

exhibits
and
sponsorships

THE **1** **ONE**
CREDIT UNION
CONFERENCE
ONE
EVENT

LAS VEGAS
JULY 11 * 14 **2010**



Credit
Union
National
Association



World
Council
of Credit
Unions

2010 EXHIBIT OPPORTUNITIES



THE 1 CREDIT UNION CONFERENCE



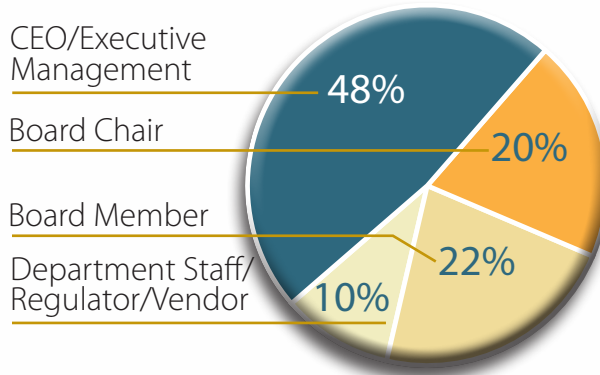
OVER 2,000 ATTENDEES EXPECTED FROM MORE THAN 60 COUNTRIES

In 2010, the World Council of Credit Unions (WOCCU) and the Credit Union National Association (CUNA) will combine two of the credit union movement's largest educational events—the World Credit Union Conference and America's Credit Union Conference—into one, unprecedented conference for credit union leaders from around the world. *The 1 Credit Union Conference*, July 11-14, 2010 at MGM Grand Hotel in Las Vegas, Nevada, is expected to draw more than 2,000 attendees for four days of networking and education. For conference-goers, this single professional development investment will yield greater benefits, drawing on the unique strengths of both organizations.

ATTENDEE DEMOGRAPHICS

At *The 1 Credit Union Conference*, you'll meet a diverse group of people with one thing in common: they are key decision-makers at the world's largest credit unions and associations. Don't miss the opportunity to capture the attention of, and network with, the world's credit union leaders.

Expected conference attendees by position



2010 EXHIBIT OPPORTUNITIES



THE 1 CREDIT UNION CONFERENCE

EXHIBIT SPACE RATES

- Booth rate is \$2,500.
- As part of your exhibitor registration, you receive two full conference registrations for your personnel. Additional registrations are \$550 each.
- Multiple booths may be requested and will be assigned at CUNA & WOCCU's discretion.
- Corner or island booths are available for an additional charge of \$250 per corner.

Your Exhibit Space Includes:

- One 10' x 10' booth
- Two full conference registrations for your staff
- Draped back wall – 10' high
- Draped side walls – 36" high
- One-line identification sign
- 24-hour security for the hall
- Access to the names and mailing addresses of registered attendees three weeks prior to the show

EXHIBIT SCHEDULE

■ Sunday, July 11, 2010

- 8:00 a.m. – 4:00 p.m. Exhibitor Registration and Set Up
- 6:15 p.m. – 8:15 p.m.* Welcome Reception and Exhibit Hall Grand Opening

■ Monday, July 12, 2010

- 7:30 a.m. – 9:00 a.m.* Exhibit Hall Open
(continental breakfast)
- 12:30 p.m. – 1:45 p.m.* Exhibit Hall Open
(lunch served)
- 3:00 p.m. – 4:15 p.m.* Exhibit Hall Open
(ice cream social)

■ Tuesday, July 13, 2010

- 7:30 a.m. – 9:00 a.m.* Exhibit Hall Open
(continental breakfast)
- 12:30 p.m. – 1:45 p.m.* Exhibit Hall Closing Session
(lunch served)
- 1:45 p.m. – 6:00 p.m. Exhibitor Dismantle

**All exhibit booths must be staffed during these hours.
Note: Schedule is subject to change.*



RESERVE YOUR SPACE TODAY!

U.S. Exhibitors:

Janet Aide
Vendor Sales Representative
608-231-4330
jaide@cuna.com

International Exhibitors:

Chris Caple
WOCCU Sponsorship and Vendor Consultant
608-235-7076
ccaple@charter.net

2010 SPONSORSHIP OPPORTUNITIES



THE 1 CREDIT UNION CONFERENCE

MAXIMIZE YOUR COMPANY'S EXPOSURE BY ADDING A SPONSORSHIP TO THIS ULTIMATE GLOBAL EVENT

You will receive meaningful recognition and valuable networking opportunities with a sponsorship at *The 1 Credit Union Conference*. This year's sponsorships are designed to increase your visibility and drive traffic to your booth. To take advantage of sponsorship opportunities, an exhibit booth is required.



SPONSORSHIP BENEFITS

All sponsors receive these benefits:

- Preferred booth placement in the exhibit hall
- Highlighted booth on the exhibit hall map
- Sponsorship thank-you signage



Diamond Level Sponsorships
(\$20,000 and above)

- Included with all sponsorships at this level (or sponsors whose opportunities add to this level):*
- Four additional booth representative registrations, valued at \$2,200.
 - Two sponsorships for CPD educational webinars, valued at \$2,000.
 - Company's name, logo, 50 word description, and sales contact info in the Diamond section of the program book.
 - Company's name, logo, and 50 word description on the exhibit hall map.
 - First opportunity to be in the Exhibit Hall Solutions Showcase, with 15 minutes to debut or demo your products and services.



Gold Level Sponsorships
(\$5,000–\$9,999)

- Included with all sponsorships at this level (or sponsors whose opportunities add to this level):*
- Company's name and logo in the Gold section of the program book.



Bronze Level Sponsorship
(\$4,999 and under)

- Included with all sponsorships at this level (or sponsors whose opportunities add to this level):*
- Company's name in the Bronze section of the program book.



Platinum Level Sponsorships
(\$10,000–\$19,999)

- Included with all sponsorships at this level (or sponsors whose opportunities add to this level):*
- Two additional representatives/registrations, value \$1,100.
 - One sponsorship for a CPD educational webinar, value \$1,000.
 - Company's name, logo, and 50 word description in the Platinum section of the program book.
 - Opportunity to be in the Exhibit Hall Solutions Showcase, with 15 minutes to debut or demo your products and services.

For more information on sponsorships visit www.vegas2010.org

2010 SPONSORSHIP OPPORTUNITIES



Diamond Level Sponsorships

(\$20,000 and above)

FOR SPONSORSHIPS, CONTACT:

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Platinum Level Sponsorships

(\$10,000–\$19,999)

THE 1 CREDIT UNION CONFERENCE

Keynote Speaker

As a sponsor, your company will be recognized in signage and on the stage at the beginning of the session. Additionally, you have the opportunity to have a brief promotional video shown while attendees are entering the room. (Video must be approved by CUNA and WOCCU.)

Monday Opening	\$25,000
Tuesday Morning	\$25,000
Tuesday Afternoon	\$25,000
Wednesday Closing	\$25,000

Program Book

As the program book sponsor, your logo and company name is printed on the cover, and you have two, full-color, one-page ads in the “sweet spots” of the book—the inside front cover and back cover. The program book is an ongoing source of information that attendees take back to the credit union. **SOLD**

For an additional \$8,000, you can add a full-color bellyband for the program book. CUNA will provide the specifications and template, and you provide the artwork for printing.

Conference T-Shirts

The conference t-shirts given to all attendees are designed by a local artist and include your company's name and logo. \$20,000

Conference Bags

Your name and logo along with the conference logo will be printed on conference bags that attendees take back to the credit union and use all year. This is an exclusive sponsorship and sells quickly. **SOLD** \$20,000

Martini Bar at Sunday Opening Reception in the Exhibit Hall

Gain visibility by hosting the one-of-a-kind Martini Bar at the opening reception in the Exhibit Hall. Your company's logo will be featured on the martini glasses that end up in the hands of conference attendees. Includes custom signage, glasses, and a designated bar area serving martinis. \$15,500

ExpoCard Sponsorship

Put your logo and booth location in the hands of every attendee. The ExpoCard is used as an electronic business card, allowing attendees to request product information in the exhibit hall. Your logo is imprinted in full-color on the plastic card, and your logo and booth number are imprinted in black on the card carrier. \$15,000

Cybercafé

Your company can sponsor the always popular Cybercafé with free Internet and e-mail access for attendees during conference hours. In addition to signage, your company's name and logo appears on each computer screen. You also have the opportunity to provide your own mouse pads. **SOLD** \$15,000

Name Badge Lanyards

A very visible item! Your logo or name will appear along with the conference logo on the name badge lanyards. Name badges are required for conference admittance, so this is a sure-fire way to keep your name in front of all attendees. **SOLD** \$15,000

2010 SPONSORSHIP OPPORTUNITIES



Platinum Level Sponsorships
(\$10,000–\$19,999)

THE 1 CREDIT UNION CONFERENCE

Relaxation Station in the Exhibit Hall

Your sponsorship includes three massage therapists during exhibit hall hours and a booth for a massage station located next to your booth. You can enhance traffic with an advance mailing of tickets for free massages. \$12,500

Specialty Coffee and Mugs

Attendees certainly love and appreciate their coffee at the conference's continental breakfasts. As sponsor of a specialty coffee station, your company logo will be imprinted on coffee mugs and featured on signage. \$12,500

Conference Pens

Your company will be in hand as attendees use conference pens imprinted with your company name/logo. The pens are included in attendee registration materials. \$12,000

Pocket Agenda

This sponsorship provides a full panel (dimensions approximately 3"x3.875") for your company name, logo, and marketing message on the much-used agenda. \$12,000

Go Green! Bags

These bags, imprinted with your logo, will be available at the front of the exhibit hall and in your booth as a place to stash goodies and handouts. \$10,500

Conference Giveaways (3 opportunities)

Here's an opportunity to sponsor items that conference attendees use and take back to their office. Up to three of your representatives can be handing out your giveaways at the front of the exhibit hall (outside of your booth) on the day you sponsor. Your logo is imprinted on the items. Please contact CUNA to discuss giveaway options.

- Exhibit Hall Grand Opening on Sunday
 - Exhibit Hall on Monday
 - Exhibit Hall on Tuesday
- \$10,000 each

Exhibit Hall Map

Attendees will find this map and list of exhibitors invaluable as they navigate the exhibit hall. Your company name/logo and a 100-word description of your company appear on the map and point the way to your booth. You also have a panel for a full-color ad, dimensions 3.75"x 8.5". \$10,000

Starbucks

Your company can draw traffic to your booth with this coffee sponsorship. You receive 1,000 vouchers of \$5 for Starbucks located throughout the MGM Grand. \$10,000

Vendor CD Show Guide

Attendees take home and use this handy CD for more information on every exhibitor at the conference. As the sponsor, your name appears on the packaging. Your company's page is the first one that opens when the CD is inserted in the computer. \$10,000

Welcome Center Refreshments

The Welcome Center is the place where everyone gathers during the conference. With a refreshments sponsorship, your logo and company name will appear on signage near the refreshment table. You can display company literature on a table near the refreshments. \$10,000

2010 SPONSORSHIP OPPORTUNITIES



THE 1 CREDIT UNION CONFERENCE

Gold Level Sponsorships
(\$5,000–\$9,999)

Closing Event (multiple available)

Showcase your company at the closing night event with live entertainment. Your logo is displayed on signage and your company is recognized at the event. \$9,000

Shoe Shine Station

Come shining through for attendees as the sponsor of a shoe shine station in the conference space. Includes signage, two shoe shine stations, and staff for Monday and Tuesday of the conference. \$8,000

The Golf Guys

Score a hole-in-one by sponsoring The Golf Guys. Located in a highly visible area of the exhibit hall, this interactive and fun experience is an excellent promotional vehicle. Drive foot traffic to your booth by promoting a raffle that will appeal to non-golfers as well. \$7,500

Bookmark in the Program Book

Help attendees keep their place in the program book while directing them to your booth. This full-color, double-sided bookmark is inserted as a tear off in the program book. We provide the dimensions and you provide the artwork. \$6,500

Exhibit Hall Food Events (multiple available)

Wasn't it Grandma who used to say "the way to someone's heart is through their stomach"? Attendees love food events and appreciate their sponsors. You'll be recognized on signage. \$5,000

E-Mail Banners (Only five opportunities available)

Get in front of attendees prior to the show. This sponsorship includes your e-mail banner at the foot of a conference e-mail marketing communication to 8,000 - 10,000 recipients. \$5,000 each

Hand Sanitizer

Here's a very practical giveaway that attendees will use right away. A bottle of hand sanitizer, with your company logo applied, can be placed in attendee bags or handed out onsite. \$5,000

SOLD

2010 SPONSORSHIP OPPORTUNITIES



THE 1 CREDIT UNION CONFERENCE

Bronze Level Sponsorship
(\$4,999 and under)

VIP Gift for Board Hospitality Room

Gain visibility by providing a VIP gift for CUNA and WOCCU board members. The gift may include your logo on the gift bag and a note card to drive traffic to your booth. \$4,000

Conference Welcome Gift

Here's a great way to build awareness and drive traffic to your booth from the very first day. Provide a special imprinted gift from your company to be placed in the conference bag that each participant receives when they arrive. The sponsorship includes a gift provided by you included in each conference bag (suggestions include calculators, memory sticks, business card holders, lip balm, luggage tag, key chain, post-it notes). Your gift must be pre-approved by CUNA and WOCCU. Your gift must be shipped to CUNA prior to the conference. \$4,000

Conference Breakout Speakers

Sponsor an educational breakout session that attendees will remember. Includes signage and recognition of your company in front of attendees at the session (subject to availability and show management discretion). \$4,000 each breakout

Handouts and Presentations Website

Help our conference stay green while providing a handy tool that attendees will use after the conference. The website with conference presentations will include your company's logo and a link to your home page. \$4,000

Program Book Ad

Place a one-color full- or half-page ad in *The 1 Credit Union Conference* Program Book to showcase your company. Half-page: \$2,000
Full-page: \$2,895

Literature Rack (limited spots)

Now you can showcase your company's literature in a high-traffic location in the main lobby near the Exhibit Hall entrance. This is an affordable opportunity to spread your marketing message. Supply us with the literature and our staff will ensure the rack stays stocked. \$1,150

Aisle Signs (12 available)

Get outstanding exposure in the exhibit hall! Highlight your company name and logo on a 4'x8' sign that hangs at one end of the aisle. These are first-come, first-served, so be sure to reserve your sign today. \$1,000 each or three for \$2,500 (\$500 discount)

2010 SPONSORSHIP APPLICATION FORM

THE 1 CREDIT UNION CONFERENCE

Company Name _____
Company Website _____
Address _____
City _____
State/Province _____ Postal Code _____ Country _____
Phone (_____) _____ Fax (_____) _____
E-mail _____
Authorized by _____
Title _____

The person listed below will receive confirmation and ALL correspondence regarding this sponsorship (list address, phone, fax, e-mail (if different than above)).

Address _____
City _____
State/Province _____ Postal Code _____ Country _____
Phone (_____) _____ Fax (_____) _____
E-mail _____

Sponsorship Requested:

Amount Due _____

A \$5.95 administrative processing fee will be added to all transactions.

Payment Method (check one) *Payment must be submitted with application.*

- Enclosed is a check, made payable to CUNA, Inc.
- Please ACH debit my account for the amount indicated above as follows:

Depository Name _____

ABA # _____ (9 digits) Account # _____ (no G/L#s)

In accordance with NACHA Operating Rules, I authorize CUNA, Inc to initiate a debit entry to the checking account at the depository institution named above for the purpose of collecting registration fees as indicated.

Signature _____ Date _____

We agree to abide by terms and regulations of the conference selected.

Signature _____

Print Name _____

This form should be faxed upon completion to Janet Aide at 608-231-4998. Check payments, along with a copy of this completed form, should be mailed to the address below. Questions? Call Janet Aide at 800-356-9655, ext. 4330 (U.S. exhibitors) or Chris Caple at 608-235-7076 (international exhibitors).

Credit Union National Association, Inc.
ATTN: Janet Aide
P.O. Box 78546
Milwaukee, WI 53278-0546

Eligibility

CUNA and WOCCU reserve the right to determine the eligibility of any sponsor or sponsor representative. CUNA and WOCCU endeavor to arrange for sponsors that are consistent with the policies and philosophies of the credit union system. Accordingly, CUNA and WOCCU reserve the right to deny sponsorship to companies whose products or services are inconsistent with CUNA's and WOCCU's policies and philosophies or to sponsors who introduce ideas or products that, in CUNA's and WOCCU's determination, could have a negative impact on the credit union marketplace or structure (e.g. credit union conversion products and services) or that may directly or indirectly compete with CUNA's and WOCCU's proprietary products and services.

Cancellations and Refunds

Cancellation by a sponsor less than 30 days prior to the event will result in an administrative fee of 10% of the sponsorship package price being retained by CUNA and WOCCU. Any such cancellation request must be in writing and sent via e-mail to Janet Aide at jaide@cuna.com. Should the event be cancelled by CUNA and WOCCU, your sponsorship package purchase price may be applied directly to another event, or will be refunded. Sponsorships for items already imprinted are not refundable.

Payment

If payment is not received within 60 days, CUNA and WOCCU shall be entitled to impose late charges of 1% per month for every month which payment is outstanding.



2010 EXHIBIT CONTRACT TERMS & REGULATIONS



THE 1 CREDIT UNION CONFERENCE

EXPOSITION SPONSORSHIP AND MANAGEMENT

This Exposition is produced by and is the property of Credit Union National Association, Inc. and World Council of Credit Unions, Inc. hereafter referred to as CUNA & WOCCU. CUNA & WOCCU will provide Exhibition management and attendance promotion.

CONTRACT FOR SPACE

Upon acceptance by CUNA & WOCCU, the application for booths, assignment of space, the full payment of rental fees, and these Exhibit Contract Terms and Regulations constitute a contract for rental of the space assigned. Any exhibiting organization ("Exhibitor") failing to occupy space is not relieved of the obligation to pay the full rental price for such rental and Exhibitor understands that no rental fees will be returned to the Exhibitor. This contract will not be binding upon CUNA & WOCCU in the event of strikes or other circumstances that make it inadvisable, illegal or impossible to provide the facilities or to hold the event.

GENERAL

CUNA & WOCCU reserve the right to determine the eligibility of any Exhibitor or Exhibitor Representative. It is understood that CUNA & WOCCU endeavor to arrange for a representative group of Exhibitors that will provide cross-sectional appeal to the varied interests of all segments of their membership and that are consistent with the policies and philosophies of the credit union system and CUNA & WOCCU. Accordingly, CUNA & WOCCU reserve the right to deny space to Exhibitors whose products or services are inconsistent with CUNA & WOCCU's policies and philosophies or to Exhibitor Representatives who discuss issues or introduce ideas or products that, in CUNA & WOCCU's sole determination, could have a negative impact on the credit union marketplace or structure (e.g. credit union to bank conversion products and services). CUNA & WOCCU shall have the right to require Exhibitor to furnish a catalog or description listing all of the products or services which Exhibitor intends to display at the Exposition. The Exhibits Manager reserves sole control over admission policies.

These Exhibit Contract Terms and Regulations are established for the mutual protection of CUNA & WOCCU and the Exhibitor. The Exhibits Manager reserves the right to make changes in the time schedule or in the general plan of the Exposition as may be deemed to be in the best interest of CUNA & WOCCU, the Exhibitors, or the Exposition in general. All matters not specifically covered by these terms and regulations shall be subject to the decision and amendment of the Exhibits Manager. All terms of this contract will be enforced by CUNA & WOCCU through the Exhibits Manager or other CUNA & WOCCU staff.

CUNA & WOCCU have the right to move any booth to a different location at any time as CUNA & WOCCU determine necessary. Exhibitor acknowledges and agrees that CUNA & WOCCU may offer confirmed Exhibitors the opportunity to sponsor or co-sponsor particular food, beverage, special items, and events. In such cases, participating Exhibitors may be required to sign a separate agreement pertaining to such sponsorship.

CANCELLATION POLICY

A \$500 non-refundable payment will be retained per booth on cancellations received in writing prior to June 7, 2010 for *The 1 Credit Union Conference*. No refund of Exhibit space will be made after June 7, 2010.

EXHIBITOR REGISTRATION AND REPRESENTATIVES

For each booth rental, two (2) Exhibitor Representatives will receive complimentary registrations and be permitted to attend all show functions. Additional Exhibitor Representatives will be required to pay a fee of \$550 each to attend all educational sessions and social functions. CUNA & WOCCU reserve the right to limit the number of Exhibitor Representatives registered for each booth space rented and to deny Exhibitor Representatives who, in CUNA & WOCCU's sole discretion, are using their presence at the meeting or the Exposition to discuss or represent products or services that are inconsistent with CUNA & WOCCU's policies and



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THE 1 CREDIT UNION CONFERENCE



philosophies. A maximum of four (4) Exhibitor Representatives may be present in any booth at one time. All Exhibitor Representatives must be directly employed by the Exhibitor and may be required to show evidence of employment at the time of registration. Exhibitor agrees not to allow individuals not directly employed by the Exhibitor to purchase or act as an Exhibitor Representative in the Exhibitor's booth.

ADDITIONAL EXHIBIT BOOTH PERSONNEL REFUND POLICY

Should any additional Exhibitor Representatives cancel prior to June 7, 2010 for *The 1 Credit Union Conference*, Exhibitor will be assessed a \$75 administrative fee. Should any additional Exhibitor Representative cancel on or after the above dates respectively, no refund will be given.

EXHIBITOR'S OFFICIAL REPRESENTATIVE

Each Exhibitor must name one person to be its official representative with authorization to enter into such service contracts necessary for the installation and removal of Exhibits and the provision of services as necessary. One person must be in the Exhibit booth during all hours when the Exposition is open to attendees.

CONDUCT/RESTRICTIONS

CUNA & WOCCU reserve the right to restrict Exhibitor activities and Exhibits

which, because of content, behavior, noise, odors, method of operations, or any other reason, become objectionable or otherwise detract from, or are out of the character of the Exposition as a whole. This reservation includes persons, things, conduct, or printed material.

Without limiting the foregoing, Exhibitor agrees to abide by the following specific restrictions:

- 1 Exhibits must be confined to the exact space allocated.
- 2 Circulars, publications, advertising matter, and all kinds of promotional giveaways may be distributed only within assigned booth spaces.
- 3 Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Signs, rails, etc., will not be permitted to intrude into or over aisles.
- 4 No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels, or advertising stickers will be permitted.
- 5 Exhibitor is expected to respect CUNA & WOCCU as the sponsors of this conference and exposition and agrees that its display will not contain any reference to its endorsements, sponsorships, or other relationships with associations or organizations that represent interests hostile to or competing with CUNA, WOCCU or credit unions.
- 6 Exhibitors who use models or mannequins in costume must be sure their appearance and manner do not offend even the most critical. The Exhibits Manager will be the final arbiter on questions in this area.
- 7 Prize drawings are permitted at Exhibitor's booth, but may not be announced from the booth or held in rooms or suites.
- 8 The Exhibitor shall not conduct outside activities which would take qualified attendees from the official functions of the conference during scheduled hours.
- 9 Hospitality suites may not be open during show hours.
- 10 Food products or beverages are not to be distributed in any Exhibitor's booth unless the detailed plans and arrangements for such distribution have received prior written approval from the Exhibits Manager.
- 11 Exhibitor agrees to treat all conference attendees with courtesy and not to discriminate against any person for any reason. Exposition management reserves the right to remove any Exhibit whose personnel discriminate against any persons in any manner.

2010 EXHIBIT CONTRACT TERMS & REGULATIONS



THE 1 CREDIT UNION CONFERENCE



12 Exhibitor shall secure any and all necessary licenses for any (a) performances, displays, or other uses of copyrighted works or patented inventions and (b) use of any name, likeness, signature, voice or other impression, or other intellectual property used directly or indirectly by Exhibitor.

13 Exhibitor shall comply with all applicable laws related to contests, giveaways, drawings or games operated or offered directly or indirectly by Exhibitor during the Exposition.

14 Exhibitor is not authorized to use or reproduce any CUNA or WOCCU logo in or on its booth, website, flyer or other material without prior written approval from CUNA & WOCCU.

SOLICITATION

The aisles and other spaces in the Exposition not leased to Exhibitors shall be under the control of CUNA & WOCCU. All displays, conferences, distribution of literature, or any other type of activity shall be conducted inside the booth space assigned. Exhibitors may not make door drops of fliers or other materials without prior written consent from CUNA & WOCCU. Standing in aisles, or in front of any Exhibit booth for advertising purposes, is strictly prohibited. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting within the Exposition, conference facilities, or hospitality suites. Exhibitors are urged to immediately report any violations of this rule to the Exhibits Manager or a member of CUNA & WOCCU staff.

EXHIBIT ARRANGEMENTS

1 Shipping: Exhibitor agrees to ship, at its own expense and risk, all property to be exhibited. Upon receipt of the signed booth application and contract, information regarding freight handling, shipping, etc., will be available online from the Official Service Contractor named in the official service kit.

2 Customs Broker: WOCCU has retained the service of Schneider Logistics for assistance with customs clearance. If you have customs related questions, contact:
Brian Shea
Schneider Logistics
Import/Export Supervisor
2151 SE Frontage Road
Sturtevant, WI 53177
Tel: 920-592-6976
Fax: 262-886-1939
Mobile: 414-234-7366
Email: sheab@schneider.com

3 *The 1 Credit Union Conference*
Official Service Contractor:
Geo. E. Fern Co.
751 Wyoming
Kansas City, MO 64101

Contact: Lesa Davis
Tel: 816-221-0525, 800-959-0743
Fax: 816-471-1602

The above address is for office correspondence inside North America only.

4 Installation/Dismantling: *The 1 Credit Union Conference* Exhibit setup may begin at 8:00 a.m. on Sunday, July 11, 2010. All Exhibits must be completed and in place by 4:00 p.m. on Sunday, July 11, 2010. The Exhibits Manager reserves the right, should any rented space remain unoccupied at 4:00 p.m. on Sunday, July 11, 2010, to rent or occupy said space. This clause shall not be construed as affecting the obligation of Exhibitor to pay the full amount of the rental for space provided. All Exhibits must remain intact until 1:45 p.m. on Tuesday, July 13, 2010. No goods can be packed or removed before that time. **Any Exhibitor who does so prior to the official end of show will be subject to a \$500 penalty.**

2010 EXHIBIT CONTRACT TERMS & REGULATIONS



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5 Booth Apparatus: Electricity, carpet, tables, and chairs must be ordered through the Official Service Contractor. Standard booth backgrounds and side rails will be provided. Note: you must use the drapery furnished by the Official Service Contractor. Pedestals, tables, racks, shelves, risers, and similar display equipment may not exceed 48 inches in height when positioned more than half the distance from the back wall of the booth. When not provided, CUNA & WOCCU require the Exhibitor to rent or bring carpet or flooring for its Exhibit booth. Freestanding units, including those intended to be the focal point of an Exhibit, are subject to the same rule. Exhibit structures may not exceed eight feet in height. Additionally, island booths (of four or more booths) may not exceed 16 feet in height.

SECURITY

CUNA & WOCCU shall provide security service on a 24-hour basis for the duration of the Exposition. Exhibitors desiring special security precautions should arrange for private guard service at their own expense.

FIREPROOFING AND SAFETY

All decorations, drapes, signs, banners, acoustical materials, plastic cloths, or any other similar materials generally considered to be easily ignited, shall be flame retardant to the satisfaction of the Fire Marshall. Compliance with all safety, health, and fire ordinances is required. Aisles and exits shall be kept clean, clear, and free of obstruction. Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.

SOUND LEVELS

All sound and other noises must be kept at sufficiently low levels so as not to disturb other Exhibitors. Public address systems, radio broadcasts, and other devices used only to attract attention by sound are prohibited. The Exhibits Manager reserves the right to turn off

the electricity supply of any Exhibitor who violates this rule.

SHARING AND SUBLETTING

No two companies of different ownership can share a single booth. Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract, or represent, advertise or distribute literature for the products and services of any other firm or individual.

TERMINATION OF EXHIBIT

If the premises where the Exposition is to be housed are destroyed or damaged, or the Exposition fails to take place as scheduled, is relocated or interrupted and discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by CUNA & WOCCU at any time. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability for CUNA & WOCCU shall be to return to each Exhibitor the Exhibitor's booth rental payment.

LIABILITY AND INSURANCE

Exhibitor agrees to protect, save, and keep CUNA & WOCCU and the owner or lessor of the Exposition premises forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor and its agents, representatives and employees of, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the owner or lessor of the Exposition premises and CUNA & WOCCU regarding the Exposition premises. And further, Exhibitor shall at all times protect, indemnify, save, and keep harmless the owner or lessor of the Exposition premises against and from any and all loss, cost, damage,

2010 EXHIBIT CONTRACT TERMS & REGULATIONS



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liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the Exhibitor, its agents, representatives, employees, and business entities, which arise from or out of or by reason of said Exhibitor's occupancy and use of the Exposition premises or a part thereof. CUNA & WOCCU will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the Exhibitor, expressly releases CUNA & WOCCU and the owner or lessor of the Exposition premises from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Exhibitors desiring to carry insurance on their Exhibits will place it at their own expense.

ARBITRATION CLAUSE

Any controversy or claim arising out of or relating to this contract, or the breach hereof, shall be settled by binding arbitration in accordance with the rules of the American Arbitration Association, and judgment upon the award rendered by the Arbitrator(s) may be entered in any court of competent jurisdiction. CUNA & WOCCU's liability, if any, for termination of rights as a result of breach by Exhibitor shall be limited to the space rental fee paid to CUNA & WOCCU by the Exhibitor. In no event shall CUNA & WOCCU be responsible for consequential damages.

RESPONSIBILITY AND COMPLIANCE

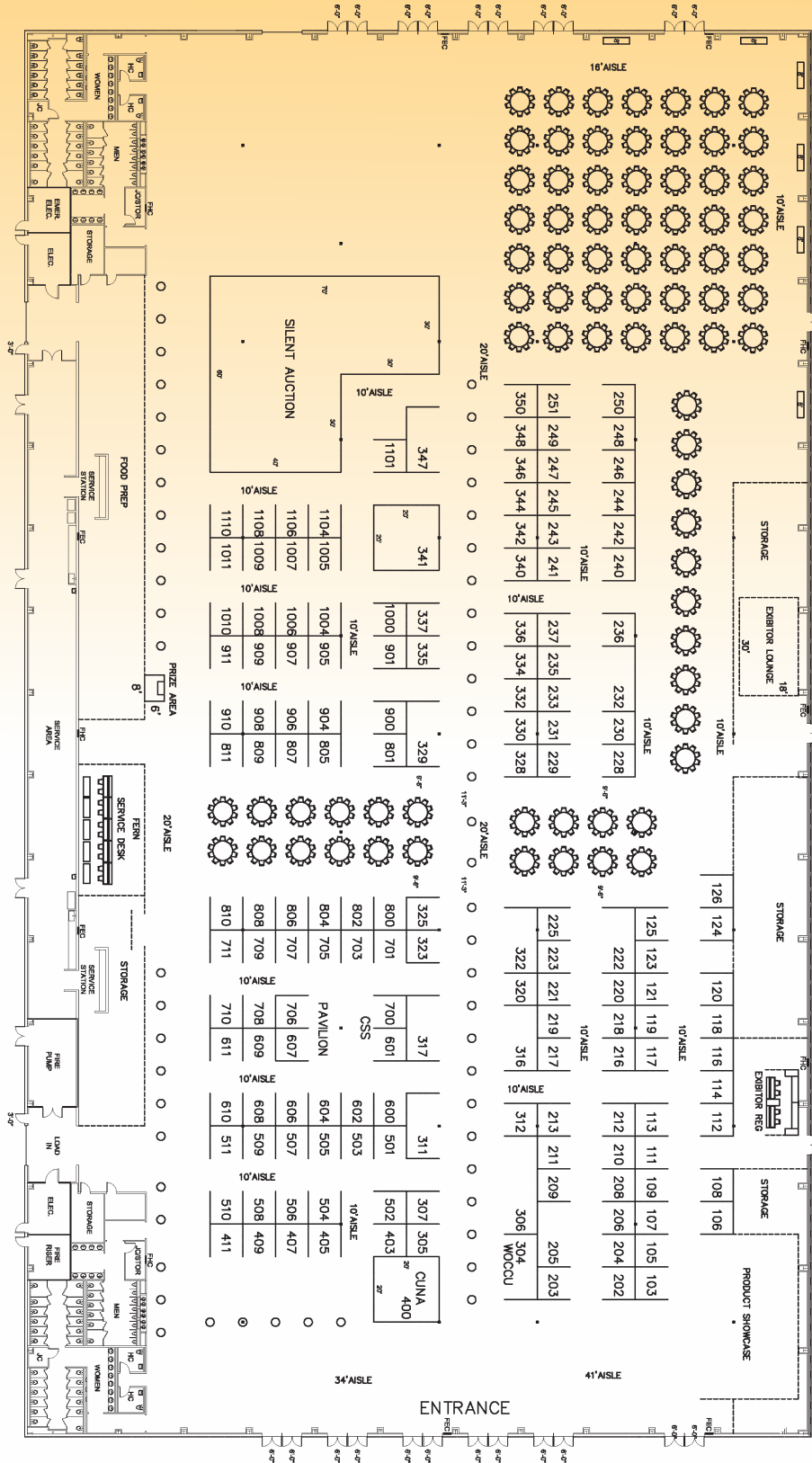
It is the responsibility of the Exhibitor to be fully familiar with these Contract Terms and Regulations and to see that each Exhibitor Representative of the Exhibitor attending the conference, either as Exhibit personnel or registrant, or both, is familiar with these Contract Terms and Regulations. The Exhibits Manager has full power of interpretation and enforcement of these Contract Terms and Regulations and to

amend them at any time. All matters in question or not covered by these Contract Terms and Regulations are subject to the decision of the Exhibits Manager and shall be binding on all parties affected by them. **CUNA & WOCCU reserve the right to penalize Exhibitors for failure to comply with CUNA & WOCCU's application process or Exhibit Contract Terms and Regulations, including the immediate and future loss of Exhibitor's exhibiting privileges without refund or liability to Exhibitor.** CUNA & WOCCU's waiver of or failure to exercise any right provided for in the application process or these Contract Terms and Regulations shall not be deemed a waiver of any further or future rights hereunder.

2010 EXHIBIT HALL MAP

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