

2010 NAFCU CONFERENCES SPONSORSHIP & EXHIBITING OPPORTUNITIES

Sponsoring and exhibiting at other NAFCU's conferences can be a particularly effective way of reaching key buying influences in the credit union marketplace—you should consider making it a part of your marketing mix. Consider some of these benefits of NAFCU event sponsorship & exhibits:

You reach a highly targeted audience. The NAFCU conferences attract a coveted audience of top credit union officials from the nation's leading credit unions.

You gain exclusive access to that audience. Your company is at the center of attention during the event you cosponsor.

You receive tremendous exposure. At a minimum, your company will be fully recognized (via signs, announcements, onsite printed programs, or other means) for its sponsorship during the event, be able to distribute literature, and receive an attendee list of registrants.

Included with your Sponsorship/Exhibits

- Company name listed in the official onsite program with company description and contact information.
- Verbal recognition during a general session.
- Reduced registration fee (early bird, non-member credit union rate)
- Provision of badges for up to two additional representatives to be present at the sponsored event.
- Distribution of company literature and/or appropriate premiums at sponsored event.
- Five minutes presentation to conference delegates.
- Tabletop Display (includes one full conference registration)
- Pre-registered attendee list. (electronic format)
- **Special Bonus:** Be a sponsor or exhibitor and have your logo on the event website with hyperlink to your company's website for only \$350 per month or \$900 for three months!

Questions

For more information about these promotional opportunities, please contact Jerome Bruce at 1-800-336-4644 ext. 208, or send an e-mail to jbruce@nafcu.org.

NAFCU 2010 Conference Sponsorships & Exhibiting Opportunities

Special Bonus: Be a sponsor or exhibitor and have your logo on the event website with hyperlink to your company's website for only \$350 per month or \$900 for three months!

Note: Tabletop Display includes one (1) full conference registration

NAFCU Live Webcast (2X a month)

www.nafcu.org/webcasts/

Pick the NAFCU webcast that you would like to sponsor and NAFCU will upload your provided banner ad with hyperlink to your company website. That's not all! Your company will be verbally recognized as a sponsor during the webcast. This is a great opportunity to get full exposure in front of credit union webcast attendees. Average credit union viewer is from 35-1500 people. Price: \$800 per webcast

Technology & Security Conference February 23-25 * Las Vegas, NV

Anticipated Attendance: 100-150 Security Professionals.

This conference is for management and technology professionals responsible for implementing technology and security solutions. Participants will learn how to identify the latest security threats and trends and more.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$2,000
Tabletop Display (Non-Partners)	\$2,500
Sponsorship	Amount
Continental Breakfast	\$2,000
Coffee Breaks	\$1,500
Luncheon	\$2,000
Reception	\$3,000
Notebooks	\$1,000
Handouts on Flash Drive	\$2,500
Keynote Speaker (Exclusive)	\$10,000
Keynote Speaker (Non-Exclusive)	\$5,000

Strategic Growth Conference March 9-11 * Las Vegas, NV

Anticipated Attendance: 75-100 Lending Professionals.

This conference is geared towards mid- to senior-level management and lending professionals seeking training on all aspects of business growth through lending, collections, non-interest income and strategic marketing.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$2,000
Tabletop Display (Non-Partners)	\$2,500

Sponsorship

Awards Breakfast	\$2,500
Coffee Breaks	\$1,500
Luncheon	\$2,000
Conference Notebooks	\$1,000
Reception	\$2,500
Handouts on Flash Drive	\$2,500
Keynote Speaker (Exclusive)	\$10,000
Keynote Speaker (Non-Exclusive)	\$5,000

Regulatory Compliance School March 22-26 * National Harbor, MD

Anticipated Attendance: 100-150 Compliance Officers, Internal Auditors, Compliance Attorneys, CEOs, Lending Officers, NCCOs recertifying and candidates for NCCO designation

It is an intensive program specifically designed to propel credit union professionals with compliance responsibilities to a higher level of competence. While most attendees are candidates for the NCCO designation, busy credit union professionals who simply desire to improve their overall comprehension in the compliance arena love the usefulness of attending this concentrated and comprehensive course.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$2,100
Tabletop Display (Non-Partners)	\$2,700

Sponsorship	Amount
Continental Breakfast	\$2,000
Welcome Reception	\$2,000
Luncheon	\$2,000
Handouts on Flash Drive	\$2,000
Conference Notebooks	\$1,000

29th Annual Volunteers Conference May 20-22 * San Antonio, TX

Anticipated Attendance: 400-500 Volunteers

This three-day program, for both new and experienced volunteers, covers many aspects of a volunteer's unique role and gives delegates the

opportunity to share thoughts and ideas with other credit union volunteers from across the country.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$1,800
Tabletop Display (Non-Partners)	\$2,200

Sponsorship	Amount
Breakfast	\$2,000
Luncheon	\$2,500
Reception	\$3,000
Handouts on Flash Drive	\$2,500
Conference Tote Bags	\$3,000

**43rd Annual Conference & Exhibition
July 20-24 * Chicago, IL**

Maximize your exposure through exhibiting & sponsorships, please contact Jerome Bruce at jbruce@nafcu.org for a list of sponsorship & promotional opportunities.

**Congressional Caucus
September 19-22 * Washington, DC**

Anticipated Attendance: 400-500 CEOs and Volunteers

Delegates will meet with members of their congressional delegation as well as Senate Banking and House Financial Services Committee members and top NCUA, Treasury Department and White House officials to personally discuss the crucial issues facing credit unions now and in the future.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$2,300
Tabletop Display (Non-Partners)	\$3,000

Sponsorship	Amount
Welcome Reception	\$3,500
Continental Breakfast	\$2,500
Caucus Luncheon	\$3,000
Congressional Reception	\$7,000
Conference Portfolios	\$2,500
Conference Pens	\$2,500
Conference Notepads	\$2,500
Ad in the Onsite Program	\$1,000
Handouts on Flash Drive	\$3,000
Keynote Speaker (Exclusive)	\$10,000
Keynote Speaker (Non-Exclusive)	\$5,000

**Regulatory Compliance Seminar
October 12-15 * Dallas, TX**

Anticipated Attendance: 100-150 Compliance Officers, CEOs, Management Staff

Intended for compliance professionals, this program focuses on the impact of regulatory compliance on credit unions and the most pressing compliance issues facing credit unions today.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$2,100
Tabletop Display (Non-Partners)	\$2,700

Sponsorship:	Amount
Continental Breakfast	\$2,000
Morning Coffee	\$1,500
Luncheon	\$2,500
Reception	\$3,000
Conference Notebooks	\$1,000
Handouts on Flash Drive	\$2,500
Keynote Speaker (Exclusive)	\$10,000
Keynote Speaker (Non-Exclusive)	\$5,000

**Management Development Institute
November *TBD**

Anticipated Attendance: 75-100 Senior Managers

This management school draws the future leaders of the credit unions. The five and half days of learning will focus on all aspects of the credit union organization.

Exhibits	Amount
Tabletop Display (NSC Partners)	\$1,800
Tabletop Display (Non-Partners)	\$2,200

Sponsorship	Amount
Continental Breakfast	\$1,000
Reception	\$2,000
Conference Notebooks	\$1,000
Handouts on Flash Drive	\$2,500
Student Scholarship	\$2,500

Create Your Own – Call to discuss
Have an idea for sponsorship that's not listed? Got a new product or service to promote? Call Jerome Bruce to discuss at (800) 336-4644, ext. 208 or e-mail at jbruce@nafcu.org. Thank you!

Note: Sponsorships costs are subject to change. Sponsorship opportunities are non-exclusive and may be cosponsored by multiple non-competing firms.

