



CUNA
Operations
Sales & Service
COUNCIL

12th Annual
CUNA OpSS Council
Conference
September 27-30, 2009

Sponsor Logistical
Information



Introduction

Thank you for your tremendous support of the 12th 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 2, 9, 16 and 23, 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.

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 **The Edge** (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 Sunday, September 27, 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 Edge 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 Wednesday, September 30 between 9:30 am and 11:00 am.



Tabletop Display Area: Schedule

2009 WELCOME CENTER SCHEDULE – The Edge
(As of 8/19/09 – Subject to Change)

Sunday, September 27, 2009	11:00 am – 4:00 pm 6:00 pm – 7:30 pm	Registration/Setup of Sponsor Displays Welcome Reception
Monday, September 28, 2009	7:30 am – 8:15 am 9:45 am – 10:15 am 12:45 pm – 1:00 pm 2:15 pm – 2:30 pm 4:45 pm – 5:15 pm	Breakfast Networking Break Networking Break Networking Break Visits with Sponsors
Tuesday, September 29, 2009	7:30 am – 8:15 am 9:15 am – 9:45 am 1:45 pm – 2:15 pm 12:15 pm – 12:30 pm 1:30 pm – 1:45 pm 3:00 pm – 3:15 pm	Breakfast Networking Break Networking Break Networking Break Networking Break Networking Break
Wednesday, September 30, 2009	7:30 am – 8:15 am 9:15 am – 9:30 am 9:30 am – 11:00 am	Breakfast Networking Break 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 the hotel using the form attached to this email and posted on our Web site. Please indicate **The Edge** as your location when completing the forms. 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:

Creating Member Loyalty System of Training
Diebod, Inc.
Financial Management Solutions
Harland Clarke
Support Financial Resources
Verafin



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 Friday, September 25.

The hotel address is:

Hard Rock Hotel San Diego

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

207 5th Avenue

San Diego, CA 92101

Telephone: 619-702-3000

The hotel will charge \$5 per box for storage, handling and delivery of vendor boxes, which will be at your company's expense. 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 closing general session on Wednesday, September 30 at 9:30 am where the announcements will occur. If you are unable to attend the closing general session, an Executive Committee member would be happy to make the announcement on your behalf.

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 23, 2009. 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_09/conf09_reg.html
- ❑ Hotel Reservation – By September 4, please make your hotel reservation directly with the hotel. The phone number for reservations is 866-751-7625. Reference the CUNA OpSS Council to receive the rate of \$189 plus taxes.
- ❑ Sponsor Thank You Reception – Tuesday, September 29 from 4:30 to 5:30 pm.

Attachments:

- Electrical and IT Services Order Form
- Sponsor Success Guide



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



TESTIMONIALS FROM EXISTING CUNA COUNCIL CONFERENCE SPONSORS:

- "As a vendor, I would rate this conference very high. The audience is targeted and from the beginning we were able to tailor our message to their needs. At the big conferences, vendors waste a lot of time trying to find the people they want to hear their message. This work was done in advance for us because the conference is so specific to the needs of operations and sales decision-makers."
- "While the overall attendance may have been lower, we found that the attendees who did come were serious about being there due to the economic challenges."
- "The CUNA Council conferences have consistently been my favorite meetings of the year. The content is relevant, the sessions are engaging, and while the conference provides many takeaways and good information, it is festive and social. Thank you for putting together another great event!"



- "You have far exceeded the other trade associations in our industry with your continued commitment to the education of credit union marketers. When marketers need it the most, you seek new and innovative ways to cope with membership, growth and the economy. As marketers and as an industry already searching for a larger national presence, you would take that extra step to find ways to help others in our industry who aren't able to come to some of these conferences...helping others so we can better help the member."
- "As a sponsor, I think there is great value in the variety of activities. I enjoyed some of the sessions and it was a great way to hear what is on the minds of the members."
- "In order to provide appropriate service to our clients, it is very helpful to learn alongside them."
- "Attending sessions allows for one on one time. I got to sit next to some of my top prospects at the lunch and awards dinner! Also, all of us are able to learn about credit union topics as well so we can serve our clients better."
- "The CUNA Councils are the best at inclusion of vendors. Thank you so much for that."