletop exhibitor space at the conference.
- 5 minute commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company.
- Special signage at the event you are sponsoring.
- Option to place promotional items at each attendee's seat during one general session.
- A GLCCA Board liaison to make your experience the best possible.
- A full-page ad to be set out on the attendee tables (to be provided by vendor).
- A video email blast to all GLCCA members prior to the conference regarding your products and services (video to be provided by vendor and email sent by GLCCA.)

Additional Benefits for all Platinum Level Sponsors (Continued):

- Exclusive early access to the attendee list 4 weeks prior to the event (list will be provided in Excel format and include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/sponsors).

Gold Sponsorships: $2,000

Benefits for All Gold Level Sponsors
6 available

Choice of ONE the following options for sponsorship:

- Lunch sponsor (second day) (1 available) – Place card recognition at the lunch
- Bar Sponsor for Opening Networking Reception at Fowling Warehouse - (2 available) – Place card recognition on the bar
- Attendee Bag Sponsor (2 available) – Logo printed on attendee welcome bags
- Name Badge Sponsor (1 available) – Logo printed on name badge

Additional Benefits for all Gold Level Sponsors:

- **$250 discount** on your tabletop exhibitor space at the conference.
- 2 minute commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company.
- A GLCCA Board liaison to make your experience the best possible.

Sponsorships, Cont.

10th Annual Conference • The Amway Grand Plaza • May 6-8, 2026

Silver Sponsorships: $1,000

Benefits for All Silver Level Sponsors
10 available

Choice of ONE the following options for sponsorship:

- Breakfast Sponsor (2 available – one on second day or one on third day) – Place card recognition at the breakfast
- Pen Sponsor (1 available) – Logo printed on the pen
- Notepad Sponsor (1 available) – Logo printed on the notepad
- Agenda Sponsor (1 available) – Logo printed on front of Agenda
- Break Sponsor (4 available) – Place card recognition at the break
- WiFi Sponsor (1 available) – Signage at registration with WiFi information and your logo. WiFi password for all attendees and exhibitors will be branded to your company if allowed by hotel.

Additional Benefits for all Silver Level Sponsors:

- **$100 discount** on your tabletop exhibitor space at the conference.
- 60-second commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company.
- A GLCCA Board liaison to make your experience the best possible.

Ad Options

- **Ad to be placed on the attendee tables ($150)**

Exhibit Tables:

Limited space available for 2026!

$475 Exhibit Tabletop Only - GLCCA Vendor Members
$850 Exhibit Tabletop Only - Nonmembers

Complete your GLCCA Vendor Membership Application and submit it with your Exhibitor/Sponsor Application to receive the vendor member pricing. This offer cannot be combined with other sponsorship exhibit table discounts. The greater of the discount will be applied.

All booths include an 6' skirted table and two chairs. Electricity is additional.

BOOTH ASSIGNMENT POLICY
Booth assignments will be determined based on the order of payments received by March 1, 2026. Those who sponsor will be given first choice and GLCCA Affiliate members will be given next choice. If a company is both a sponsor and a GLCCA Affiliate member they will have top choice.

TEARDOWN POLICY
Exhibits may not be taken down prior to the end of the last break on May 8. Please make your travel plans accordingly.

AMBASSADOR BALLROOM

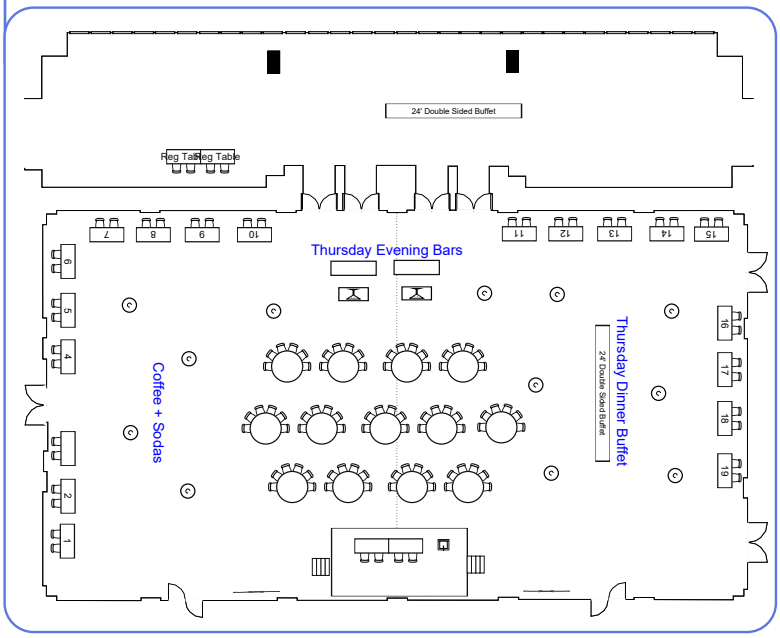


Exhibit Space and Sponsorship Rules and Regulations

10th Annual Conference • The Amway Grand Plaza • May 6-8, 2026

The following terms and conditions govern participation at the 2026 GLCCA Conference to be held from May 6-8, 2026 at the The Amway Grand Plaza, Grand Rapids, MI.

1. Definitions

"Applicant" The company submitting a 2026 GLCCA Conference Exhibitor/Sponsor Form ("Form") for the event on May 6-8, 2026 at the "**Hotel**"; The Amway Grand Plaza, 187 Monroe NW, Grand Rapids, MI 49503; "**Participants**" Applicant companies accepted by GLCCA for participation in the Event, including Exhibitors, Sponsors, their directors, employees, representatives, and agents; "**Rules & Regulations**" GLCCA's Exhibit Space and Sponsorship Rules and Regulations; and as may be updated from time to time.

2. Applications

2-A Participants, in order to be eligible, must offer a product or service specific or essential to the credit and collection industry.

2-B The individual listed as the Tradeshow Coordinator ("TSC") in the Application will serve as GLCCA's official contact person with respect to Event, and will receive all pre-Event and post-Event confirmation materials and correspondences. The TSC will be responsible for notifying booth registrants of all necessary correspondence and information related to Event participation. Participant is responsible for reviewing and complying with these Rules and Regulations as well as the published policies, procedures, and rules of the Hotel.

3. Fees, Refunds & Exchanges

3-A Exhibit booth staff registration fee refunds will be offered only if GLCCA is notified in writing of the request for a refund on or prior to April 6, 2026. If written notice is provided on or after April 6, 2026, only booth staff registration fee exchanges or cancellations, without refund, will be granted. After the cancellation cut-off date, no refund of payment for exhibit booth space fees will be granted, and GLCCA shall have the right to resell the assigned exhibit booth space. The date upon which notice is received by GLCCA shall be the official date of cancellation. Payments cannot be applied to future GLCCA events, products or services.

3-B Each paid exhibit table fee entitles Exhibitor Participants to one (1) complimentary exhibit booth staff registration. Additional exhibit booth registrants may be added after GLCCA's Application acceptance. Exhibit booth staff registration fee exchanges will be offered only for staff in the employ of the same exhibiting company.

3-C Sponsor Applicants agree to make payment or provide the goods or services offered to GLCCA immediately after GLCCA accepts the Application. Amounts received by GLCCA are non-refundable.

4. Exhibitor Space Assignments

4-A Exhibitors may have access to the exhibit space during the times indicated on the most recent Event agenda, available from GLCCA staff. These dates and times are subject to change. Exhibitors should view the agenda prior to making hotel and air fare arrangements.

4-B GLCCA will provide Exhibitors with a floor plan of the Event expo hall which is subject to change. GLCCA agrees to provide Exhibitors with a timely updated floor plan if the layout of the floor plan changes significantly. Exhibit table spaces will be designated by number. Booth assignments will be determined based on the order of payments received by March 1, 2026. Those who sponsor will be given first choice and GLCCA Affiliate members will be given next choice. If a company is both a sponsor and a GLCCA Affiliate member they will have top choice.

4-C Every effort will be made to assign Exhibitors to an exhibit table away from direct competitors; however, due the small size of the exhibit area, GLCCA reserves the right to make the final table assignments.

4-D Assigned exhibit table is assigned to Exhibitor for Exhibitor's exclusive use only and cannot be shared between two companies. Exhibitor shall not assign or sublet any exhibit table without the signed consent of GLCCA; any other attempted assignment will be null and void.

5. Exhibitor Space, Booth & Equipment

5-A Tabletop exhibit spaces are equipped with one (1) 6' skirted table and two (2) chairs. All additional decoration or construction will be Exhibitor's expense.

5-B Any portion of an exhibit that, in the reasonable judgment of GLCCA, obstructs the view, interferes with use and enjoyment by other Participants, extends beyond the assigned exhibit table, or for any reason becomes objectionable, must be immediately modified or removed by the Exhibitor. No nails or bracing wires used in erecting displays may be attached to the building, nor may any tape or materials be applied to the table, walls, floors, carpets, or furnishings without prior express consent of the GLCCA Executive Director or authorized Hotel personnel.

5-C All Hotel or GLCCA property destroyed or damaged by a Participant must be replaced in its original condition by the Participant and at the Participant's expense. All materials must conform to local building and fire department codes and all local fire authority regulations must be observed.

5-D GLCCA will establish authorized exhibit hours and reserves the right to make changes. Exhibitors are expected to keep at least one exhibiting personnel in his/her booth during all exhibit hours.

5-E Exhibitors must have exhibit tables in place before the official opening of the exhibition and arrange to have the exhibit materials removed after the end of the last official break. Early teardowns are not permitted.

6. Delivery & Storage of Exhibitor Property

6-A All shipments, deliveries, and storage of Exhibitor property must comply with the Hotel requirements as outlined in the "Exhibitor Details". Exhibitors assume all risk for the shipment and delivery of all property shipped by the Exhibitor. Exhibitors are responsible for the delivery of their equipment and display material and for removal of the equipment and or display material.

7. Insurance & Waiver of Liability

7-A Exhibitor acknowledges GLCCA and the Hotel do not maintain insurance covering Exhibitor's property; it is Exhibitor's responsibility to obtain such insurance, to maintain evidence of coverage at their exhibit booth commencing at set-up time until teardown, and to produce it for inspection upon request.

7-B No security will be provided in the exhibit area for any one exhibit booth; valuables should not be left unattended. GLCCA is not responsible for any lost or stolen property.

7-C In no event will GLCCA's liability to any Participant for breach of the terms and conditions of participation in this Event exceed the amount of money received by GLCCA from Participant with respect to participation in this Event in the twelve (12) months preceding the date on which such liability arises.

8. Event Relocation, Reschedule or Cancellation

8-A GLCCA may be required to change the date or location of Event if circumstances necessitate, in which event case GLCCA shall provide Participants with immediate notice of the change. A change in location will not alter the terms and conditions described herein.

8-B Circumstances may arise which require GLCCA to cancel the Event in whole or in part. In the event of cancellation, GLCCA's maximum total liability to Participant will not exceed the amount paid to GLCCA for Event participation. In the unlikely event that the Event is cancelled in its entirety, Participant fees will be refunded, less any actual and direct Event-related expense incurred by GLCCA at the Participant's express request. If the Event is cancelled only in part, GLCCA will issue daily pro-rated fee refunds to Participants.

9. Participant Conduct – General

9-A Participants shall not conduct themselves in connection with the Event in a manner offensive to standards of decency or good taste.

9-B Participants are responsible for complying with ACA International's antitrust and anti-harassment policies, which can be viewed online here: https://www.acainternational.org/education/antitrust-antiharassment-policies.

9-C In order to honor the benefits of sponsorship opportunities, GLCCA may restrict or prohibit Exhibitors and Sponsors from organizing, advertising, or soliciting Event attendee participation in activities or functions during the Event which are deemed, in GLCCA's discretion, the same or substantially similar as an activity or function officially sponsored by or available for sponsorship by another Exhibitor or Sponsor, or hosted by GLCCA. By way of example only, and not for purposes of limitation, such functions or activities may include attendee food and refreshment service, recreational outings, and artist or speaker appearances. Exhibitors or Sponsors must notify GLCCA prior to organizing, advertising, or soliciting Event attendee participation in any such activity or function.

9-D GLCCA may restrict or prohibit Exhibitors and Sponsors from organizing, advertising, or soliciting Event attendee participation in company-hosted activities or functions scheduled to occur at the same time as any official GLCCA hosted activity or function. Exhibitors and Sponsors must notify GLCCA prior to organizing, advertising, or soliciting Event attendee participation in any activity or function scheduled to occur at the same time as any official GLCCA hosted activity or function.

9-E Participants acknowledge GLCCA has an interest in maintaining and protecting the image and reputation of its name, trademarks, services marks, logos, designs, and other forms of identification ("Identification"), and that GLCCA Identification must be used in a manner consistent with the standards established by GLCCA.

10. Food, Beverage & Meeting Space
Participants must obtain written permission from GLCCA prior to offering food and beverage or utilizing meeting space on Hotel premises. Food or beverages served or meeting space used by Participant on Hotel premises must be arranged through GLCCA and must be provided by Hotel. Hotel prices may be subject to service charges and taxes. Participant shall reimburse GLCCA if GLCCA incurs charges from Hotel as a result of Participant's food and beverage service, or meeting space usage.

11. Advertising
Participants may not advertise or display goods other than those manufactured or sold by them in the regular course of their business and as described in the Application. Circulars or advertising material of the Exhibitor or any related entity shall be distributed only within the exhibit booth assigned to the Exhibitor. No such materials may be distributed to any other area of the exhibit hall, to the hotel rooms of the Event attendees or elsewhere on the Hotel premises unless approved by GLCCA. Circulars or advertising material of a Sponsor or any related entity are not permitted upon Hotel premises without approval from GLCCA.

12. Intellectual Property
Participants are responsible for obtaining appropriate licenses and permissions for any copyrighted, trademarked, or other intellectual property used in connection with the Event. By Participant's use or display of any such copyrighted, trademarked or other intellectual property used in connection with the Event, Participant warrants to GLCCA its right to use. Participants shall indemnify and hold GLCCA harmless from any and all claims or demands made by any party with respect to such Participant's Event activity.

13. Americans with Disabilities Act
If any Participant representative has a disability that may impact participation in this Event or has special dietary restrictions for which accommodations are requested on such basis, a statement must be attached to the Application regarding that condition and all related needs. GLCCA is unable to assure the availability of appropriate accommodations without prior notification of specific need.

14. Warranties
14-A Participant warrants it has the power to execute, deliver and perform as agreed; it has all licenses, permits, bonds, certificates and other similar approvals required to conduct its business; and it will abide all federal, state, and city laws, ordinances, codes, rules and regulations.

14-B GLCCA does not warrant or guarantee any specific level of business traffic, and will not provide any refund to Participant on account of any reduction in expected traffic at the Event.

15. Promise to Protect
15-A Participant shall defend, indemnify and hold harmless GLCCA, its subsidiaries and affiliates, and their respective directors, officers, members, employees, contractors and agents from and against any liabilities, losses, claims, suits, damages, costs, and expenses (including reasonable attorneys' fees and expenses) made by any third-party, including without limitation, Hotel, Event Participants, and Event attendees (each, a "Claim") arising out of any of Participant's acts or omissions, representations or warranties relating to the Event, including Participant's use of the Hotel. GLCCA agrees to provide timely written notice of any Claim to Participant and will cooperate with Participant in defense of the Claim. Participant bears all expenses in connection with the defense or settlement of the Claim and GLCCA shall have the right to participate in the defense of Claim. Participant, in the defense of any such Claim, may not consent to entry of any judgment or enter into any settlement without the written consent of GLCCA.

15-B Exhibitor shall be fully responsible to pay any and all damages to property owned by Lake Lawn Resort, its owners or managers, which result from any act or omission of exhibitor. Exhibitor shall defend, indemnify and hold harmless, Lake Lawn Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expense arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premise, hotel or any part thereof.

16. Licensed Space Use
16-A GLCCA 's permission to temporarily utilize the Hotel space is governed by a contract agreement. The contract allows Participants to make reasonable use of all Convention Center common vestibule areas, corridors, and restrooms designated for use in connection with employment at or attendance at the Event, and to make reasonable use of the Hotel as assigned by Hotel for use in connection with exhibit set-up up and dismantling.

17. Severability & Non-Waiver
17-A Any provision herein found to be invalid will be severable and the remainder will remain effective.

17-B The failure of GLCCA or Participant to insist upon the performance, or the delay or failure to exercise any right or privilege conferred herein, or to require the satisfaction of any condition herein, will not be construed as a waiver or estoppel of any such right, remedy, condition, or privilege, but the same will continue and remain in full force and effect. No provision herein shall be deemed waived except pursuant to a writing executed by the party against whom the waiver is sought, and no waiver will be applicable other than in the specific instance in which it is given.

17-C Nothing herein shall require the commission of any act contrary to applicable law or to any rules or regulations of any union, guild or similar body having jurisdiction over the services and personnel to be furnished hereunder. In the event of any conflict between any provision herein, and any such law, rule or regulation - such law, rule or regulation shall prevail and these provisions shall be curtailed, modified, or limited only to the extent necessary to eliminate such conflict.

18. Arbitration & Governing Law
Any controversy arising out of or related to Event participation, these Rules and Regulations, or the breach thereof, will be settled by arbitration in accordance with the Rules of the American Arbitration Association (AAA) in Grand Rapids, MI or any other mutually agreeable location. The prevailing party in any arbitration proceeding shall be entitled to an award of its costs and expenses. The laws of the State of Michigan, without regard to Michigan's choice-of-law principles, govern all matters arising out of or related to Participant's agreement.

19. Headings
Headings within this document are intended for reference only and should not affect the interpretation.

20. Relationship Of The Parties & Assignment
20-A Participant's agreement shall not establish a partnership, joint venture or principal/agency relationship with GLCCA.

20-B Participants may not assign its rights or responsibilities hereunder, in whole or in part without GLCCA's prior written consent which may be withheld in GLCCA's sole discretion. Any purported assignment or delegation by Participant without GLCCA's prior written consent is void.

20-C Nothing herein shall confer any contractual right, benefit, interest or remedy under or because of These Rules upon any person or entity other than the Participant.

21. Amendment
These Rules may be amended by GLCCA upon written notice to Participants.