



Annual Corporate Sponsorship Program

GROW YOUR BRAND | ELEVATE YOUR THOUGHT LEADERSHIP | REACH TARGET AUDIENCE

The Consumer Data Industry Association (CDIA) invites you to join us as a valued partner to promote the responsible use of consumer data to help consumers achieve their financial goals, and to help businesses, governments and volunteer organizations avoid fraud and manage risk.

With our Annual Corporate Sponsorship Program, we offer an exclusive opportunity for your company to align with our vision, enhance brand visibility, get connected with the industry's top decision makers, and reach new audiences.

For more than century, CDIA has been dedicated to tackling the consumer reporting industry's most pressing challenges. By investing in one of our annual corporate sponsorship packages, you will

- support CDIA to make positive changes throughout the industry,
- gain exceptional brand exposure through various distribution channels allowing your organization to connect with our diverse audience,
- gain access to exclusive events and opportunities to connect with industry leaders, key stakeholders and other like-minded organizations,
- and leverage our company's network to reach your target audiences.

SPONSORSHIP BENEFITS

CDIA is currently developing various levels of sponsorship for organizations to determine the best fit to meet your organization's interests. Sponsorship opportunities range from \$17,500 to \$75,000 for a yearlong sponsorship and **are flexible and customizable to meet your needs** . Packages are outlined on the following pages.



ABOUT CDIA

The Consumer Data Industry Association (CDIA) is the voice of the consumer reporting industry, representing consumer reporting agencies including the nationwide credit bureaus, regional and specialized credit bureaus, background check companies, and others. Founded in 1906, CDIA promotes the responsible use of consumer data to help consumers achieve their financial goals, and to help businesses, governments and volunteer organizations avoid fraud and manage risk. Through data and analytics, CDIA members empower economic opportunity, helping ensure fair and safe transactions for consumers, facilitating competition and expanding consumers' access to financial and other products suited to their unique needs.

AUDIENCE

Our audience are comprised of professionals from various sectors within the credit reporting ecosystem including company executives, operations officers, financial professionals, corporate counsel, general counsel, compliance & risk officers, government relations professionals, policy directors, and data quality assurance professionals. Industry sectors include:

- Nationwide, regional and specialized credit bureaus
- Big Banks and Financial Institutions
- Automotive Lending
- Credit Unions
- Student Loans
- Mortgage
- Background Screeners
- Utility Companies
- Third Party Collection Agency
- Software Vendors
- Retail
- Debt Buyers and more!



CDIA Annual Corporate Sponsorship Opportunities

Benefit	Bronze \$17,500	Silver \$30,000	Gold \$55,000	Platinum \$75,000
Logo on CDIA website	✓	✓	✓	✓
Logo in Membership Newsletter	✓	✓	✓	✓
Logo in Membership Onboarding Welcome Kit <i>-Coming Soon!</i>	✓	✓	✓	✓
One-year subscription to CDIA Regulatory Webinars	✓	✓	✓	✓
Option to provide swag to in-person signature event* conference totes.	✓	✓	✓	✓
Preferred opportunity to contribute thought leadership by participating in CDIA events and calls on an ad hoc basis, as relevant.	✓	✓	✓	✓
Signature Event Visibility				
Social media recognition	✓	✓	✓	✓
Verbal recognition at signature events	✓	✓	✓	✓
Logo in pre/post event communications	✓	✓	✓	✓
Opportunity to provide swag or insert in conference tote (when available)	✓	✓	✓	✓
Clickable marketing on the event app at signature events (when applicable)	✓	✓	✓	✓
Onsite branding at signature events	✓	✓	Premium locations	Premium locations
Signature Event Attendee list with email		✓	✓	✓
Conference Registrations				
Complimentary registrations to annual conference	3	5	7	10
Discounted registration passes (all signature events) for clients or additional staff	✓	✓	✓	✓
Additional Value Opportunities				
Select choices from page 4	Select 3	Select 4	Select 5	Select 6

Each sponsorship level can be awarded to multiple companies; however opportunities are limited and are available on a first come/first served basis.

*Signature Events include CDIA Connect and the Metro 2[®] Format Advanced Workshop.

Additional Value Opportunities

Benefit	Bronze	Silver	Gold	Platinum
CDIA Connect Sponsorship Opportunities				
First selection of Connect sponsorship opportunities prior to public (see page 6)	Tier 3	Tier 2	Tier 1, 2,3	Tier 1, 2,3
Speaking & Thought Leadership				
Speaking role at 1 signature event (CDIA Connect or Metro 2® Format Advanced Workshop)	as available	✓	✓	✓
Speaker at 1 CDIA annual regulatory compliance webinar – 4 remaining	✓	✓	✓	✓
Speaker at 1 CDIA Member Exclusive Webinar (limit 2 per year) NEW! -1 remaining	✓	✓	✓	✓
Speak at CDIA Member Committee Meeting on topic of expertise NEW!	✓	✓	✓	✓
Participate on Advisory Board for CDIA Connect			✓	✓
Event Hosting As a host, your organization provides space, A/V and F&B costs associated with event.				
Host Virtual Women in Consumer Data Lunch & Learn NEW! - SOLD! This event is expected to host 50 women from throughout the ecosystem including CRAs, data furnishers, data users, and industry partners. Hosting includes potential speaking opportunity, logo on email promotions and follow up emails, exclusive zoom background for speakers, and a post-event thank you email from host sent by CDIA.	✓	✓	✓	✓
Host CDIA Consumer Reporting Roundtable (2 total available) -- SOLD! This event is expected to host 25-50 CRAs, data furnishers working in legal, compliance and senior operations level. Hosting includes one moderated session, logo on email promotions and follow up emails, and a post-event thank you email from host sent by CDIA.	<i>Negotiable</i>	2 nd option	<i>First-option</i>	<i>First-option</i>
Host additional CDIA Roundtables as they become available	<i>Negotiable</i>	✓	✓	<i>First-option</i>
Host a networking lunch (available) or happy hour (SOLD!) at the Metro 2® Advanced Workshop This event is expected to host 150 data furnishers and data processors, working in legal, compliance and senior operations level. Hosting includes one moderated networking event, logo on 2 email promotions, and a post-event thank you email from host sent by CDIA.	<i>Negotiable</i>	✓	✓	✓

VIP & Networking Opportunities				
Private Demo Room at annual conference (limit 1) NEW!			✓	First option
VIP opportunity with CDIA Board of Directors (limit 2) - 1 sold!			✓	First option
Meet & greet with CDIA CONNECT keynote speaker			✓	✓
Marketing & Promotion				
Complimentary sponsor table at conference	✓ location near breakout sessions - limit 2 - 1 remaining	✓ location near breakout sessions - limit 2 - 1 remaining	✓ location near general session - limit 4 - 2 remaining	✓ location near general session - limit 4 - 2 remaining
Banner Image or contribution to “Insights from Partners” section in CDIA regulatory compliance newsletter (limit 5 subject to approval) NEW! - 3 remaining!	✓	✓	✓	✓
Sponsor 30 seconds Highlight Video on CDIA Social Channels (Videos require approval by CDIA) NEW!		✓	✓	✓
Send 1 email to signature event attendee list			✓	✓
Product/service demo at annual conference (limit 1) - SOLD!		Third option	2nd option	1st option

CDIA Connect Sponsorship Opportunities



CDIA Connect Audience

CDIA’s annual flagship event, CDIA Connect, will take place on May 6-8, 2026. This event brings together top leaders and professionals from across the consumer reporting ecosystem to discuss critical legal, compliance, and regulatory challenges while shaping the future of credit data integrity and consumer protection.

Audience

The industries represented include major credit bureaus, financial services, credit reporting and data solutions, legal and compliance firms, government relations, and technology and data analytics. Job functions span executive leadership, legal and compliance experts, risk and operations professionals, public policy and government affairs leaders, and product and data management specialists.

CDIA Connect Conference

Net Promoter Score:

LOCATION:

Crystal Gateway Marriott

273 Total Participants

294 Registered



67% would recommend this event to a friend)

Survey Response Rate: 9%



STRENGTHS

- Keynotes
- General Sessions
- Breakout sessions
- Speakers
- Women’s Forum



WEAKNESSES

- Cost of Registration
- Cost of Hotel

TOP SESSIONS

- Deep Dive into the CFPB’s Agenda
- Women’s Forum
- Credit Repair Vs. Credit Building
- Identity Theft Blocks & FCRA
- Compliance

TOP SPEAKERS

- Silvio Tavares
- Chris Mufarrige
- Meredith Fuchs
- Heather Russel Schroeder
- Rep. Andy Barr



Conference Attendee Feedback

“General sessions were great. Risk Management Framework slides and conversation was very helpful”
- LaToya Woodberry

“I really got value and takeaways from the breakout sessions” - Brianna Rasmussen

“Networking and breakouts - topic focused was great especially being newer to the industry and not knowing some of the topics. Great to expand my knowledge” - Andrea [Polchard](#)

“Several sessions had real effective learning. Denise's sit down with Becki and David was outstanding. The [VantageScore](#) talk was enlightening. Overall, strong engagement opportunities were supported.” - Don Richman

“Very much enjoyed the up-to-date information on CFPB and State AGs and State/Fed legal cases. Very good tailored presentations. Very knowledgeable speakers.” – TransUnion

"It's always great, as a data furnisher, to better understand the entire credit reporting ecosystem and to connect the dots related to FCRA" - Beth Miller

Tier 1 Opportunities - Available to Platinum & Gold

Opportunity	Valued at	Availability	Overview
Women in Consumer Data Forum & Reception	\$35,000	1	One of our most popular events, 110 women from the consumer data industry attend.
Sponsored Track (3 Breakouts)	\$30,000	3 - 2 remaining	Showcase thought leadership and branding onsite with up to 3 speaking opportunities for your company.
Networking Reception	\$22,000	1	Premier evening networking with over 200 people in attendance, (specialty installation or offsite event at additional cost)
Networking Breakfast	20,000	1	Option to customize agenda & emcee event
Conference Lunch	\$19,500	1 -SOLD!	Includes welcome remarks & potential speaker opportunity

Tier 2 Opportunities - Available to Platinum, Gold & Silver

Opportunity	Valued at	Availability	Overview
Conference Breakfast	\$16,000	1	Leave the first impression of the day with branding throughout Breakfast
Grab & Go Lunch	\$15,000	1	Branded convenience for attendees that attendees can bring with them
Premium Water Bottle	\$14,000	1	A new favorite! Custom branded item for all
Mobile Event App	\$10,000	1	Your logo in attendees' hands before, during and after the event.

Tier 3 Opportunities- Available to all levels

Opportunity	Valued at	Availability	Overview
Coffee Break	\$8,500	2 -1 available	Branded refreshment area for the most important cup of the day!
Conference Notebook & Pens	\$6,500	1	Branded attendee materials placed at each conference table.
CDIA Member Committee Lunch <i>NEW!</i>	\$6,500	1	Private lunch visibility for about 50-60 professionals
CLE Sponsorship	\$6,500	1	Targets about 60 legal professionals in the industry.
Branded Wi-Fi	\$5,500	1 -SOLD!	Logo on all tables each day of the event
Lanyards	\$5,000	1	Sponsor provides banded nametag lanyards.
Charging Stations	\$4,500	1	Keep attendees charged throughout the event with branding at device stations
Water Station	\$4,500	1	Hydration is key! Eco-friendly branded station
Keycards	\$3,500	1 -SOLD!	Custom hotel keycards for about 200 attendees who stay on site!
Welcome Gifts	\$3,500	3	Kick off the conference with a great impression. Branded attendee gifts



Women in Consumer Data Events

The Women in Consumer Data event creates a unique and empowering space for women across the consumer data industry to connect, share experiences, and build relationships that foster both personal and professional growth. This exclusive gathering brings together women leaders, industry experts, and professionals at all career stages for an inspiring and collaborative experience.

- ✓ Insightful Discussions designed to empower women leaders and professionals
- ✓ A Supportive Environment that encourages networking and mentorship opportunities
- ✓ Focused Sessions addressing gender-specific challenges and unlocking new opportunities

Event Name: *Women in Consumer Data Virtual Lunch & Learn*

Date & Location: Fall 2025 (September or October)

Audience: 50 attendees (virtual) | 100 attendees (in person)

Format: Virtual or in-person (based on sponsor preference)

Costs: In person event: Sponsor hosts the location, staging, and ensures appropriate inhouse AV for virtual event. If they prefer to be the sole sponsor, they will also pay F&B for lunch and networking reception costs.

Virtual Event: Sponsor would be responsible for lunch gift cards for attendees.

Audience Profile

Our network brings together women from diverse sectors, including major credit bureaus, financial services, credit reporting and data solutions, legal and compliance firms, government relations, and technology and data analytics.

These leaders hold roles spanning executive leadership, legal and compliance expertise, risk and operations management, public policy and government affairs, as well as product and data innovation.

Why Sponsor?

- **Unmatched Visibility:** Your brand featured prominently across event platforms, communications, and social channels.
- **High-Value Networking:** Direct access to influential women in senior leadership roles across consumer reporting agencies, financial institutions, law firms, and key vendors.
- **Thought Leadership:** Position your organization as an industry leader through speaking, or moderating.

- **Exclusivity:** Stand out as the premium event host and align your brand with advancing women in consumer data industries.

Branding Channels

- **Event Emails:** Your logo and name featured in every promotional email.
- **On-Site Branding:** Prominent signage and stage branding (if applicable).
- **Social Media:** Your brand will be featured in pre-event promotions and highlighted in post-event content, ensuring visibility and engagement across our social platforms.
- **Sponsor Spotlight:** A thank-you email from CDIA with your message and an option for attendees to subscribe to your newsletter.

Women in Consumer Data Forum

Net Promoter Score:

97% would recommend
this event to a friend)

**Survey Response
Rate: 53%**

LOCATION:

Crystal Gateway Marriott

72 Total Participants - SOLD OUT
60 Attendees on waitlist

The Women's Forum
Received a Satisfaction
Rating of

9.7 out of 10



Most Valuable Part of the Forum

Speakers
Networking Opportunities



KEY WEAKNESSES

None reported

MOVING FORWARD

Lunch & Learn – 41%
Webinars – 37%
Mentor/Mentee Pairing – 22%





Attendee Feedback

“Love the networking sessions and learning about all the great things we can do.” - Mary [DelaTorre](#)

Most valuable: “Networking and talking about pragmatic work issues that have a significant impact on one's work life.” - Claire Wiggill

“All the advice was spot on and applicable.” - Sandy Frier

“I really appreciate the speakers and their stories and experience.” - Lee [Paulowski](#)

Most valuable: “Discussion with female leaders about their careers and how they navigated being a woman in the industry.” - Linda Dubrow

“Loved all of it!” - Paulette G.

“The speakers told very interesting stories and are great examples.” - Barb Klingerman

“Found both of the women's sessions engaging, informative and very worthwhile.” - Erica Kramer

Next Steps

Secure your sponsorship today to maximize visibility and engagement with the consumer data industry.

Contact:

Kristine Poplawski Thomas
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Consumer Reporting Roundtables

This exclusive opportunity provides a unique platform for industry leaders and experts to come together in small groups to explore critical topics shaping the consumer reporting ecosystem. Participants will gain valuable insights into emerging trends and developments with wide-reaching implications, along with opportunities to network during a lunch session and a lively happy hour following the meeting.

Key Details:

Date & Location: Spring Summer & Fall 2026

Audience: 50-60 attendees

Format: Hybrid, with about 45 persons in person.

Costs: Sponsor hosts the location, staging, and ensures appropriate inhouse AV for virtual event. If they prefer to be the sole sponsor, they will also pay F&B for lunch and networking reception costs.



Audience Profile

This program attracts professionals from across the credit reporting ecosystem, giving sponsors access to a highly engaged and influential audience. Attendees include professionals in **risk, legal, and compliance**, such as corporate counsel, general counsel, compliance officers, and risk management professionals, as well as specialists in **data and operations**, including financial professionals and data quality assurance experts. Participants represent a broad range of industries connected to consumer reporting, including nationwide, regional, and specialized credit bureaus; major banks and financial institutions; automotive lending and leasing; credit unions and student loan providers; and mortgage and housing finance.

Why Sponsor?

- **Unmatched Visibility:** Your brand featured prominently across event platforms, communications, and social channels.
- **High-Value Networking:** Direct access to professionals in legal, risk, compliance and data operations, across consumer reporting agencies, major banks and financial institutions, automotive lending and leasing; credit unions and student loan providers; and mortgage.
- **Thought Leadership:** Position your organization as an industry leader through speaking or moderating.
- **Exclusivity:** Stand out as the premium event host and align your brand with advancing women in consumer data industries.

Branding Channels

- **Event Emails:** Your logo and name featured in every promotional email.
- **On-Site Branding:** Prominent signage and stage branding (if applicable).
- **Social Media:** Your brand will be featured in pre-event promotions and highlighted in post-event content, ensuring visibility and engagement across our social platforms.
- **Sponsor Spotlight:** A thank-you email from CDIA with your message and an option for attendees to subscribe to your newsletter.

CDIA Consumer Reporting Roundtable September 10, 2025

Net Promoter Score:

72% (would recommend this event to a friend)

Survey Response Rate:

22% (14 total surveys)

INDUSTRIES REPRESENTED

- **22** Data Furnishers from Banking, Credit Union, Finance Company, Auto Lending & Lease, Mortgage Lending, Software Vendors, Credit Cards
- **15** CDIA members and partners from CRAs, Law Firms, Consulting Companies





What Attendees are Saying

“Networking is always the most valuable”

- Anthony Glasscock, Toyota Financial Services/Mazda Financial Services

“The AI chat was most valuable. Everything was fantastic. The format in the room was great”

- Jhon Urena, BRG

“This was one of the best industry conference I’ve attended. The focus on the most critical issues coupled with brainstorming and solutions.”

- Dan Matera, Sallie Mae Bank

“This was my first roundtable. I was able to experience topics outside of my expertise and draw connections to them.”

- Bradley Speraw, Exeter Finance

I appreciated the update on the meeting with FTC and discussion around ID Theft. This is a topic impacting all data furnishers and look forward to hearing more about the continued efforts. It is very valuable to hear thoughts from our expert panel and other data furnishers around all the different topics.”

- Shirley Slaughter, Exeter Finance

“The most valuable part was hearing from experts regarding current FCRA legal challenges, trends, and potential solutions.”

- Robert Griffin, Barclays

“Just keep having them. This was, in my opinion, a lot more beneficial than the first one I attended too. Please keep having them and thank you for giving me the opportunity to be here.”

- Bruno Buccolo, PenFed Credit Union

Next Steps

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Contact:

Kristine Poplawski Thomas

Vice President, Marketing, Events & Strategic Partnerships

Consumer Data Industry Association

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METRO 2[®] FORMAT ADVANCED WORKSHOPS

CDIA's Metro 2[®] Format Advanced Workshop is the premier event for in-depth learning and expertise in the Metro 2[®] Format reporting standards. Uniquely developed and presented by seasoned representatives from Equifax, Experian, Innovis, and TransUnion, this live, interactive workshop stands as the most authoritative source of information in industry. Attendees will receive unparalleled guidance on the latest and most critical Metro 2[®] reporting requirements, ensuring they stay at the forefront of industry standards. Tailored for individuals already familiar with the Metro 2[®] fields, this workshop offers an exceptional opportunity to deepen their understanding and stay current with evolving guidelines, setting it apart as the definitive event for advanced Metro 2[®] learning.

Key Details:

Date & Location: Nov. 16-17, 2026 – Las Vegas, NV

Audience: 150 attendees

Format: 2-day in-person training workshops

Costs: Sponsor hosts the location, staging, and ensures appropriate inhouse AV for virtual event. If they prefer to be the sole sponsor, they will also pay F&B for lunch and networking reception costs.

Audience Profile

This event attracts professionals from across the consumer reporting ecosystem, representing a diverse mix of industries and roles. Attendees include leaders and specialists from financial institutions, credit unions, auto and consumer finance, student loan and mortgage servicing firms, as well as consulting and technology vendors. Job roles span executive leadership, managerial positions, and technical experts, with key functional areas in credit bureau reporting, FCRA compliance, loan servicing, risk and regulatory management, dispute resolution, and technology support. Participants come from organizations of all sizes—from large national banks to regional institutions and tech providers—**focused on critical priorities such as Metro 2[®] reporting, data accuracy, regulatory examinations, and credit operations oversight.**

Metro 2[®] Advanced Workshop- Nashville, TN



Net Promoter Score:

70% would recommend
this event to a friend)

**Survey Response
Rate:**

55%

KEY STATISTICS:

LOCATION: Nashville, TN-
new location!

91 Total Participants

Location Received a
Satisfaction Rating of
4.4 out of 5



KEY STRENGTHS

Agenda
Breakouts Sessions
Speakers
Networking Opportunities
Bonus Sessions



KEY WEAKNESSES

Cost of Registration
Cost of Hotel

INDUSTRIES REPRESENTED

Data Furnishers from Banking, Credit
Union, Finance Company, Auto Lending &
Lease, Mortgage Lending, Software
Vendors, Credit Cards



Why Sponsor?

- 1. Direct Access to a Highly Specialized Audience:** You'll connect with 150 professionals deeply engaged in credit bureau reporting, FCRA compliance, risk management, data accuracy—key decision-makers and influencers from major financial institutions, credit unions, auto finance, mortgage servicing, and technology vendors.
- 2. Showcase Thought Leadership** Sponsorship offers opportunities to demonstrate your expertise and commitment to compliance and data integrity, reinforcing your role as a trusted partner in advancing industry standards.
- 3. Premium Brand Visibility** Your brand will be featured prominently throughout the event—on-site signage, digital communications, and your session (lunch or networking reception)—ensuring maximum exposure to a targeted audience.
- 4. Networking with Decision-Makers** Engage directly with executives, managers, and technical specialists during lunch and networking receptions, creating meaningful connections that drive future business opportunities.

Branding Channels

- **Event Emails:** Your logo and name featured in every promotional email.
- **On-Site Branding:** Prominent signage on site throughout the event
- **Social Media:** Your brand will be featured in pre-event promotions and highlighted in post-event content, ensuring visibility and engagement across our social platforms.
- **Sponsor Giveaway:** Include a sponsored giveaway to attendees to bring home and leave a lasting impression

What Attendees are Saying



“This was my first CDIA conference, and I really enjoyed meeting others within the industry and gaining additional knowledge”

- [Keith English \(Navy Federal Credit Union\)](#)

“Really enjoyed the contents that was provided. Task force is very knowledgeable and open to questions/comments.”

- [Katherine Lofton \(Navy Federal Credit Union\)](#)

“Overall, great experience. Loved face to face with CRAs and networking, speakers and opportunity to break out for specifics.”

- [Anjanette Cooper \(ICCU\)](#)

“The reporting scenarios/worksheets are very helpful. Also, the ability to ask questions and receive feedback from the task force members.”

- [Kim Caraszi \(Keybank\)](#)

“Overall, for a first-time attendee, I got a lot of value attending as a software vendor.”

- [Anonymous](#)

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