



**For Immediate Release:**  
November 1, 2018

**For more information, contact:**  
Tony Hill, SVP/Chief Marketing Officer  
800.252.2664 or 608.271.2664, ext. 321  
tony@cues.org • cues.org

### **CUES® Adds More to the Industry's only Supplier Membership**

**MADISON, Wis.**— CUES is pleased to announce that the CUES Supplier Membership, the only membership for industry suppliers, will provide supplier members with more benefits, more access and more resources than ever before in 2019. Key changes will improve members' ability to connect with the industry's top-decision makers, to build powerful relationships, and to help achieve their sales goals.

Being a CUES Supplier member in 2019 means access to lead-generating benefits not available anywhere else, such as:

- The ability to reach the nearly 15,000 CUES members through a complimentary **digital-content sponsorship** on the brand-new [CUmanagement.com](http://CUmanagement.com).
- Accessing curated content and pre-set learning pathways on the innovative **CUES Learning Portal**, powered by Degreed.
- **Publishing your thought-leadership content** on CUES Learning Portal to educate all CUES members with your expertise.

"Rather than chase unqualified leads, waste money on pipe and drape tradeshows, or spend time working their way up the org chart, CUES connects supplier members with the right person quickly," CUES Supplier Relations Manager Kari Sweeney said. "We don't offer cash-grab tradeshows. We provide relationship-building opportunities and a well-rounded marketing plan that will help members accelerate their sales process and performance."

Sweeney goes on to say that a diverse marketing mix—a balance of membership, digital, print, and in-person tactics—is the best way to achieve sales success.

In conjunction with the new benefits afforded to CUES Supplier members, a wealth of opportunities have been created to provide industry suppliers exposure to the executives, directors and future leaders of the credit union movement. From [CUmanagement.com](http://CUmanagement.com), the new content website for credit union professionals, to nearly 50 event sponsorship opportunities, and even exclusive offerings through the premier CUESolutions program, CUES provides a vast array of opportunities for all suppliers serving the CU industry.

Industry vendors can become a CUES Supplier member for 2019 at the Contributing-, Supporting-, or Premier levels by visiting [cues.org/SupplierMembership](https://cues.org/SupplierMembership) now.

Download the 2019 CUES Supplier Planning Guide, a complete handbook of CUES sales and marketing opportunities by visiting [cues.org/SponsorandAdvertise](https://cues.org/SponsorandAdvertise).

To learn more about CUES, visit [cues.org](https://cues.org).

*CUES' mission is to educate and develop credit union CEOs, executives, directors and future leaders.*

###