

CUMA

Where Credit Union Managers Connect

February 9, 2007

On behalf of the Credit Union Managers Association (CUMA), we would like to thank those of you who have sponsored our annual conference in the past and look forward to the opportunity to partner with you again this year. I am pleased to advise that our conference was very successful based on participant and sponsor feedback. Importantly, the conference was also a financial success.

The CUMA Board of Directors are well along in the planning and preparations for our 2007 Conference, which will be held September 16-18, 2007, at the Nottawasaga Convention Centre and Golf Resort located in Alliston, Ontario.

The Conference theme this year is **“Ready or Not! – Are you ready for 2012?”** Conference sponsors play a vital role in our conference program and we look forward to your participation at our 2007 Conference.

Based on delegate and exhibitor feed back at last year’s conference, CUMA has decided to once again offer a unique supplier/vendor sponsorship program in place of the usual Trade Show format. This year’s program is designed to **MAXIMIZE** your ability to deliver your company product or service message to our delegates and especially to allow you to **NETWORK** with many of the key management people and decision makers in the Ontario credit union system.

This Conference Sponsorship program will provide industry partners with the opportunity to participate, side by side, with credit union delegates and in most cases, at an overall expense “less” than costs you typically incur for trade shows while providing more opportunity to interact, establish solid sales leads and generally build or enhance business relationships.

This program will be offered to 2006 sponsor partners first. Opportunities are limited and are offered on a first come first served basis. Following the deadlines for response and payment, we will be offering sponsorship opportunities to new sponsors on our growing waiting list of potential Sponsors.

2007 CUMA Conference Partner & Sponsor Program

This year's program format provides for 4 partnership levels that include exceptional networking and exposure opportunities, Platinum, Gold, Silver and Bronze.

Attached please find all the details for each of the Sponsor levels, Event Selection form and CUMA contact information.

We would like to give you an update on the Sponsorship program including:

- Format and Location
- What's the same
- What's new
- Key dates
- Contacts

Format.

- With minor adjustments based on feedback, there will once again be a mix of keynote speakers addressing the full conference and workshops allowing participants to customize the activities to best meet their needs and interests.
- The location of the conference will once again be at the Nottawasaga Inn. We are very pleased to advise that the Lobby and all bedrooms now have wireless internet service. Cell phone reception has also been upgraded.

What's the same?

- There will be optional golf on Sunday followed by the conference opening dinner and reception
- The sponsorship program will be very similar to last year with a restricted number of sponsors
- Sponsors will participate directly in the conference activities with the number of individual sponsor participants based on the sponsorship level
- 2006 Sponsors will be given the first opportunity to participate in the 2007 conference as a sponsor. Based on the success of the previous conferences, we have a waiting list of 10 sponsors (and growing) who want to participate. Once the deadlines indicated below pass, we will be opening the sponsorship opportunities to the waiting list.

What's new?

- We will be splitting the golf sponsorship from the evening reception, and these will be 2 separate sponsorship opportunities. We are very pleased that CGI has made a long term commitment to sponsor the Golf as the "CGI Tournament"
- The single Gold sponsorship opportunity to present the workshop (repeated in afternoon session) will be eliminated and replaced by an outside speaker. The Platinum sponsor will continue to have the opportunity to present a workshop (which is repeated).
- We will be ending the conference with lunch on Tuesday instead of having our keynote closing speaker after lunch. We were disappointed with the number of participants who did not attend the final session for what turned out to be an exceptional speaker. By pushing lunch back and moving the speaker to late morning we believe we will increase participation.
- The challenge of the physical size of the sponsor display area remains, and we are looking at several changes, including increasing traffic flow by serving breakfast in the sponsor area versus next door. We also faced challenges last year with sponsors not staying within the allotted space restrictions. We will be strictly enforcing space restrictions. You may want to consider this when you select your sponsorship level.
- We are adding Hospitality Suites on Sunday and Monday evening as new "Bronze" sponsorship opportunities. Due to space restrictions, the Bronze sponsors will not have the opportunity to set up a display in the Sponsor display area.

Key Dates

- **March 1**
 - Response deadline for 2006 sponsors to indicate if they plan to participate and at what level. Please indicate 3 choices for the selected sponsorship level as the events will be allocated based on the time / date of the response and receipt of payment
- **March 16**
 - Any open Sponsorship opportunities will be offered to companies on the waiting list. Please note that while the opportunity will be offered first to 2006 sponsors, we will be sending this package to companies on the waiting list to give them advance notice of program and key dates.
- **April 16**
 - **Payment due for sponsorship if not received with reply form**
- **April 20**
 - Any sponsorship opportunities booked where funds not received by deadline will be opened to waiting list. Where possible, the opportunity will be offered first to a 2006 sponsor who did not receive their first choice in the initial selection prior to offering the opportunity to waiting list.

Final thoughts: We are currently researching the conference speakers for the 2007 conference. If you have any suggestions for great speakers, let us know. If you have questions feel free to contact us.

Contacts:

Sponsorship Committee

- Jim Lynn
 - United Communities Credit Union Limited
jim.lynn@heartlandcommunitycu.on.ca
(519)482 – 3409 ext 242
Jims' Executive Assistant
Shelley Merner
shelley.merner@heartlandcommunitycu.on.ca
(519) 482 – 3409 ext 231

- Tom Gregoriades
 - Alterna Savings Credit Union Limited

Tom.Gregoriades@alterna.ca
(416)-252-5625 ext 7645
Tom's Executive Assistant
Tasha Marshall
Tasha.Marshall@alterna.ca
(416)-252-5625 ext. 7679

View our website www.cuma.ca

To confirm your sponsorship, please complete the attached commitment letter and forward along with your cheque payable to CUMA to:

Jim Lynn
c/o United Communities Credit Union Limited
P.O. Box 310
48 Ontario Street
Clinton Ontario
N0M 1L0
Fax (519) 482 - 5683

For general CUMA or conference inquiries call, 1- 800- 263-2862 or e-mail
cuma.ont@sympatico.ca

Sponsor Level and Event selection will be confirmed on a first come first served basis. Upon receipt of your commitment and cheque a confirmation of your participation will be sent. As a conference sponsor, we will make every effort to enhance the profile of your company and to ensure that your participation in our conference meets with your expectations of value.

On behalf of CUMA, we extend our sincere appreciation for your anticipated support of our organization and offer best wishes to you and your organization for continued success.

Sincerely

Jim Lynn – Director

Tom Gregoriades - Director

CUMA

*“Where Credit Union Managers Connect”
2007 Conference Sponsorship Program*

PLATINUM, GOLD, SILVER & BRONZE CONFERENCE SPONSORSHIP DETAILS

The sponsorship Fee is payable not later than April 16, 2007 however, as noted below the selection of a specific sponsorship activity will be allocated on a “first paid” basis. To avoid disappointment, sponsors are encouraged to forward payment with sponsorship application. The total number of sponsorship opportunities is limited to 21 to ensure a high sponsor profile at the conference.

Note:

The return of the sponsorship form by the deadline will guarantee the sponsor the sponsorship level however the order of selection of opportunities will be based on date of receipt of sponsorship fee by CUMA. Sponsors are strongly encouraged to include their sponsorship fee with their application to avoid disappointment.

A. ALL SPONSOR LEVELS INCLUDE THE FOLLOWING:

- a) A minimum of one full conference participant registration included in each sponsor level.
- b) Each level provides the sponsor company representatives to be a full participating delegate of the conference. Spend quality time with your current and prospective customers and clients at all the conference events.
- c) Reduced fee for additional registrants beyond registrations included in sponsorship package. Additional participants will only pay \$400.00 each to a maximum of 2 additional registrants. A huge savings for full conference access to events, meetings and meals. Many sponsors last year advised that the ability to participate was a great educational opportunity to better understand business trends impacting Credit Unions.
- d) Conference recognition as a Dinner Table Sponsor & Host at the Awards Banquet (1 table of 8). Table will be signed with company name & logo and 2 bottles of wine for your dinner guest. (Note: sponsorship fee does not pay for dinner for other guests at table as this has been included in their registration fee.)
- e) Link to your website from CUMA’s site and an opportunity to offer and “industry promo” with company logo and a direct link to the sponsor website on promo section of the CUMA site;
- f) Recognition on signage at CUMA Conference Registration desk;
- g) Recognition on Partner & Sponsor page in delegate conference package and other printed conference material;
- h) Conference Delegate Contact List in advance of conference.

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All sponsors (**excluding Bronze sponsors**) are encouraged to set up a conference display subject to size restrictions. The exhibit opportunity has been revised based on exhibitor feedback from last year's conference.

Exhibitor details follow (Not applicable to Bronze sponsors):

- Location: All displays will be set up around the perimeter of the main breakfast and nutrition break area (3000 sq feet) to increase exhibitor visibility. All breakfasts and nutrition breaks will take place in this area. Note that breakfast last year was served in the adjacent room and this has been changed to increase sponsor traffic flow.
- Each exhibitor area will be against a wall. This year size restrictions will be strictly enforced. Some displays last year exceeded space restrictions, and that will not be permitted this year due to room space restrictions
- The **Platinum Sponsor** will have a priority location.
- **Gold sponsors** will be permitted either a table top display or a free standing display with a width not to exceed 10 feet. A table will be provided, however exhibitors may elect to eliminate the table and utilize a display unit.
- **Silver Sponsors** will be permitted a table top display only with an area of not greater than **6 feet of wall space.**
- Electrical and telephone access cannot be guaranteed for all exhibitors.
- Receipt of payment in full of the sponsorship fee will determine order in which exhibitors are allowed to select exhibit location (subject to room constraints)
- Standard sponsor signage will not be provided. Feedback indicated sponsors preferred to utilize their own signage.

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*“Where Credit Union Managers Connect”
2007 Conference Sponsorship Program
is offering One Exclusive
Platinum Conference Partner Position
1 opportunity @ \$7,750. + GST (SOLD!)*

In addition to the Standard Sponsor Offerings as stated above in Item “A”,
The Official “Platinum Conference Partner”

Designation Includes:

- Official Conference Partner status;
- Registration for an additional 2 delegates for a total of 3 delegates to all functions;
- Present and facilitate one Executive Breakout Workshop (*subject to committee approval of content which must be value knowledge based not advertisement focused*) Workshop will be offered in 2 time slots to increase exposure for your presentation;
- A high profile logo link on the CUMA home page;
- An additional Awards Banquet Gala Table Sponsorship for a total of 2 sponsored tables;
- Opportunity for your representative to participate (with the CUMA Board Chair), to bring greetings to the delegates on behalf of your company, as the Official Conference Partner during the conference opening ceremonies on Sunday evening;
- Recognition and opportunity for brief remarks at the Monday morning conference opening/plenary session;
- Specific recognition by Master of Ceremony during all Plenary Conference Events and at the Awards Banquet Gala;
- Logo on all CUMA slides throughout the conference.

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“Where Credit Union Managers Connect”

2006 Conference Sponsorship Program

Gold Conference Sponsors ~ 7 Available @ \$5250. + GST

In addition to the Standard Sponsor Offerings as stated above in Item “A”,
The Official “Gold Conference Sponsor” Is The Premier Event Sponsor and Includes;

- Registration for one additional delegate for a total of 2 delegates to all functions(see notes for fee for additional participants).;
- Sponsor **ONE** of:
 - a. **Sunday Golf: Sold** . We are very pleased that CGI has committed to a 3 year sponsorship for the Conference Golf Tournament The “CGI Golf Tournament” promises to be a fun event and we thank CGI for their long term commitment to this event. Sponsorship includes Green fees and power Cart for 1 individual
 - b. **Sunday Welcome Reception**
A golden opportunity to be acknowledged as the sponsor of the Sunday welcoming reception. Delegates will enjoy a delicious meal and refreshments. You will be given a few minutes to address the delegates and guests, bring greetings and provide a brief promo of your company’s product and or services.
 - c. **“Conference Kick Off”**
Sponsorship of our Monday morning opening plenary keynote speaker. In addition to introducing the speaker to over 100 credit union delegates and guests, you will be given the opportunity to provide a brief promo of your company’s product and or services as well as recap the speaker’s presentation to conclude the session and thank the speaker.
 - d. **“On the Hot Seat” ~ Discussion Panel**
Sponsorship of our second Monday morning plenary session. This year 2 industry leaders take on and debate tough questions dealing with credit union issues of the day. In addition to introducing the Credit Union Leaders to over 100 credit union delegates and guests, you will be given the opportunity to provide a brief promo of your company’s product and or services as well as recap the key points to conclude the session and thank the speakers.

f Tuesday Morning Opening Keynote Speaker

Sponsorship of our Tuesday morning kick-off speaker will be a powerful start to the day. In addition to introducing the speaker to over 100 credit union delegates and guests, you will be given the opportunity to provide a brief promo of your company's product and or services as well as recap the speakers key messages to conclude the session and thank the speaker.

g Luncheon Sponsorship (*1 available Monday*)

Monday sponsorship of luncheon attended all delegates and guests with an opportunity for a 15-minute presentation related to your product or service. The presentation will be in the main meeting room prior to the CUMA Annual General Meeting or in the Luncheon area at the sponsors option.

h Tuesday Closing Keynote Speaker (Changed to before lunch)

Official sponsor of the final keynote speaker to close the conference. In addition to introducing the speaker to over 100 credit union delegates and guests, you will be given the opportunity to provide a brief promo of your company's product and or services as well as recap the speaker presentation to conclude the session and thank the speaker.

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2007 Conference Sponsorship Program

Silver Conference Sponsors ~ 11 Available @ \$3150.

Includes the Standard Sponsor Offerings as stated above in Item “A”,
The Official “Silver Conference Sponsor” includes;

- Registration for one delegate in total. (see notes for fee for additional participants).
- Sponsor **ONE** of:

a Executive Breakout Workshops (6 available)

Unbelievable opportunity!! Be the official sponsor of one of the dynamic Executive Breakout Workshops. Your 10 minutes include the opportunity to address the delegates at the start of the workshop with a brief promo about your company. Each session would see approximately 30 to 40 delegates attend the individual sessions. Note: While some of the breakout sessions are repeated, sponsorship includes only 1 of the time periods.

b Breakfast Sponsor (2 available)

Official sponsor of 1 of the conference continental breakfasts (Monday or Tuesday). Includes the opportunity to address the delegates at one of the breakfast for approximately 10 minutes, with a promo about your company.

c Nutrition Break Sponsor

Official sponsor of **ALL** of the conference coffee breaks. There are three in total, (2 Monday and 1 on Tuesday). Includes an opportunity to address the delegates and provide a brief promo about your company.

d Gala Reception (before dinner in Lobby)

Official sponsor of the Lobby reception before the Gala Dinner and Awards dinner on Monday evening. Have the high profile opportunity to address the conference participants before dinner and share your company's story

e Early Bird Registration Sponsor

An opportunity for your company representative to bring greetings to the delegates and provide a brief promo about your company and pull the winning prize ticket awarded at the Monday evening awards celebration to the CUMA conference delegate who registered by the Early Bird Date.

Bronze Conference Sponsors ~
****NEW SPONSORSHIP OPPORTUNITY****
2 Available @ \$2,500. + GST

Includes the Standard Sponsor Offerings as stated above in Item “A”,
The Official “Bronze Conference Sponsor” includes;

- Registration for one delegate in total (see notes for fee for additional participants).
- Sponsor **ONE** of:

a) Sunday Hospitality Suite

Mix and mingle with conference delegates and their companions in a hospitality suite following the completion of the Sunday evening opening reception. CUMA will arrange the Hospitality suite including facility, bar, bartenders, and snacks. CUMA will pay for expenses up to \$1,000 for the evening.

b) Monday Hospitality Suite following Awards Gala

Mix and mingle with conference delegates and their companions in a hospitality suite. CUMA will arrange the Hospitality Suite including facility, bar, bartenders, and snacks. CUMA will pay for expenses up to \$1,000 for the evening.

Note: Bronze Sponsors will not have the opportunity to set up a display in the sponsor area. Space restrictions in the room require this restriction for this year



Where Credit Union Managers Connect

2007 CUMA Conference Partner & Sponsor Program
CUMA Conference September 16 – 18, 2007

Partner/Sponsor Registration Form

Please complete this form and forward to the Credit Union Managers' Association c/o Jim Lynn, United Communities Credit Union PO Box 310, 48 Ontario Street, Clinton, Ontario N0M 1L0, or e-mail or Fax (519)482 5683. Remember CUMA will award the specified Sponsor Level and Event choice on a first come first served basis. Sending your cheque (payable to "Credit Union Managers Association" to Jim Lynn at address above) along with this form will help ensure your company secures its choice."

Events will be awarded on a first come first served basis. "First cheque = first choice"
ONCE YOU HAVE SELECTED A LEVEL PLEASE MARK YOUR FIRST EVENT CHOICE WITHIN THAT LEVEL WITH THE NUMBER 1, YOUR SECOND CHOICE WITH THE NUMBER 2, AND THIRD CHOICE WITH A 3

(1) Platinum Sponsorships @ \$7,750 + GST - (SOLD!

We are pleased to report that once again CUIS (Credit Union Insurance Services) has committed to being the CUMA Conference Partner at the Platinum Level for the 2007 Conference. Thank you CUIS!

(7) Gold Sponsorships @ \$5,250 + GST

Please indicate your FIRST (1) SECOND (2) and THIRD (3) choice of sponsorship event

SOLD! Sunday Gold Sponsorship (CGI has made a long term commitment to this event)

- Sunday Evening Reception
- Monday Morning Conference Kick Off / Keynote Speaker
- "On the HOT SEAT!" Discussion Panel – Monday morning
- Monday Luncheon
- Tuesday Morning Keynote Speaker/Workshop
- Closing Keynote Speaker (before lunch)

(11) Silver Sponsorships @ \$3,150 + GST

Please indicate your choice FIRST (1) SECOND (2) and THIRD (3) of sponsorship event

- Monday Executive Breakout Workshop Sponsor (**6 available** on a first come first served basis)
- Monday Continental Breakfast Sponsor
- Gala Reception (before dinner in Lobby)
- Tuesday Continental Breakfast Sponsor
- Nutrition Break Sponsor (includes all 3 scheduled nutrition breaks during the conference)
- Early Bird Registration Prize Draw (at Gala Dinner)

(2) Bronze Sponsorships @ \$2,500 +GST

- NEW – Hospitality Suite (CUMA covers expenses up to \$1,000) Sunday Evening**
- NEW – Hospitality Suite (CUMA covers expenses up to \$1,000) Monday Evening**

Contact Name: _____ Signature: _____ Date: _____

Exhibitor Firm Name: _____ (for signage purposes) Submit Logo Jpeg to Cuma.ont@sympatico.ca

Mailing Address: _____

Email : _____ Web-Site: _____

Telephone: _____ Fax: _____