



CUNA
CFO
COUNCIL

15th Annual
CUNA CFO Council
Conference
May 16-19, 2010

Sponsor Logistical
Information



Introduction

Thank you for your tremendous support of the 16th Annual CUNA CFO Council conference! Without it, we would not be able to provide the exceptional conference that our members have come to expect.

The CFO 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 cunacfocouncil.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 CFO Council Web site
- The ability to attend all functions associated with the conference
- A listing of conference attendees
- For an additional \$1,000, sponsors have the option of purchasing a six-foot draped 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 April 22, 29, May 6 and 13, 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 Roosevelt Promenade Foyer (Welcome Center) provides a setting for sponsors to demonstrate their respective offerings. Each sponsor who has paid the additional fee (see list on page 6) will have use of a six-foot table. *Please note that 10' exhibit booths will not be allowed.*

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, May 16, the conference registration desk will open at 7:30 a.m. Please pick up your conference materials and plan on setting up your display in the Welcome Center between the hours of 7:30 a.m. 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, May 18 after 5:00 p.m., or Wednesday, May 19 between 10:00 a.m. and Noon.



Exhibit Area: Schedule

2010 WELCOME CENTER SCHEDULE –
(As of 3/26/10 – Subject to Change)

Sunday, May 16, 2010	7:30 am – 5:00 pm 6:30 pm – 8:00 pm	Registration/Setup of Exhibits Welcome Reception
Monday, May 17, 2010	7:15 am – 8:00 am 9:15 am – 9:45 am 11:00 am – 11:15 am 3:15 pm – 3:30 pm	Breakfast Networking Break Networking Break Networking Break
Tuesday, May 18, 2010	7:00 am – 7:45 am 9:00 am – 9:30 am 10:45 am – 11:00 am 3:15 pm – 3:30 pm	Breakfast Networking Break Networking Break Networking Break
Wednesday, May 19, 2010	7:45 am – 8:30 am 9:45 am – 10:00 am 10:00 am – Noon	Breakfast Networking Break Display Tear Down



Electrical Power and/or Internet Access

Internet access and electricity can be ordered directly from the hotel at your expense using the attached forms. Again, there will not be booth numbers assigned as this is not an exhibit hall. For your location, simply list the CUNA CFO Council Welcome Center.

List of Sponsors with Displays:

The following is a list of sponsors who have requested use of a six-foot display table in the Welcome Center:

ALM First Financial Advisors	Harland Clarke
Amherst Securities	Intuit Financial Services
Balance Sheet Solutions, LLC	Kohl Advisory Group
BOSC	McGuire Performance Solutions
Brookwood Capital	MoneyGram
C myers corporation	Morgan Keegan
Callahan & Associates	Multi-Bank Securities
Ceto & Associates	O.M. Financial Group
Corporate America CU	Perimeter eSecurity
Crews & Associates	Primary Financial / SimpliCD
CUNA Mutual Group	ProfitStars
Diebold, Inc.	Twenty Twenty Analytics
FARIN	TraceSecurity, Inc.
FIMAC Solutions	Southwest Corporate
Financial Northeastern Companies	TMG Financial Services



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, May 14.

The hotel address is:

The UPS Store/Roosevelt

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

CUNA CFO Council Conference

123 Baronne Street

New Orleans, LA 70112

Telephone: 504-335-3114

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 networking break in the Welcome Center on Wednesday, May 19 where the announcements will occur.

Presentation Handouts:

As in previous years, conference handouts will be posted to the CUNA CFO 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 April 12, 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/cfo/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/cfo/events/conf_10/conf10_reg.html
- ❑ Hotel Reservation – Please make your hotel reservation directly with the hotel. The phone number for reservations is 504-648-1200. Reference the CUNA CFO Council to receive the rate of \$199 plus taxes.
- ❑ Sponsor Thank You Reception – Tuesday, May 18 from 4:30 to 5:30 pm. – Invitations will be emailed soon.

Attachments:

- Internet Services Order Form
 - (Booth # will not be assigned, so please list “Roosevelt Promenade Foyer” as your location
- Sponsor Success Guide
- A/V order form
- Attendee Demographic Report
- Attendee Spreadsheet
- Sponsor Thank you Reception Invitation



Questions:

If you have questions at any time, please contact:

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