

12

THiNK SPONSORSHIP OPPORTUNITIES

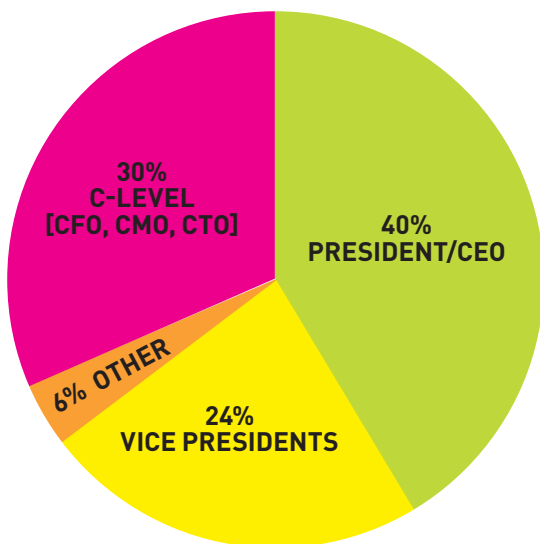
A PRIME AUDIENCE AWAITS YOUR MESSAGE

If you're looking to raise your profile among the industry's best and brightest, THINK 12 is the ideal conference. Created to put a fresh perspective on the challenges and opportunities credit unions face every day, THINK 12 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 over the years, THINK has steadily expanded its scope. Today it's not only a conference, but a year-round experience with a magazine, blog, website and more. Which means there's no better time for your company to align itself through year-round exposure with what is quickly becoming the credit union industry's most successful brand.

KEY DECISION-MAKER ATTENDEES

Attended by a premier cross-section of top credit union decision-makers, THINK 12 is a golden opportunity to spotlight your brand in front of key credit union professionals. Our Sponsors are invited to attend all sessions and events — invaluable opportunities to spend time with attendees.



**FOR MORE INFORMATION AND TO REGISTER ONLINE,
VISIT WWW.CO-OPTHINK.ORG.**

DEADLINE FOR SPONSORSHIP REGISTRATION:

MARCH 9, 2012

DEADLINE FOR SPONSORSHIP PAYMENT:

MARCH 29, 2012

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

APRIL 29–MAY 2, 2012

**BOCA RATON
RESORT & CLUB**

BOCA RATON, FLORIDA



»» CO-OPTHINK.ORG

THINK 12 SPONSORSHIP OPPORTUNITIES

We have developed our THINK 12 sponsorship levels to provide increased benefits and visibility. Your sponsorship includes various degrees of presence through the THINK website, magazine and Smartphone application that now complement 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, APRIL 30

This event is designed to promote and display our appreciation for CO-OP's valued Partners (Sponsors). Attend this popular and fun networking event, at which 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.

PARTNER NETWORKING BREAKFAST — TUESDAY, MAY 1

Increase your opportunities to meet one-on-one with credit union attendees when you make plans to start the day at this rewarding event. A new addition to the THINK conference this year, the Partner Networking Breakfast multiplies the potential to connect with an audience that's receptive to the innovative thinking you offer.

SPONSORSHIP LEVELS AND BENEFITS	Supporting Partner \$2,000	Silver Level Package \$5,000	Gold Level Package \$10,000 – \$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	✓	✓	✓	✓	✓
Logo with link on THINK conference website	N/A	✓	✓	✓	✓
Listing on THINK 12 Smartphone application	✓	✓	✓	✓	✓
Participate in Partner Networking Reception and Prize Drawing	✓	✓	✓	✓	✓
Participate in Partner Networking Breakfast	✓	✓	✓	✓	✓
Ad in conference program	1/4 Page	1/4 Page	1/2 Page	1 Page	2 Page
Conference Registration <small>Fee for each additional attendee is \$299</small>	1	1	1	2	4
Greens Fee for CMN Golf Tournament	N/A	N/A	N/A	2	4
Social Media recognition	N/A	N/A	N/A	✓	✓
Hotel room for 3 nights at Boca Raton Resort & Club	N/A	N/A	N/A	N/A	1
THINK BRAND					
Banner on THINK website	NA	NA	Run of Site — 3 months	Run of Site — 6 months	Run of Site — 9 months
Ad in THINK Magazine <small>[each of 4 issues/yr]</small>	N/A	N/A	N/A	1/2 Page	1 Page

THINK 12 SPONSORSHIP OPPORTUNITIES

SILVER LEVEL SPONSORSHIPS: \$5,000

OPPORTUNITY	PRICE	DESCRIPTION
In-room Internet	\$5,000	Provide high-speed internet access to attendees in their rooms (up to 450 rooms for 3 nights) at the Boca Raton Resort & Club. A handout will be provided in each attendee's conference bag, recognizing your sponsorship and promoting your company.
Hotel Room Key	\$5,000	Put your message directly in attendees' hands by displaying your logo on their room key cards. Hotel guests look at their key cards an average of ten times each day!
Hotel Room "Do Not Disturb" Door Hanger	\$5,000	Ensure your logo and message is the first thing attendees see when they get to their rooms.
Brochure given at Resort check-in	\$5,000	Greet attendees with your company brochure or letter/message, placed in their hands at Resort check-in.
In-Room Voice Mail Message	\$5,000	Leave an in-room voice mail message to all attendees promoting your company.
Specialty Drink & Glass at the Partner Networking Reception	\$5,000	Sponsor a tasty alcoholic drink in an exciting specialty glass branded with your logo.
Food Station at the Partner Networking Reception	\$5,000	Sponsor an hors d'oeuvre station at this popular event; includes signage and branded napkins.
Luggage Handle Wrap	\$5,000	Advertise your company on this handy item that will remind attendees of your name long after the event.
Cash & Splash Water Bottle	\$5,000	This 24-oz water bottle features a nifty exterior pouch that holds credit cards, cash and a key. It's perfect for runs or roaming the trade show floor, co-branded with your logo.
CMNH Charity 5K Fun Run/Walk	\$5,000	Sponsor the 1st Annual THINK 12 CMNH 5K Fun Run/Walk. The timed 5K (3.1 mile) run winds through the resort's beautiful golf course. Participants will receive a t-shirt co-branded with your logo and your company will be recognized along with the top runners at the Awards Gala.
Golf — Personalized Bag Tags	\$5,000	Promote your company on unique bag tags personalized with each golfer's name; an item golfers will be sure to keep long after the conference.
Golf — Beverage Cart	\$5,000	Golfers will appreciate these refreshments, compliments of your company; includes signage on cart.
Golf — Longest Drive	\$5,000	Signage on cart GPS and recognition at the Awards Ceremony.
Golf — Closest-to-the PIN	\$5,000	Signage on cart GPS and recognition at the Awards Ceremony.
Golf — Hole	\$5,000	Signage on cart GPS and recognition at the Awards Ceremony.

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THINK 12 SPONSORSHIP OPPORTUNITIES

GOLD LEVEL SPONSORSHIPS: \$10,000–\$20,000

OPPORTUNITY	PRICE	DESCRIPTION
Conference Workbook	\$10,000	A popular item from THINK 11, will be useful for attendee note-taking, co-branded with your logo.
Tote Bag	\$10,000	Given to each attendee upon check-in, includes all conference materials, co-branded with your logo.
Mini Map & Schedule	\$10,000	A valuable item that attendees will frequently reference, co-branded with your logo.
Golf Continental Breakfast	\$10,000	Provide breakfast to hungry golfers before they tee off! Includes signage, branded napkins and recognition at the Awards Ceremony.
CMNH Charity Hands-on Culinary Brunch	\$10,000	A unique, hands-on, fun event! A resort executive chef will demonstrate how to create a delicious brunch for the participants. Sponsors can provide branded aprons, cooking utensils, gift cards, etc.
Internet Access in Meeting Areas	\$10,000–\$15,000	Provide high-speed internet access to attendees in meeting room areas. Access cards with the password will prominently feature your logo and be given to attendees at the Registration Desk, recognizing your sponsorship and promoting your company.
THINK 12 Smartphone Application	\$15,000	Sponsor the highly interactive THINK 12 Mobile application (one app, all devices), and display your company logo and message as a banner on all devices. The application is live now and you will have months of pre-conference visibility. Every time attendees check their phones 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.
Golf — Box Lunch	\$15,000	Sponsor Monday's lunch for golfers; includes signage, recognition at the Awards Ceremony and a decal on the box with your logo. You can provide mints or candy to be put in each box.
Partner Continental Breakfast	\$15,000	Provide breakfast Tuesday morning for attendees; includes signage, branded napkins and recognition at the breakfast.
Cyber Café	\$20,000	A dedicated area with your signage where attendees can check email, print boarding passes, etc. Your logo/website will be the screen saver on all computers. Cell phone charging kiosks may also be available.
Welcome Reception (Sunday)	\$20,000	This first rate, opening event will be held Sunday evening on the Grand Lawn of the resort; serving drinks and hors d'oeuvres; includes signage and branded napkins.

SOLD

SOLD

SOLD

SOLD

THINK 12 SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL SPONSORSHIPS: \$25,000

OPPORTUNITY	PRICE	DESCRIPTION
CMNH Charity Golf Tournament	\$25,000	CO-OP's most popular charity event has been held since 1998 and will be played Monday morning on the signature Resort Course. Includes signage, recognition on cart GPS, rule sheets and at the Awards Ceremony.
Box Lunch	\$25,000	Sponsor Tuesday's lunch to attendees, includes a decal with your logo. You can provide mints or candy to be put in each box.

DIAMOND LEVEL SPONSORSHIP: \$50,000+

OPPORTUNITY	PRICE	DESCRIPTION
Maui Jim Sunglasses	SOLD \$50,000	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 Florida sunshine, and attendees will use your branded item long after the event is over, keeping your name front and center with credit union decision-makers.

IMPORTANT INFORMATION

SPONSORSHIP PAYMENT OPTIONS: CREDIT CARDS AND CHECKS ACCEPTED

DEADLINE FOR SPONSORSHIP REGISTRATION: MARCH 9, 2012

DEADLINE FOR SPONSORSHIP PAYMENT: MARCH 29, 2012

For questions or more information, please contact: sponsorships@co-opthink.org

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THINK CONFERENCE PROGRAM AD AND ONLINE BANNER SPECIFICATIONS

Call attention to your presence at THINK 12 with printed and online messages that will reach hundreds of the country's most progressive credit union executives. **All materials are due March 9, 2012.**

- Company Logo (Vector based logo files are required)
- Company 50 Word Description
- Ad
- Contact Info
 - Name/Title/Department
 - Phone Number
 - Email Address
 - URL

SMARTPHONE APP LISTING

- Company Logo (JPG, GIF, PNG under 3MB)
- Company 25 Word Description
- URL

ONLINE BANNER

Dimensions: 300x250 pixels

Pixels: 72dpi

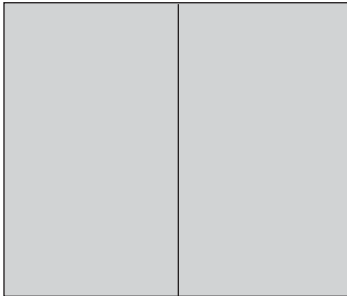
Max Size: 20K

Format: jpg

Static (not animated)

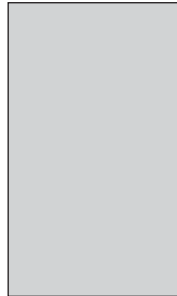
AD IN CONFERENCE PROGRAM

DIAMOND LEVEL SPREAD AD



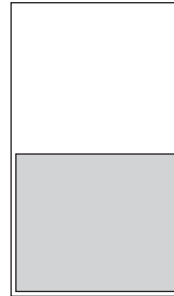
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T: 13"w x 11"h
B: 13.5"w x 11.5"h

PLATINUM LEVEL FULL PAGE



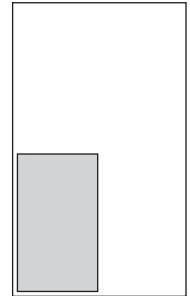
L: 6"w x 10.5"h
T: 6.5"w x 11"h
B: 6.75"w x 11.5"h

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

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 call Christy Shellenbarger 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

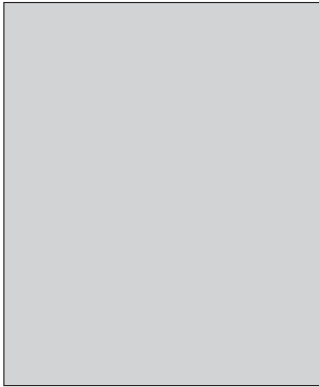
Or you can upload your file to our FTP site:

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

AD IN THINK MAGAZINE — PLATINUM AND DIAMOND SPONSORS ONLY

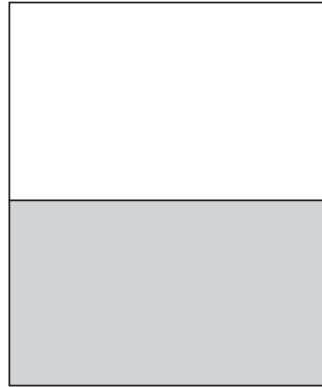
Reach credit union executives through the quarterly publication that focuses on an industry-specific subject, stimulating an in-depth dialog on best practices and growth strategies.

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 '12 Issue Feb. 24
Summer '12 Issue Jun. 15
Fall '12 Issue Sep. 28
Winter '13 Issue Dec. 21

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 call Christy Shellenbarger 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
PLATINUM	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
DIAMOND	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

For questions or more information, please contact: sponsorships@co-opthink.org

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