

2016 Vermont Cooperative Summit and AVCU's 69th Annual Meeting & Convention Exhibitor / Sponsor Registration & Information Kit



Join AVCU and management, staff, and volunteer leaders from our members at the largest annual credit union event in the state of Vermont!

More than 200 people from the credit union industry attend our convention annually, including management and board "decision makers" from at least two thirds of our member credit unions.

This year, we're giving our Exhibitors an offer they cannot refuse ... **two trade show conference audiences for the price of one!** Our Exhibitor Hall, open from 2:30 - 6:30 on Friday, May 13th, will mark the transition from the **2016 Vermont Cooperative Summit** to **AVCU's 69th Annual Meeting** and be attended by both groups.

Whether your company does business with Vermont credit unions or other cross-sector cooperatives in New England, it needs to be part of this unique event.

We invite you to examine this information kit and learn how your company can benefit from the networking and marketing opportunities we're offering. Please direct all questions or inquiries to Conference Manager **John Cote** by email (*preferred*) to JohnCote@vermontcreditunions.coop or by phone at 802-863-7848 x 7033.

Sheraton Burlington Hotel & Conference Center ... May 12-15, 2016



Cooperatives of all types are coming together May 12-13 for the Vermont Cooperative Summit at the Sheraton Burlington Hotel. The Summit will bring together leaders of all cooperative sectors in Vermont and New England for education, networking, a vendor trade show, and to hear how cooperatives impact the economic vitality of our state and its consumers. The Summit will culminate on Friday afternoon with a political forum of 2016 Vermont gubernatorial candidates that is certain to draw interest among media and the general public.

Summit participants also are welcome to register for and attend the Association of Vermont Credit Union's Annual Meeting & Convention over the weekend for even more high level speakers and networking opportunities.

2016 Cooperative Summit & AVCU 69th Annual Meeting Event Schedule

Thursday, 5/12

5:30 - 7:00 PM Registration open / Social Reception
 6:00 - 9:00 PM Take-a-Chance Auction ticket sales
 7:00 - 9:30 PM Coop Summit Opening Banquet & Speakers

Friday, 5/13

8:00 AM - 9:00 PM Registration Open / Take-a-Chance Auction ticket sales
 8:00 - 11:30 AM Continental Breakfast / General Sessions & Speakers
 11:45 - 1:00 PM Networking Luncheon
 1:00 - 2:30 PM Vermont Gubernatorial Candidate Political Forum
 2:30 - 6:30 PM Exhibitor Hall / Vendor door prizes / Cash Cube Grab
 6:30 - 9:00 PM AVCU Annual Meeting Opening Banquet & Speakers

Saturday, 5/14

7:30 - 10:00 AM Roundtable Breakfast Forums (*three separate tracks*)
 7:30 - 12:00 PM Registration open / Take-a-Chance Auction ticket sales
 10:15 - 12:00 PM Keynote presentation by Vermont's own **Murray Banks**
 12:00 - 1:30 PM Lunch / Take-a-Chance Auction winners randomly drawn
 1:30 - 2:30 PM Breakout Sessions (*tentative / to be announced*)
 2:30 - 5:00 PM Luxury Coach shuttles to Shelburne Museum
 3:00 - 4:00 PM Business Meeting (*may start at 2:00 replacing breakouts*)
 5:30 - 6:30 PM Social Reception, Pizzagalli Center, Shelburne Museum
 6:30 - 9:00 PM 69th Anniversary Action Station Banquet & Music
 8:00 - 9:30 PM Luxury Coach shuttles return to Sheraton Hotel

Sunday, 5/15

7:30 - 9:30 AM Breakfast / **Murray Banks'** closing Keynote presentation
 9:30 AM Fabulous Parting Gift winner is randomly drawn
 9:45 AM Convention closes

AVCU's Annual Meeting & Convention is the best "one-stop" opportunity your company has to showcase your products and services to Vermont credit union decision makers. Executives, board members, and employees from the majority of our credit unions, including all of the largest, attend every year.

The majority of our regular exhibitors return annually because they know they receive tremendous "bang for their buck". We focus all of Friday's attention on the Exhibitor Hall, providing a fast-paced and lively venue to make social contacts that can be followed up on during dinner or later in the weekend. For that reason, several of our exhibitor representatives stay into Saturday and even Sunday to socialize and build relationships with personnel from our credit unions. And for first-time Exhibitors, the tremendous value offered by the dual-event Hall makes 2016 a perfect time to explore new opportunities.

An Exhibitor Station is just \$1,500 (*if the form on page 3 is submitted by 2/26/16 and paid in full by 4/8/16*) and includes meals and other benefits for your company's representatives. Starting at just \$500 more, a **Presenting Sponsorship** (*see page 4 for opportunities*) added to your station enhances your company's visibility and demonstrates your support for AVCU, our member credit unions and, this year especially, those who believe strongly in the cooperative business model.

Your Exhibitor Station fee includes:

- 1) A 10' wide by 5' deep floor space w/ one 6' skirted table, two chairs, wastebasket, and (*upon email request*) electricity. Conference room Wi-Fi access may be obtained through the hotel, possibly at additional cost
- 2) Up to two (2) Exhibitor registrations and name badges
- 3) Friday's Opening Banquet for up to two (2) registered representatives
- 4) Access to Saturday morning's Roundtable Forums (*\$45 per person registration fee applies for breakfast buffet*) and **Murray Banks** Keynote presentation
- 5) Recognition of your company as an Exhibitor in AVCU's weekly *Newslines Express* and newsletter subscription(s) for your registered representative(s)
- 6) Digital list of attendees to both events and your assigned station location in the Exhibitor Hall emailed pre-event to your registered representative(s)
- 7) ***The Exhibitor Station package above including furniture, electricity, reception, dinners, and education sessions is a \$600 value!***
- 8) Limited availability exists on a first come, first served basis for a double-sized Exhibitor Station (*everything listed in #1 through #4 above X 2*) for a \$1,000 upgrade fee (\$2,500 total). [Email AVCU for availability and details.](#)



69th Annual Meeting & Convention

Exhibitor Checklist, Deadlines, & FAQs

1. Fill out and submit the Exhibitor / Sponsor application on this page.

AVCU will send an invoice when your application is approved. AVCU strongly recommends that **sponsorships be reserved quickly** by [emailing John Cote](#) or calling 802-863-7848 x 7033. Some (see next page) were pre-sold at the sponsor's advance request and those remaining are first-come, first-served.

2. Name, email, and title information for your attending representative(s) is due to John Cote at AVCU as soon as possible. Upon receiving notification that your application has been approved, please [email the following information](#) for all representatives as soon as possible and **no later than 4/8/16**:

Full name, job title, email address, and telephone number

For companies selecting an optional Presenting Sponsorship, this information will be included on AVCU's Annual Yearbook & Directory website with the requested sponsor information outlined in the application's green shaded box.

3. Make room block reservations for attending representatives [by visiting our dedicated Sheraton reservation website](#).

You must book via this website to receive our deeply discounted room rate of \$162 (plus applicable taxes) per room, per night. Our block expires at 5:00 PM ET on April 20, 2016 and attendees are advised to book well in advance. Our block typically sells out well before the registration deadline, so the availability of guest rooms as we get closer to convention weekend may be severely limited.

3. What responsibilities do company representatives have?

The Exhibitor Hall will be available for station set up starting at 1:00 PM on Friday. A map of the Hall and shipping instructions will be emailed along with the attendee list to the primary contact person and each attending representative approximately 2-3 weeks before the convention. Exhibit materials can remain setup through the end of the Opening Banquet but then must be removed to guest rooms or vehicles.

4. How do attending company representatives register for meals?

Friday's opening banquet for up to two (2) of your company representatives is automatically included with your Exhibitor Station. After your company's application is approved and you provide AVCU with name, email, and title information for your representative(s), they will receive instructions for registering as an attendee. Meals other than Friday's opening banquet may be ordered then.

5. Can we register to have more than two company representatives attend?

Yes, additional Exhibitor registration packets and name badges, beyond the two included in your station fee, are available @ \$125 each and include Friday's opening banquet. Fill in the amount in the appropriate section of the application and email their information as requested in #2 above to AVCU by the deadline.

Exhibiting Company Information

Company Name _____

Contact Person for Event Coordination _____

Contact's Title _____

Mailing Address _____

City / State / Zip _____

Phone Number _____

Email Address _____

Exhibitor Fee (check one): \$1,500 (registering by 2/26) \$1,700 (registering after 2/26)

Presenting Sponsor Information

(Complete this section only if you are applying for an optional presenting sponsorship on page 4)

Sponsorship opportunity being requested & fee (primary choice)

Alternate Sponsorship opportunity being requested & fee (if primary is no longer available)

Along with your attending representative information (see #2 of the Exhibitor Checklist to the left) on or before April 8, please [email the following to John Cote](#) for inclusion in your presenting sponsor profile on AVCU's Annual Yearbook & Directory website that is currently being developed:

- 1) Official business name (if different from above) 2) Description (50 words or less please)
3) Company logo (high resolution JPG or PNG format) 4) Website URL

Attendance at AVCU's Annual Meeting is limited to employees and volunteers of our member credit unions, their registered guests, and registered representatives of approved exhibiting companies. Individuals without AVCU-issued ID badges do not meet the above criteria and are prohibited from attending, soliciting business, or distributing literature anywhere within the convention site's buildings or grounds during the dates that the 2016 Cooperative Summit and AVCU's 69th Annual Meeting are in session.

The contact person named above will receive a confirmation email from AVCU once this application is approved. An invoice will be sent to the primary contact person via the method (mail or email) selected. Payment of the Exhibitor fee and optional sponsorship fee is due by April 8, 2016, which is also the final submission and payment deadline for exhibitor applications.

Please Total Your Application

Exhibitor Station fee: \$ _____

Presenting Sponsor fee: \$ _____

Additional attendees fee: \$ _____

(2 included w/ Station, \$125 for each additional)

TOTAL \$ _____

Invoice via (check one): Email US Mail

Submit this registration application by:

Email to: [John Cote](#) or **Fax:** 802-864-4391 or

US Mail: Association of Vermont Credit Unions
401 Water Tower Circle, Ste. 301
Colchester, VT 05446-1928
Attn: John Cote

Questions? Call John @ 802-863-7848 x 7033

Exclusive Presenting Sponsor Opportunities

Available only with the purchase of an Exhibitor Station, add an exclusive sponsorship to increase your visibility and make an even more impressive impact on the management and volunteer attendees from our member credit unions.

Enjoy the Benefits of Ongoing Support for AVCU & Our Members

Our endorsed Business Partners and companies that exhibited at last year's AVCU Annual Meeting receive a 10% discount on their total when adding any exclusive Presenting Sponsor opportunity to their Exhibitor Station.

- A) Complimentary beverage tickets bearing your company's logo and Friday's Opening Banquet - \$2,000**
Credit union staff and volunteers will drink a toast to your health for providing them with beverages in the Exhibitor Hall and for being the presenting sponsor of the weekend's first dinner banquet. Your representative can also address our largest convention meal audience to say a few words about your company.
- B) Saturday's Anniversary Banquet - \$2,000 **Pre-sold****
You are the presenting sponsor of our off-site anniversary banquet in the [Shelburne Museum's beautiful Pizzagalli Center](#). Through your sponsorship, attendees will enjoy a sumptuous dinner, all-day access to the Museum's many historical attractions, and door-to-door luxury motor coach service between the Sheraton and the Museum.
- C) Our new Annual Yearbook & Directory website - \$2,000 **Pre-sold****
AVCU prides itself on pushing the technology envelope and your company will be the sponsoring catalyst of one of the most exciting innovations we've ever undertaken. We're turning our printed yearbook and directory into a dynamic digital resource featuring high resolution imagery, videos, and content that will connect our members with consumers, the media, and legislators alike.
- D) Saturday's Executive Management Roundtable Breakfast forum featuring CUNA's Jim Nussle - \$1,000 **Pre-sold****
Say a few words about your company before introducing the President / CEO of CUNA and the other members of this forum panel to an audience of Vermont credit union CEOs and their executive management teams.
- E) Saturday's Young Professionals / Career Development Roundtable Breakfast forum featuring Filene's George Hofheimer - \$1,000**
Say a few words about your company before introducing the Filene Research Institute's Chief Knowledge Officer and the other panel members to an audience of the next generation of credit union leaders and executives.
- F) Saturday's Volunteer Leadership Roundtable Breakfast forum featuring Larry Blankenberger and Cynthia Stuart - \$1,000**
Say a few words about your company before introducing NCUA's Region One Director and our state's Deputy DFR Commissioner to an audience of Vermont credit union board officers, directors, and committee members.

- G) Saturday's Opening Keynote by Vermont's Own [Murray Banks](#) - \$1,000**
Murray Banks is a speaker and trainer, a former Vermont Teacher of the Year, a four-time National Triathlon Champion, and a two-time top finisher in Hawaii's Ironman Triathlon World Championship. As his speaking career became more demanding, Murray retired from triathlons but kept his hand in athletics with ski racing. At age 50, Murray won the cross-country skiing masters World Championship and now, in his 60's, still competes among the top in his age division at the masters skiing world championships. Say a few words about your company before introducing Murray to our largest event audience.
- H) Sunday's Closing Keynote by Murray Banks plus the Fabulous Parting Gift prize drawing - \$1,000**
Say a few words about your company before introducing Murray and then come back after his presentation to draw the winner of the Fabulous Parting Gift which AVCU will purchase (*up to a \$250 value*) on your company's behalf.
- I) Exhibitor Hall "Cash Booth" Interactive Entertainment - \$1,000**
Building on the success of the interactive Photo Booth at last year's Exhibitor Hall, attendees will get a chance to win cash courtesy of your company and AVCU. Entering your sponsored Cash Booth located right next to your Exhibitor Station, they'll get a short period of time to collect multi-colored "dollar bills" bearing your company's logo as they're circulated inside the booth by a high powered fan. When they're done catching as many bills as they can, they'll exchange the fakes for real dollars and keep the cash they've caught.
- J) Name Badge Lanyards Customized with Your Company Logo - \$500**
Your company logo will be worn by every Coop Summit and Annual Meeting attendee throughout the weekend as they display their convention name badge on these high quality 1/2" wide by 16" long knitted cotton lanyards.
- K) Cooperative Summit & Convention Weekend Photographer - \$500**
Sponsor the professional photographer we hire to visually document our events. Be recognized verbally and with signage throughout the weekend.
- L) Thursday's Golf Social Box Lunches - \$500**
Every boxed lunch will have a card bearing your company's logo and a message letting them know you sponsored their lunch. This is a great "ice breaking" opportunity for a first-time sponsor.
- M) Friday's Exhibitor Hall Hors d'oeuvres - \$500**
Be recognized verbally and with signage as the sole sponsor of the hors d'oeuvres enjoyed in the Exhibitor Hall Friday afternoon and evening.
- N) Saturday's mid-morning Coffee Break & Networking Lunch - \$500**
Signage bearing your company logo will be on display at the mid-morning coffee break and during Saturday's delicious networking lunch buffet.

All sponsors receive a "thank you" article in *Newslines Express*, a spotlight and other benefits on our new online Annual Yearbook & Directory website (*currently in development*), and their company logo displayed on the Special Events page of www.vermontcreditunions.com. Where noted, your representatives will be invited to address the audience before introducing the sponsored person, panel, or event.