



CUNA
Operations
Sales & Service
COUNCIL

13th Annual

**CUNA OpSS Council
Conference**

September 29 - October 2, 2010

Sponsor Logistical
Information



Introduction

Thank you for your tremendous support of the 13th Annual CUNA OpSS Council conference! Without it, we would not be able to provide the exceptional conference that our members have come to expect.

The OpSS Council conference attracts attendees from full-service credit unions who are key decision makers and excellent sales prospects. As a sponsor, you'll have the opportunity to network with attendees, attend conference educational sessions, and show the value your company offers.

For conference information, visit cunaopsscouncil.org.



Your Sponsorship Includes:

- Your company name, description and sales contact information printed in the conference handbook that attendees receive onsite
- Attractive signage at the event in which you sponsor
- A link to your Web site from the OpSS Council Web site
- The ability to attend all functions associated with the conference
- A complete listing of conference attendee's contact information
- For an additional \$1,000, you have the option of purchasing a six-foot draped and skirted display table to use throughout the conference.
- Complimentary conference registrations, depending on your level of sponsorship.
- The ability for discreet literature distribution during your sponsored event

Conference Attendee List:

On September 8, 15, 22 and 27, paid sponsors will receive a roster of conference attendees, in addition to a demographic report. We hope that the list will help you in preparing for the conference where you will have ample opportunity to network with the attendees at the social events, educational sessions and networking breaks. ***Attendee emails will be shared with you solely for your use as a sponsor for this event. You may not use those emails for other purposes, or share them with any third parties.***

No activities may be scheduled at any time that will draw participants away from sessions or other conference activities.



Tabletop Display Area:

The sponsor display area, located in the **Roman Ballroom** (Welcome Center) provides a setting for sponsors to demonstrate their respective offerings. Each sponsor who has paid the additional fee (see attached list) will have use of a six-foot draped and skirted table and two chairs. ***Please remember that it is necessary to adhere to the six-foot space allotment. We will not be able to accept anything larger.***

This is not a typical exhibit hall with dedicated hours, but rather a sponsorship program that allows you to attend all sessions and social events. We encourage you to attend sessions and mingle with credit union attendees to hear the questions and challenges they face, and evaluate services you can provide.

Setup and Takedown

On Wednesday, September 29, the conference registration desk will open at 11:00 am. Please pick up your conference materials and plan on setting up your tabletop display in The Roman Ballroom between the hours of 11:00 am and 4:00 pm. There will be a disposable identification sign on your assigned table. (Booth numbers will not be assigned, as this is not an exhibit hall.)

Please be present at your display table during conference registration, the Welcome Reception, breakfasts, and networking breaks. At all other times, you are strongly encouraged to attend all educational sessions and social events. It is also permissible to be present at your table anytime throughout the conference. Please refer to the schedule located on the next page.

Takedown can occur on Friday, October 1 after 5 pm or Saturday, October 2 between 8:30 am and Noon.



Tabletop Display Area: Schedule

2010 WELCOME CENTER SCHEDULE – The Roman Ballroom
(As of 7/9/10 – Subject to Change)

Wednesday, September 29	11:00 am – 4:00 pm 6:00 pm – 7:30 pm	Registration/Setup of Sponsor Displays Welcome Reception
Thursday, September 30	7:30 am – 8:15 am 9:30 am – 10:00 am 2:15 pm – 2:30 pm 3:30 pm – 3:45 pm	Breakfast Networking Break Networking Break Networking Break
Friday, October 1	7:15 am – 8:15 am 9:30 am – 10:00 am 2:15 pm – 2:45 pm Evening – Opportune Time to Invite CU Attendees to Your Optional Function	Breakfast Networking Break Networking Break
Saturday, October 2	7:45 am – 8:30 am 8:30 am – Noon	Breakfast Display Table Tear Down



Tabletop Display: Electrical Power and/or Internet Access

If you need electrical power or Internet access at your display table, please order it directly through Dina Higa at the hotel using the form attached to this email and posted on our Web site. Please indicate **The Roman Ballroom** as your location when completing the forms. If you have questions pertaining to the completion of your order forms, please contact Dina Higa directly at 702-731-7486 or dhiga@harrachs.com. Again, there will not be booth numbers assigned as this is not an exhibit hall.

List of Sponsors with Tabletop Displays:

The following is a list of sponsors who have paid the additional fee and will have use of a six-foot draped and skirted display table in the North Pointe Lounge:

3SI Security Systems
Creating Member Loyalty System of Training
CUDL
Diebold, Inc.
Fifth Third Processing Solutions
Financial Management Solutions

Harland Clarke
Michael Neill & Associates
Newtek Business Services
Support Financial Resources
Wescom Resources Group



Shipping Instructions to Hotel:

If you will be shipping a tabletop display or literature to the hotel, please mark them to your attendee's attention with their arrival date, and schedule it to arrive no earlier than Monday, September 27.

The hotel address is:

Caesar's Palace Parcel Center

ATTN: Your attendee's name, arriving xx/xx/xx

Please hold for the CUNA OpSS Council Conference

3570 Las Vegas Blvd. South

Las Vegas, NV 89109

The hotel will charge per box for storage, handling and delivery of vendor boxes, which will be at your company's expense. (Please refer to the attached shipping form for details.) There will not be a drayage company associated with this conference.

Return Shipping Instructions:

You can bring your own forms for your return shipment, or contact the hotel for shipping forms when you are ready to package your materials.



Drawings:

Drawings are optional. If you would like to conduct a prize drawing, please advise us in advance by emailing bbischke@cuna.com and provide the name of the person from your organization who will announce the winner, and what the prize is. Your representative will be called to the microphone to make the announcement. Please take your prize and winner's name to the refreshment break on Friday, October 1 at 2:15 pm where the announcements will occur.

Presentation Handouts:

As in previous years, conference handouts will be posted to the CUNA OpSS Council Web site approximately two weeks prior to the start of the conference and will remain available after the conference. If you are a registered attendee for the conference, you can access and print the handouts for the sessions you plan to attend. A link will be sent as soon as the presentations are posted. Copies of presentations will not be provided at the conference.

Cancellation Policy:

Refunds will be issued until five weeks prior to the start of the conference, or August 25, 2010. No refunds will be available after this date. All cancellations must be submitted in writing to bbischke@cuna.com.



Important Reminders:

- ❑ Sponsorship Registration – Please be sure you have registered for your sponsorship. Here is the link:
https://secure.cuna.org/councils/opss/events/partnersprogram_form.html

- ❑ Attendee Registration – Included with your sponsorship is one complimentary conference registration if your sponsorship is less than \$7,500, or two complimentary conference registrations if your sponsorship is \$7,500 or greater. Please register for the conference using this link:
https://secure.cuna.org/councils/opss/events/conf_10/conf10_reg.html

- ❑ Hotel Reservation – Please make your hotel reservation directly with the hotel.
[Online at Caesars Palace](#) or call 866.227.5944
Reference Group Code "SCCUN0"
Rate \$175/night

- ❑ Sponsor Thank You Reception – Please mark your calendar for Friday, October 1 from 4:45 to 5:45 pm. The invitation and details are attached.

Attachments:

- Electrical and IT Services Order Form
- Sponsor Success Guide
- Attendee Demographic Report
- Attendee Spreadsheet
- Welcome Center Floor Plan
- Sponsor Thank you Reception Invitation



Questions:

If you have questions at any time, please contact:

Patti Dixon, Executive and Sponsorship Committees
VP Service Centers, Baxter Credit Union, IL
Telephone: 800-388-7000, ext. 8450
E-mail: patti.dixon@bcu.org

Bobbi Bischke, Council Sponsorship Program Manager
Credit Union National Association
Telephone: 800-356-9655, ext. 4018
E-mail: bbischke@cuna.com

Onsite Council staff:

David Rohn, Council Vice President
Telephone: 608-217-0516

Cheryl Sorenson, Council Conference Manager
Telephone: 608-334-9692