



School of Strategic Marketing  
July 20–23, 2020  
Cleveland, OH

**Where should I stay?**

The Westin Cleveland Downtown  
777 Saint Clair Avenue NE  
Cleveland, Ohio, 44114

Rates at The Westin Cleveland Downtown are \$179 per night for single/double occupancy. Please make your hotel reservations prior to Monday, June 29, 2020, by [going online](#).

The hotel will accept reservations after June 29th based on availability; however, rooms may be gone before then so early reservations are recommended. Staying within CUES' room block will help keep registration prices down.

A \$20 voucher is included per room night, that can go towards breakfast at the Urban Farmer or to use in the Starbucks in the hotel.

*\*Remember that all hotel arrangements are strictly between you and the hotel. In the event your flight is canceled, you are responsible for calling to cancel your room reservation.*

Check-in time is 3 p.m. and check-out time is 12 p.m.

**Tax Exemption Information**

Federal credit unions are exempt from the hotel room & occupancy tax when you pay for rooms directly with a **company credit card that is billed to the credit union**. Only Centrally Billed Account (CBA) credit cards are tax exempt in the state of Ohio. The funds cannot be paid from a personal account. Please see last page for more information.

**How do I get there?**

**Airport**

The hotel is located approximately 13 miles from Cleveland Hopkins International Airport ([CLE](#)).

**Transportation**

When requesting transportation services, please head to the Ground Transportation Center. Taxi service is approximately \$40 one way. Uber and Lyft service is approximately \$25 one way.

**Air Travel**

CUES conference participants may call Fox World Travel for airfare reservations at **888.691.9163** between 7:30 a.m. and 5:30 p.m. CST and reference Group Code 09FP2501ES. Please note that a

ticket processing fee of \$37 domestic or \$46 international will be added. CUES does not offer a discounted rate, but Fox World Travel will ensure the best pricing available for U.S. residents.

### **Car Rental**

Hertz is the official car rental company for this meeting. You can take advantage of their discounted rates by placing your reservation online at [www.hertz.com](http://www.hertz.com) or through the Hertz Meeting Sales Desk within the U.S. at 800-654-2240; from within Canada call 800-263-0600 refer to Meeting CV# 02ZG0016.

### **Parking**

Self-Parking is \$34 for overnight access and in-and-out privileges are \$20 plus tax per day and is subject to change.

### **What will I learn?**

Visit [our website](#) for a full agenda, session descriptions, and speaker bios.

### **When should I arrive?**

Registration will be Monday, July 20th from 8:00-8:30 a.m. Class starts at 8:30 a.m. and continues until 4:30 p.m. Class will conclude at 2:30 p.m. on Thursday, July 23rd.

### **What should I pack?**

Suggested dress for this seminar is business casual. Also, please bring comfortable shoes as there will be some walking involved on your educational tour. Although we try to keep meeting room temperatures comfortable, we suggest you bring a sweater or jacket. The temperature in Cleveland this time of year is in the mid-80s during the day and cools down to high 60s in the evening.

### **What else do I need to know?**

#### **Registration Fee Includes**

- All educational sessions and materials
- Lunch Monday – Thursday
- Morning and afternoon refreshments Monday – Wednesday (morning break only on Wednesday)

If you have any allergies or dietary restrictions, please contact [events@cues.org](mailto:events@cues.org).

#### **CPEs**

- Earn up to 29 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management & Organization
- Prerequisites: None

Credit Union Executives Society (CUES) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org).

*\*\* CPE Credits subject to change without notice*

**Cancellations**

ALL CANCELLATIONS MUST BE IN WRITING. ([cues@cues.org](mailto:cues@cues.org))

- Prior to 60 days: full refund
- 31–60 days before start of event: 50% refund
- 0–30 days before start of event: no refund

Substitute attendees are welcome, subject to eligibility. CUES reserves the right to cancel or reschedule the event due to unforeseen circumstances, and will refund fees if the event is rescheduled or location is changed and you are unable to attend.

**Questions**

If you have any questions, call CUES Headquarters at 800.252.2664 or outside the U.S. call 608.271.2664, ext 340. You may also contact [events@cues.org](mailto:events@cues.org).