

May 18-20, 2012 at the Woodstock Inn & Resort, Woodstock, VT

This booklet contains all of the information you will need to guarantee that your company receives maximum visibility at the year's largest gathering of Vermont credit union leaders.

If your organization markets to credit unions, our convention will give you the best possible opportunity to showcase your products and services in Vermont. Leaders and decision makers from most of our member credit unions typically attend the Annual Meeting each year. We invite you to examine this Information Kit and contact Convention Coordinator **John Cote** if you have any questions. We're sure you'll agree that your company needs to be part of this important event.

— **Joseph G. Bergeron, President**

— **Sean Gammon, Chairman of the Board**

Enhance existing relationships and take advantage of opportunities to build new ones!

Exhibitors and Sponsors who regularly attend our Annual Meeting often compliment us for the way we focus Friday's program entirely on them. From our high energy reception with credit union leaders that gets things started, to our Exhibitor BINGO grand finale at the end of the evening, we shine the spotlight directly on you and your company throughout all of Friday's events. This gives you multiple opportunities to socialize and talk business with Vermont's credit union decision makers. One location, one afternoon / evening, and your top clients and prospects all together - it doesn't get any more cost effective than that.

Get the most bang for your buck as a sole sponsor of one of our high profile events!

We invite you to examine the many options available and choose the level of visibility that best fits your company. Enhancing your Exhibitor table investment by adding on an affordable Platinum, Gold, or Silver Sponsorship sets your company apart, carries significant perks both during and after the weekend, and demonstrates that your company is committed to providing a highly beneficial weekend-long convention experience for our credit union attendees.

Announcing an exciting new presentation opportunity for Sponsors!

Perhaps the single most desired benefit our regular sponsors request is the opportunity to make a presentation to the many credit union executives and board members who attend our convention. For the first time ever, we're making that request a reality for the 12 Exhibitors who make the additional financial commitment to being an event sponsor. On Friday afternoon, each Platinum, Gold, and Silver Sponsor will have the opportunity to reserve a 30 minute time slot in one of two private meeting rooms adjacent to the Exhibitor Room. Each accommodates approximately 20 people and time slots will be assigned on a first-come, first-served basis ... so the sooner we receive your sponsorship form, the more likely your company is to get its desired time slot. (See page 3 for more information and complete details of this exciting new feature)

Of course, this is in addition to the tremendous benefits our Sponsors receive every year ... a full page, full color yearbook ad and a listing in the Yearbook's Sponsor Spotlight section, a profile article in a pre-convention issue of *Newslines Express*, and logo signage and recognition at the sponsored event as well as on the convention page of our website.

So don't delay ... sponsorships may be reserved immediately by contacting [John](#) at 802-863-7848, x 7033. Submit the enclosed application and payment **by March 2 to save \$250 on Sponsorships & Exhibitor tables.**

Convention Weekend Schedule

Friday, 5/18

- | | | | |
|------|---|-------|--|
| 2:30 | Convention Registration opens | 10:40 | Education general session w/ Rick Menton |
| 3:30 | Sponsor Spotlight Presentations begin | 12:00 | Lunch Buffet / Networking |
| 3:30 | Exhibitor Room opens | 1:15 | Education breakouts w/ Schafer & Menton |
| 6:30 | Opening Banquet & Welcome speakers | 3:30 | Business Meeting (Elections / Bylaw Amendments) |
| 8:00 | Speaker's Showcase - preview of Saturday's sessions | 6:00 | General Reception |
| 8:30 | Dessert Social, Exhibitor-supplied door prizes awarded, and Exhibitor BINGO cash prize drawings | 7:00 | 65 th Anniversary Banquet |
| | | 8:30 | Entertainment w/ North Shore Acappella |

Saturday, 5/19

- 7:30 Breakfast Buffet / Director's Roundtable Breakfast
- 9:00 Education general session w/ **Fred Schafer**

Sunday, 5/20

- 7:30 Breakfast
- 8:00 General Session w/ Economist **Art Woolf**
- 10:00 Convention closes

Exhibitor Room Schedule, Stations, Checklist, & Sponsorships

When it comes to showcasing our convention exhibitors, we like to do things a little differently than other leagues. We showcase our sponsors and exhibitors throughout Friday afternoon and evening with multiple events in the Exhibitor Room. This focused attention culminates with our Exhibitor sponsored Dessert Social when door prize and BINGO cash prize drawings happen.

At the end of Friday night's festivities, once they have broken down their Exhibitor display, your company representatives are freed from any further responsibility. However we encourage them to stay with us for the weekend if they choose ... they can even attend our Saturday educational program at no cost. Your representatives can register and pay for any additional weekend meals by completing the Attendee Registration Form they'll receive upon receipt of your company's paid Exhibitor Application.

Friday Exhibitor Room Schedule

- 1:00 - Exhibitor Room available for table station setup
- 2:30 - Convention Registration desk opens
- 3:30 - Exhibitor Room opens ... Exhibitor BINGO and optional exhibitor-supplied door prize chances begin
- 3:30 - Sponsor Spotlight Presentation sessions begin
- 6:30 - Opening Banquet & Speaker Showcase (*different room*)
- 8:30 - Dessert Social, optional Exhibitor door prizes / photos, and Exhibitor BINGO prize drawings
- 9:30 - (*time approximate*) Exhibitor Room closes

Exhibitor Checklist & Deadlines

- Mail payment check and application to be received by AVCU no later than March 30 (*March 2 for discounts if applicable*). More information is below and on page 3.
- To reserve a sponsorship and receive your preferred Sponsor Spotlight Presentation session time slot, email or call [John Cote](mailto:John.Cote@avcu.org) immediately at 802-863-7848 x 7033.
- Make room reservations before **April 17** by calling the Woodstock Inn at 802-457-1100. Mention that you are with the AVCU Convention to obtain our \$185 / night rate.
- Sponsors must submit their full page ad and Spotlight listing for the Annual Yearbook to John **BY APRIL 13.**

Exhibitor Stations

To attend our Annual Meeting in any capacity, your company must submit an application and pay for an Exhibitor Station no later than March 30, 2012. Payment by endorsed AVCU partners wishing to take advantage of a \$250 discount must be received at the AVCU office on or before March 2.

Should your company choose to sponsor an event, speaker, or meal (*see right column for details*), all the benefits of your Exhibitor Station as outlined below will be included in your sponsorship fee at no additional cost. Note that sponsorships are limited and available on a first-come, first-served basis.

<u>Exhibitor Station Fees</u>	<u>Paid by 3/2</u>	<u>Paid by 3/30</u>
Endorsed AVCU Partners	\$1,250	\$1,500
All other companies	\$1,500	\$1,750

The Exhibitor Station fee includes:

- Friday's dinner buffet for up to 2 company representatives (*more reps may be added @ announced a la carte pricing*);
- \$100 of your fee will be added to the cash prize pool for Exhibitor BINGO, Friday's most eagerly anticipated event;
- A 10' wide X 5' deep floor space w/ 6' skirted table that includes Wi-Fi and electricity. Small tradeshow displays that fit within the above dimensions can be used but may require removal of the table;
- The Dessert Social, during which your company representatives may draw, announce and have their picture taken with the winner of your optional door prize (should you choose to provide one). Door prize drawings will immediately precede the selection and announcement of the Exhibitor BINGO winners; and
- Our 2012 Annual Yearbook & Directory with contact information and financial data for all Vermont credit unions.

All-inclusive Sponsorship Packages

Fee*	Event, speaker, or meal sponsored
\$3,000 or \$3,250	<p>Platinum A: Complimentary Attendee Beverages, Friday's Opening Banquet & Speaker's Showcase</p> <p>Platinum B: Saturday Anniversary Banquet & North Shore Acappella</p> <p>Platinum C: Annual Meeting Yearbook & Directory</p>
\$2,000 or \$2,250	<p>Gold A: Fred Schafer, 9:00 a.m. Saturday</p> <p>Gold B: Rick Menton, 10:30 a.m. Saturday</p> <p>Gold C: Breakouts, 1:15 p.m. Saturday</p>
\$1,500 or \$1,750	<p>Silver A: Grand Raffle (<i>Woodstock Inn Spa Gift Cert.</i>)</p> <p>Silver B: Exhibitor Room hors d'oeuvres</p> <p>Silver C: Saturday breakfast</p> <p>Silver D: Saturday coffee break</p> <p>Silver E: Saturday lunch</p> <p>Silver F: Sunday breakfast w/ Art Woolf</p>

*** Endorsed AVCU Business Partners enjoy a \$250 discount if application and payment are received by 3/2. The higher amount is due for all other sponsoring companies and AVCU Business Partner sponsors paying between 3/2 and 3/30.**

Note: All sponsorship opportunities were sold out by 1/19/12

Each sponsorship includes all the benefits of an Exhibitor Station (*as listed at left*), plus: a 30 minute Sponsor Spotlight presentation (*see page 3*), full page ad and Sponsor Spotlight listing in the Annual Yearbook, logo signage and verbal recognition at the sponsored event (*Platinum & Gold sponsors may address the audience and introduce their speakers*), and recognition on our website and in pre- and post-convention newsletters and announcements.

Frequently Asked Questions

What is an “AVCU Business Partner” and why do they receive a discount opportunity?

Partners are companies with whom we have contractual relationships that benefit both the organization and Vermont’s credit unions. In most cases, Business Partners have a tradition of attending each annual meeting and making a strong financial commitment to the success of our event, so we offer these partners a discount to thank them for their on-going support.

How will the new Sponsor Spotlight Presentations work on Friday afternoon?

From 3:30 to 6:30 on Friday, every Platinum, Gold, and Silver Sponsor will have the opportunity to reserve 30 minutes in a private meeting room to make a presentation highlighting your company’s products and services. Once your company’s Sponsorship Application is accepted, your representatives will be able to choose between a private, “by invitation only” presentation or a public session that will be open to all convention attendees. Whichever they choose, they are encouraged to personally invite specific credit union leaders to their session once the time slots are assigned. Additional details of what we’re planning for this never-before-offered sponsorship package enhancement will be provided to approved sponsors in March.

As a company representative, what are my responsibilities in the Exhibitor Room?

The Exhibitor Room will be available for Station set up starting at 1:00 p.m. on Friday. A map will be emailed to each registered attending representative approximately two weeks before the convention. The email will also include instructions for shipping booth materials. Following the Dessert Social, all exhibit materials must be removed to overnight guest rooms or vehicles.

How do company representatives register for meals?

Friday night’s opening banquet for up to two company representatives is included with the Exhibitor Station. We invite company representatives to join us for other meals by completing an Attendee Registration Form which we’ll send upon receipt of your application, but which will also be available in late January from our website: www.vermontcreditunions.com/convention.

How can we help with the Silent Auction that benefits credit union political action?

Each year we receive donated items of all kinds from our generous Exhibitors and credit unions to help us raise funds for political action. Your company representative may bring the item with them or ship it to our office at least one week prior to the convention and all donors will be thanked and recognized throughout the weekend and on Saturday night when the Silent Auction concludes. **Thank you in advance for your donation!**

Details of Our Exclusive Sponsorships

Benefits for All Sponsors

We want to showcase those companies who invest in making our Annual Meeting a success each year. Along with the new Sponsor Spotlight live presentations on Friday, in our Annual Yearbook sponsors receive a full color, full page ad of their own design, plus a special Spotlight listing that showcases their products, services, and sales representatives. Once your sponsorship application is accepted, we’ll send full details about the ad size and Spotlight format.

Platinum A - Complimentary Attendee Beverages, Friday’s Opening Banquet, and Speaker’s Showcase

Each registered credit union attendee at Friday’s Exhibitor room reception and opening banquet will receive two tickets (bearing your company’s logo) entitling them to a complimentary beer, glass of wine, or soft drink, literally making your company the hit of Friday’s festivities. You’ll also be the sole sponsor of our opening banquet and Speaker’s Showcase, where your representative can say a few words about their partnership with AVCU prior to introducing Saturday’s speakers who will preview their sessions.

Platinum B - Saturday’s Anniversary Banquet and Entertainment.

Our Anniversary banquet and entertainment on Saturday night is the social high point of the weekend for many attendees. This year, we’re excited to bring North Shore Acappella back to the Woodstock Inn following their widely acclaimed [performances on the NBC television show “The Sing-Off”](#). In addition to their always entertaining show, the North Shore guys will share their experiences from *The Sing-Off* and provide behind-the-scenes details of what it was like to compete (and succeed) on television against vocal groups several years younger than themselves.

Platinum C - Annual Yearbook and Directory

Have AVCU’s thanks for your continued support, along with your company logo, appear on the Table of Contents page of our freshly redesigned Yearbook that received rave reviews from 2011 attendees. Used by credit union leaders throughout the year, we’re planning some enhancements to this year’s edition that will make it even more accessible and valuable.

Gold A - Fred Schafer, “Striking Back at Mediocrity: The Underdog Method to Success”

Your representatives can say a few words about their partnership with AVCU prior to introducing the speaker. Known for his dynamic, thought provoking, result getting and humorous speaking style, business / career consultant, wellness coach, author and professional speaker Fred Schafer specializes in moving people to remarkable professional and career performance while also building stronger, more balanced and healthier leaders and associates.

Gold B - Rick Menton CCUE, CLE, “Lending in the 21st Century”

Your representatives can say a few words about their partnership with AVCU prior to introducing the speaker. Consultant Rick Menton has spoken in 49 states for associations, CUNA, WOCCU, Consumer Credit Counseling, and other organizations. A former league executive for 23 years, Rick brings keen insight, proven strategies, and vast experience to every presentation.

Gold C - Fred Schafer & Rick Menton Afternoon Breakout Sessions

Your representatives can say a few words about their partnership with AVCU prior to introducing the speakers. In “**Strong Dreams Don’t Die**”, Fred will discuss how ever-growing demands of producing superior results under challenging conditions can take its toll on our desire and motivation, then offer proven methods for renewing our enthusiasm, conviction, and passion.

Rick will present the “**Top Ten Industry Issues for Boards**” which will address the difficulty that volunteers often have in staying current with all of the issues that continually arise within the credit union industry. He’ll focus on up-to-the-minute current issues such as the economy, lending, earnings, membership growth, technology, competition, and regulation / legislation.

Silver A - AVCU Grand Raffle, \$150 Gift Certificate to the Woodstock Inn & Resort Spa

In their registration package, each credit union attendee will receive a personalized raffle ticket bearing your company’s logo, which they’ll need to drop into a basket at your Exhibitor station. The raffle winner will be drawn just before the BINGO winners.

Silver B - Exhibitor Room Hors d’oeuvres

Be recognized verbally and with signage as the sole sponsor of the tantalizing treats set out for everyone’s enjoyment from 3:30 to 6:30 in the Exhibitor Room on Friday.

Silver C - Saturday Breakfast

Buffet line signage bearing your company logo will let all attendees know who wanted them to enjoy a delicious start to their day.

Silver D - Saturday Coffee Break

As attendees take a break between education sessions, they’ll know you provided them with their Green Mountain Coffee fix.

Silver E - Saturday Lunch

Having your logo on the buffet line is like buying a sumptuous lunch for everyone without actually having to pick up the tab.

Silver F - Sunday breakfast with University of Vermont Professor and Economist Art Woolf

One of our favorite local speakers returns in 2012 to close our convention with an update of the Vermont and national economic forecast for credit unions. If your representative is still present at the convention, they can say a few words prior to introducing the speaker, otherwise we’ll have an AVCU board member recognize your company’s sponsorship support.

Exhibitor & Sponsor Application Form

Exhibitors will be officially registered when their station or sponsorship fee and this application are submitted and accepted by AVCU. Confirmations will then be emailed to the Company Contact and Representatives listed below.

Company Name	Mailing Address
Company Contact	City / State / Zip
Contact Email	Telephone / Fax
First On-site Representative	Title (for badge)
Second On-site Representative	Title (for badge)
Email (First Representative)	Email (Second Representative)

We are applying for (*please check only one*): Exhibitor Station Silver Sponsor Gold Sponsor Platinum Sponsor
(*If applying for a Sponsorship, please contact John Cote at 802-863-7848 x 7033 for availability and options before submitting form*)

~~**Sponsorship applicants only:** Indicate with a 1, 2, & 3 your preferred times for the Sponsor Spotlight presentation **OR** check “No Preference”~~
~~___ 3:30 ___ 4:00 ___ 4:30 ___ 5:00 ___ 5:30 ___ 6:00 ___ No Preference ___ We decline the opportunity to do a presentation ___~~

YES, we will donate _____ for the Silent Auction Value: \$ _____

Our Exhibitor / Sponsor fee is: \$ _____ (*See page 2 for fees & discounts*)

This Application shall not become a binding agreement until and unless accepted by AVCU. If this Application is not accepted by AVCU, written notification will be issued to Exhibitor and any payment received as set forth above shall be refunded in full.

Make check payable to: **Association of Vermont Credit Unions**
Mail check with completed form to:
Association of Vermont Credit Unions, Attn: John Cote
1000 Shelburne Road - Suite 1, South Burlington, VT 05403-6960