



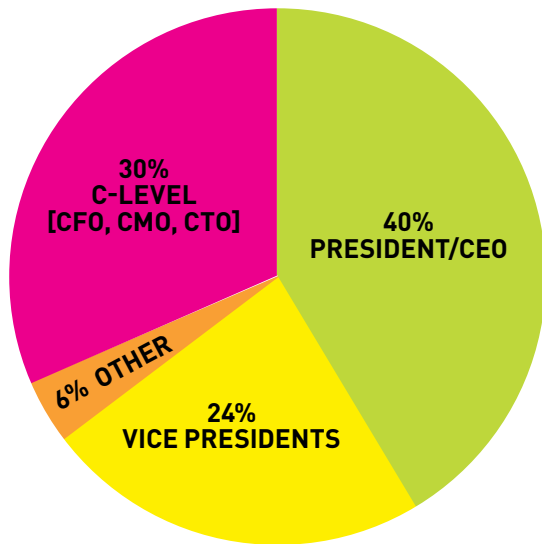
# YOUR TICKET TO IMPACTFUL EXPOSURE

If you're looking to raise your profile among the industry's best and brightest, THINK 11 is the ideal conference. Created to put a fresh perspective on the challenges and opportunities credit unions face every day, THINK 11 won't utilize the standard conference format or feature typical industry speakers. What it will feature is innovation and inspiration, leaving attendees with actionable insights to help their credit unions succeed.

Due to its overwhelming success, THINK has now expanded beyond a conference to become a year-round experience with a magazine, blog, website and more. Which means there's no better time for your company to align itself with year-round exposure with what is quickly becoming the credit union industry's most successful name.

## KEY DECISION-MAKER ATTENDEES

Attended by a premier cross-section of top credit union decision-makers, THINK 11 is a golden opportunity to spotlight your brand in front of key credit union professionals. Our Partners/Sponsors are invited to attend all sessions and events – invaluable time spent with attendees.



**FOR MORE INFORMATION AND TO REGISTER ONLINE, VISIT [WWW.CO-OPTHINK.ORG](http://WWW.CO-OPTHINK.ORG) AND SELECT THE SPONSOR CATEGORY.**

*DEADLINE FOR SPONSORSHIP REGISTRATION AND PAYMENT: April 14, 2011*

*Reserve your sponsorship today – premium packages are going fast.*



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## THINK 11 SPONSORSHIP PACKAGES

We have developed our THINK 11 sponsorship levels to provide increased benefits and visibility. Your sponsorship includes various degrees of presence through the THINK website, magazine and User Meetings that now compliment the conference as part of the THINK brand. We hope you'll choose to invest in and enjoy the benefits of this greater level of participation and exposure.

### PARTNER NETWORKING RECEPTION—MONDAY, MAY 16TH

This event is designed to promote and display our appreciation for CO-OP's valued Partners (Sponsors). Attend this popular and fun networking event which will be held at the House of Blues in Downtown Disney. All sponsorships include a lounge area for a prime opportunity to network with credit union attendees. Sponsors are provided with signage, a table and seating for one-on-one interaction, and can bring sales materials, giveaways, and a laptop to show product demos (battery power only). An event will be held to encourage attendees to visit each Partner. Bring a door prize to participate (suggested min. value \$100 to \$500), and receive recognition as prizes are awarded.

SPONSORSHIP BENEFITS	Silver Level Package \$2,000	Gold Level Package \$5,000 – \$20,000	Platinum Level Package \$25,000	Diamond Level Package \$50,000
Attendee list 1 month prior to event	✓	✓	✓	✓
Logo/recognition at on-site kiosk signage	✓	✓	✓	✓
Listing in Partner Reference Guide	✓	✓	✓	✓
Logo with link on THINK conference website	✓	✓	✓	✓
First right of refusal for same package at THINK 12	✓	✓	✓	✓
Participate in Partner Network Reception and Prize Drawing	✓	✓	✓	✓
Ad in conference program	1/4 Page	1/2 Page	1 Page	2 Page
Conference Registration	1	1	2	4
Greens Fee for CMN Golf Tournament	N/A	N/A	1	2
Social Media recognition	N/A	N/A	✓	✓
Hotel room for 3 nights at Disney's Grand Californian	N/A	N/A	N/A	1
One co-branded giveaway	N/A	N/A	N/A	✓
<b>THINK BRAND</b>				
Banner on THINK website	Run of Site – 1 month	Run of Site – 3 months	Run of Site – 6 months	Run of Site – 9 months
Ad in THINK Magazine [each of 4 issues/yr]	N/A	N/A	1/2 Page	1 Page
Presenting sponsor of THINK Regional User Meetings	N/A	N/A	N/A	✓

### \$50,000 DIAMOND LEVEL

Included at this level is ONE of the below, plus all Diamond Level Package benefits as indicated in the Sponsorship Benefits Chart.

- **NEW! CONFERENCE SCHOLARSHIPS** – Sponsor three dedicated credit union professionals to attend THINK 11. Your sponsorship funds will provide each recipient with airfare to the conference and three (3) nights hotel accommodations at *Disney's Grand Californian Hotel® & Spa*. Scholarship applicants will have to complete a brief questionnaire regarding their desire to attend THINK 11. Either the Sponsor or CO-OP will determine the three winners (Sponsors choice). Your company will be recognized in a press release and all communications surrounding the scholarship offer. Sponsorship also includes a meet-and-greet with the scholarship winners and photo opportunity for post-event publication.
- **NEW! DISNEY INSTITUTE** – Sponsor the thought-provoking Disney Institute session, “Inspiring Creativity.” This unique sponsorship opportunity is an exclusive session for tech-savvy credit union professionals, who’ll learn to utilize the diversity and depth of their workforce to unleash a constant source of creative solutions to everyday business challenges. The sponsor can introduce the session with a brief presentation of their business/products, and distribute a (CO-OP approved) giveaway for all attendees.
- **NEW! SMARTPHONE APP** – Sponsor the highly interactive THINK 11 Smartphone application, and display your company logo and message as a banner on all devices. Every time attendees check their phone for the conference agenda, session surveys and more, they’ll see your logo. You’ll have the ability to change banners daily to communicate different messages, direct attendees to your area at the Partner Networking Reception, and/or offer incentives.

*All Diamond Package Sponsorships include ONE co-branded giveaway, such as a pen, hand sanitizer, post-it notes, stress relief ball, lip balm, or other item subject to CO-OP approval.*

### \$25,000 PLATINUM LEVEL

Included at this level is ONE of the below, plus all Platinum Level Package benefits as indicated in the Sponsorship Benefits Chart.

- **CYBER CAFÉ** – A dedicated room with your signage where attendees can check email, print boarding passes, etc., your website will be the screen saver on all computers. The Cyber Café will also house the Smartphone application kiosks where attendees can vote for the THINK Prize, complete online session surveys, and check the latest conference updates.
- **SPEAKER/SESSION SPONSOR** – Includes “Speaker presented by” language on all collateral, recognition, signage and co-branded giveaway.

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## THINK 11 SPONSORSHIP PACKAGES

- **NEW! MAUI JIM SUNGLASSES** – An exciting and unique, highly visible sponsorship item from a world-class provider. Sponsorship includes Maui Jim staff on-site running a custom-fitting station with a wide selection of styles for attendees to choose from. The case will be branded with your logo on the outside. Sunglasses will be in demand with the California sunshine at THINK 11, and attendees will use your branded item long after the event is over, keeping your name front and center with credit union decision-makers.
- **CMN GOLF TOURNAMENT** – Our popular annual charity golf tournament, which we've sponsored since 1998, will be held Tuesday afternoon at Oak Creek Golf Club in Orange County, on a Tom Fazio designed course. Includes signage, recognition on carts/rule sheets, and a co-branded golf giveaway for each golfer.

### **\$5,000 – \$20,000 GOLD LEVEL**

Included at these levels is ONE of the below, plus all Gold Level Package benefits as indicated in the Sponsorship Benefits Chart.

#### **\$20,000**

- **IN-ROOM INTERNET** – Provide high-speed internet access to attendees in their rooms (up to 450 rooms for 3 nights) at *Disney's Grand Californian Hotel® & Spa*. Recognition will be provided in each attendee's conference bag, we'll create a hand-out that includes your sponsorship, company name, logo and your company/product description and benefits.
- **MIRACLE MATCH RECEPTION** – This special event will be held at Stage 17 at *Disney California Adventure™* Park on Tuesday evening before the Gala, serving drinks and hors d'oeuvres; includes signage and branded napkins.

#### **\$15,000**

- **NEW! CONFERENCE MAP & AGENDA** – A valuable item that attendees will frequently reference for event locations and times. The Map & Agenda will be placed in attendee badge holders and branded with your logo.
- **CONTINENTAL BREAKFAST** – Available Monday, Tuesday and Wednesday; includes signage and branded napkins.
- **NEW! IN-ROOM SNACK DELIVERY** – Surprise each attendee with a special treat, such as cookies & milk! You can include a brochure and/or a giveaway.

#### **\$10,000**

All items below will be co-branded with the THINK 11 logo.

- **PADFOLIO** – This will be invaluable for attendee note-taking, and reusable after the conference.
- **CONFERENCE TOTE BAG** – Given to each attendee upon check-in, includes all conference materials. (continued on next page)

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## THINK 11 SPONSORSHIP PACKAGES

- *NEW!* REUSABLE LUNCH BAG – An environmentally friendly item attendees can take home, will provide Monday’s lunch.
- *NEW!* BOX LUNCH – For lunch on Tuesday, includes a decal with your logo.
- *NEW!* GOLF MOTOR COACH OUTSIDE BANNER – Promote your company in a big way! You can also place a brochure and/or giveaway on each seat.

### \$5,000

- LANYARD – Co-branded with the THINK 11 logo.
- FOOD/BEVERAGE STATION AT PARTNER NETWORKING RECEPTION – Sponsor a fun Martini Bar or tasty Shrimp Cocktail station; includes signage and branded napkins.

### \$2,000 SILVER LEVEL

Included at this level is ONE of the below, plus all Silver Level Package benefits as indicated in the Sponsorship Benefits Chart.

- REFILLABLE WATER BOTTLE – Co-branded with THINK 11 logo, bottles are included on each golfer’s cart.
- GOLF BEVERAGE CART – Signage on cart promoting your company.
- GOLF LONGEST DRIVE CONTEST – Signage at hole and recognition at the Awards Ceremony at the Partner Networking Reception.
- GOLF CLOSEST-TO-PIN CONTEST – Signage at hole and recognition at the Awards Ceremony at the Partner Networking Reception.
- GOLF HOLE – Signage at hole.

### SPONSORSHIP INFORMATION

**SPONSORSHIP PAYMENT OPTIONS: Credit cards and checks accepted**

**DEADLINE FOR SPONSORSHIP REGISTRATION AND PAYMENT: April 14, 2011**

**For questions or more information, please contact:**

Charlotte Locklear

CO-OP Financial Services

800-782-9042 ext. 7210 / [charlotte.locklear@co-opfs.org](mailto:charlotte.locklear@co-opfs.org)

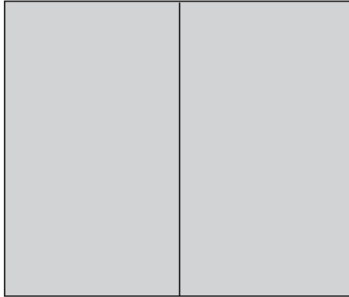


# YOUR BENEFITS AS A THINK 11 SPONSOR

## THINK CONFERENCE PROGRAM AD AND ONLINE BANNER SPECIFICATIONS

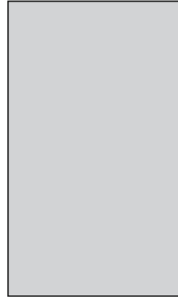
Call attention to your presence at THINK 11 with printed and online messages that will reach hundreds of the country's most progressive credit union executives.

### DIAMOND LEVEL: SPREAD AD



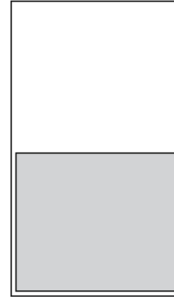
L: 12"w x 10.5"h  
T: 13"w x 11"h  
B: 13.5"w x 11.5"h

### PLATINUM LEVEL: FULL PAGE



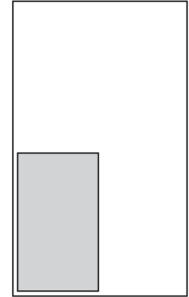
L: 6"w x 10.5"h  
T: 6.5"w x 11"h  
B: 6.75"w x 11.5"h

### GOLD LEVEL: HALF PAGE



Non-Bleed  
6"w x 5.125"h

### SILVER LEVEL: QUARTER PAGE



Non-Bleed  
2.75"w x 5.125"h

## THE FOLLOWING MATERIALS ARE DUE: APRIL 6, 2011

- Company Logo
- Company 50 Word Description
- Ad
- Contact Info
  - Name/Title/Department
  - Phone Number
  - Email Address
  - Web Site URL

Logos: Vector based logo files are required.

Accepted File Formats:

- **PDF/X-1a – Press quality pdf**
- **All Images Must be 300 dpi**
- **Color profile: CMYK**

[File formats not accepted: Word, Word Perfect, Microsoft Publisher, Powerpoint, Corel Draw. Please give Christy Shellenbarger a call if you have any questions about the file format.]

## For program ad information, and to email your files please contact:

Christy Shellenbarger  
O'Leary and Partners  
Phone: 949-224-4034  
cshell@adagency.com

## Or you can upload your file to our FTP site:

- <ftp://agencyrelay.com>
- Username: **drop3**
- Password: **oandp123**

## PARTNER REFERENCE GUIDE

All attendees will receive a printed booklet detailing each THINK 11 sponsor, featuring your company logo, description, and contact info.

## ONLINE BANNER

Dimensions: 300x250 pixels  
Pixels: 72dpi  
Max Size: 20K  
Format: jpg  
Static (not animated)

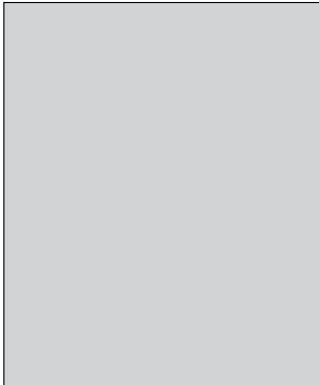
(Your benefits continue on the next page)



## AD IN THINK MAGAZINE - PLATINUM AND DIAMOND SPONSORS ONLY

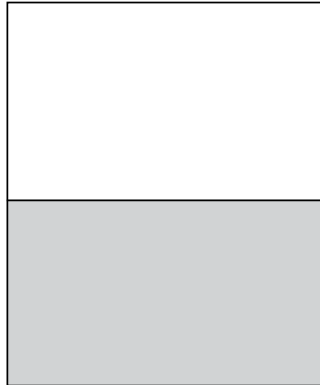
Reach credit union executives through the quarterly publication that focuses on an industry-specific subject, stimulating an in-depth dialog on best practices and growth strategies.

### FULL PAGE



L: 8.75" w x 10" h  
T: 9" w x 10.85" h  
B: 9.25" w x 11" h

### HALF PAGE



L: 8.75" w x 5" h  
T: 9" w x 5.425" h  
B: 9.25" w x 5.5" h

### AD MATERIAL DUE DATES

Spring '11 Issue: 4/6/11  
Summer '11 Issue: 7/6/11  
Fall '11 Issue: 10/6/11  
Winter '12 Issue: 1/6/12

Accepted File Formats:

- **PDF/X-1a – Press quality pdf**
- **All Images Must be 300 dpi**
- **Color profile: CMYK**

(File formats not accepted: Word, Word Perfect, Microsoft Publisher, Powerpoint, Corel Draw. Please give Christy Shellenbarger a call if you have any questions about the file format.)

## SOCIAL MEDIA RECOGNITION - PLATINUM AND DIAMOND SPONSORS ONLY

Connect with those you want to influence by using THINK social media packages to deliver timely messaging.

PACKAGE	TWITTER	FACEBOOK	BLOG
<b>PLATINUM</b>	One pre- and post-conference mention of sponsor with link to sponsor's site	Five images tagging sponsor and one post mentioning sponsor	N/A
<b>DIAMOND</b>	One pre- and post-conference mention of sponsor with link to sponsor's site	Five images tagging sponsor and one post mentioning sponsor	One post interviewing sponsor with links from Twitter/Facebook/Email

## PRESENTING SPONSOR OPPORTUNITY AT REGIONAL USER MEETINGS—PLATINUM PACKAGE ONLY

Increase your visibility by delivering an educational (non-sales-oriented) presentation at one THINK Regional User Meeting. Pre-approval of presentation by CO-OP is required. Travel expenses not included.

### Schedule of Meetings:

Q2	Nashville, TN	Sept. 2011	MD/DC Area, MD	Oct. 2011	Lansing, MI
June 2011	Salt Lake City, UT	Oct. 2011	Denver, CO	Oct. 2011	Rancho Cucamonga, CA
Aug. 2011	Indianapolis, IN	Oct. 2011	Detroit, MI	Oct./Nov. 2011	Boston, MA
Sept. 2011	St. Louis, MO				

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