



**CUNA**  
**Lending**  
**COUNCIL**

**15<sup>th</sup> Annual  
CUNA Lending Council  
Conference  
November 1-4, 2009**

**Sponsor Logistical  
Information**



## Introduction

*Thank you* for your tremendous support of the 15<sup>th</sup> Annual CUNA Lending Council conference! Without it, we would not be able to provide the exceptional conference that our members have come to expect.

The Lending 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 [cunalendingcouncil.org](http://cunalendingcouncil.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 Lending 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 \$3,750, Gold Level and higher sponsors have the option of purchasing ten-foot exhibit space to use throughout the conference.
- Complimentary conference registrations, depending on your level of sponsorship.
- The ability for discreet literature distribution during your sponsored event. Shared tables will also be available in the Welcome Center for literature placement.

## Conference Attendee List:

On October 1, 8, 15 and 22, 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.



## Exhibit Area:

The sponsor display area, located in the **Indigo ABEF** (Welcome Center) provides a setting for sponsors to demonstrate their respective offerings. Each Gold Level and higher sponsor who has paid the additional fee (see list on page 6) will have use of a ten-foot area. Non-exhibiting sponsors will have use of shared tables for placement of literature in the Welcome Center.

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, November 1, the conference registration desk will open at 1:00 pm. Please pick up your conference materials and plan on setting up your display in Indigo ABEF between the hours of 1:00 pm and 5:00 pm. There will be a disposable identification sign on your assigned space. (Booth numbers will not be assigned, as this is not a typical exhibit hall.)

Please be present at your display 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 display anytime throughout the conference. Please refer to the schedule located on the next page.

Takedown can occur on either Tuesday, November 3 after 7:30 p.m., or Wednesday, November 4 between 9:45 am and 11:00 am.



# Exhibit Area: Schedule

**2009 WELCOME CENTER SCHEDULE – Indigo ABEF**  
*(As of 9/30/09 – Subject to Change)*

Sunday, November 1, 2009	1:00 pm – 5:00 pm	Registration/Setup of Exhibits
	6:00 pm – 8:00 pm	Welcome Reception
Monday, November 2, 2009	7:00 am – 8:00 am	Breakfast
	9:15 am – 9:45 am	Networking Break
	11:00 am – 11:15 am	Networking Break
	3:15 pm – 3:30 pm	Networking Break
Tuesday, November 3, 2009	7:00 am – 7:45 am	Breakfast
	9:00 am – 9:30 am	Networking Break
	10:45 am – 11:00 am	Networking Break
	2:45 pm – 3:00 pm	Networking Break
Wednesday, November 4, 2009	7:30 am – 8:30 am	Breakfast
	9:30 am – 9:45 am	Networking Break
	9:45 am – 11:00 am	Display Tear Down



## Electrical Power and/or Internet Access

Internet access and electricity are included with your exhibit space purchase. Again, there will not be booth numbers assigned as this is not an exhibit hall.

List of Sponsors with Displays:  
(Shared tables will be provided for non-exhibiting  
sponsors to place literature.)

The following is a list of sponsors who have paid the additional fee and will have use of a ten-foot display space in the Indigo ABEF room:

Allied Solutions  
Blue Oak Analytics  
COINdata, LLC  
CUDL  
CUNA Mutual Group  
Fannie Mae  
Manheim

MeridianLink  
Mortgagebot, LLC  
National Creditors Connection, Inc.  
Prime Alliance Solutions, Inc.  
Radian  
S1 Corporation



## Shipping Instructions to Hotel:

The hotel will charge for storage, handling and delivery of vendor items, which will be at your company's expense. Please reference the attached forms for a list of hotel handling charges incurred based upon the weight of each item..

If you will be shipping a 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, October 30.

The hotel address is:

Hilton Bayfront Hotel

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

CUNA Lending Council Conference

1 Park Blvd.

San Diego, CA 92101

Telephone: 619-564-3333

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](mailto: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, November 4 at 9:45 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 Lending 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 September 28, 2009. No refunds will be available after this date. All cancellations must be submitted in writing to [bbischke@cuna.com](mailto: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/clc/events/partnersprogram\\_form.html](https://secure.cuna.org/councils/clc/events/partnersprogram_form.html)
- ❑ Attendee Registration – Included with your sponsorship are complimentary conference registrations, depending on your level of support and outlined on your confirmation letter. If you plan to attend the conference, please register for the conference using this link: [https://secure.cuna.org/councils/clc/events/conf\\_09/conf09\\_reg.html](https://secure.cuna.org/councils/clc/events/conf_09/conf09_reg.html)
- ❑ Hotel Reservation – By October 2, please make your hotel reservation directly with the hotel. The phone number for reservations is 619-564-3333. Reference the CUNA Lending Council to receive the rate of \$229 plus taxes.
- ❑ Sponsor Thank You Reception – Tuesday, November 3 from 4:30 to 5:30 pm. – Invitations will be emailed soon.

## Attachments:

- Sponsor Success Guide
- Hotel Shipping Fees Form
- Hotel Shipping Authorization Form



## Questions:

If you have questions at any time, please contact:

Lloyd Gill, Executive and Sponsorship Committee Chair  
EVP / Chief Operations Officer, City County Credit Union, FL  
Telephone: 954-745-2340  
E-mail: [lgill@citycountycu.org](mailto:lgill@citycountycu.org)

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