



# 2014 World Credit Union Conference **GOLD COAST** ★ **AUSTRALIA**

27–30 July 2014



## 2014 Exhibit & Sponsorship Opportunities

[www.GoldCoast2014.org](http://www.GoldCoast2014.org)



World Council

Co-Host:



The World Council of Credit Unions and Australia's Customer Owned Banking Association extend a warm invitation to join us at the 2014 World Credit Union Conference, 27-30 July 2014, on Australia's Gold Coast.

The 2014 World Conference offers innovative sponsorships, a first-class trade show and many engaging ways to make an impact with global leaders of the credit union and customer owned banking industry.

This premier international event will bring together delegates from over 50 nations, including some of the world's largest credit union and customer owned banking systems.

Our world-class program will bring together experts from around the globe with industry participants to deliver a high quality educational program supported by outstanding networking opportunities.

Supporters of the World Conference will be "front-and-centre" with industry leaders and decision makers, with high profile recognition of your support for the credit union model. Connect with your current customers while meeting new clients, accessing unique educational sessions and networking opportunities – all under the one roof!

The Customer Owned Banking Association (COBA) is Australia's peak body for credit unions, mutual banks and building societies. As co-host, COBA will bring fresh perspectives from Australia's large and successful customer owned banking sector to our 2014 World Conference.

Every day, World Council and partners such as COBA help empower people worldwide by providing access to high quality and affordable financial services. Thanks to financial support from outstanding partners like you, we're able to advance our growth, mission and competitiveness with a truly first class global dialogue at the World Conference.

Your support at the Gold Coast in 2014 will help us continue our mission, including World Council's important international development projects.

It's not often that this many global decision makers come together under the same roof. We hope you'll consider joining us to take advantage of this unique opportunity to support credit unions worldwide while connecting, learning, and sharing with current and future clients.

Contact us today for more information and available opportunities!

**We look forward to welcoming you as a partner and supporter of the 2014 World Conference, on Australia's Gold Coast.**



**Brian Branch**  
President & CEO

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Chief Executive Officer

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**[www.GoldCoast2014.org](http://www.GoldCoast2014.org)**

5710 Mineral Point Road • Madison, WI 53705  
USA +1-608-395-2095



**World Council**



Co-Host:





## Five Reasons to Participate:

- 1 Must-Attend Event of 2014:**  
It's the largest and most influential credit union conference in the world.
- 2 Personal Contact:**  
Direct access to key decision makers who have purchasing power at their respective credit unions, building societies and mutual banks.
- 3 Enhance Corporate Image:**  
Show your support and commitment to the credit union movement.
- 4 Global Audience:** Meet face-to-face with credit union and customer owned banking professionals from all around the world, under one roof, including close-to-home customers.
- 5 Showcase Your Latest Technology:** Demonstrate your products and services in front of credit union leaders.

## Delegates at the World Credit Union Conference

Delegates from around the globe, including many from Australia and New Zealand, are expected to attend the 2014 World Credit Union Conference. These will include Board Chairs and Directors, CEOs, upper level and middle level management from credit unions, building societies, mutual banks and friendly societies; as well as local government regulators, industry suppliers and stakeholders.

The World Credit Union Conference has brought delegates to its doors from every continent except Antarctica. Countries that attended the 2013 Conference include: Australia, Azerbaijan, Bahamas, Barbados, Belarus, Belgium, Belize, Bermuda, Bolivia, Botswana, Brazil, Cameroon, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Ghana, Greece, Grenada, Guatemala, Guyana, Honduras, India, Ireland, Italy, Jamaica, Kenya, Macedonia, Malawi, Mexico, Moldova, Netherlands, New Zealand, Nicaragua, Nigeria, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Russian Federation, Saint Kitts and Nevis, Singapore, Spain, St. Vincent, Swaziland, Thailand, Trinidad and Tobago, Ukraine, United Kingdom, United States, Uzbekistan and Zimbabwe.

## About the Location

The 2014 World Credit Union Conference will be held at the Gold Coast Convention & Exhibition Centre, a premier business event facility located in the heart of Broadbeach on Queensland's beautiful Gold Coast.



Use your smartphone to visit:  
[WWW.GOLD Coast 2014.ORG](http://WWW.GOLD Coast 2014.ORG)

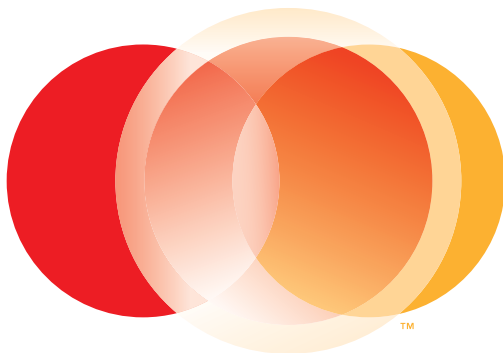
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**Supplier VMC Australian Business Number (ABN):** 97 665 980 268



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### Core Sponsorship Package *(included in most packages where noted)*

- Logo on Conference website including hyperlink to sponsor website
- Company profile (maximum 50 words), logo and contact details in Conference Programme Book and Conference App (if sold)
- Logo on signage throughout the venue
- Logo on sponsor acknowledgement slides before every session
- Booth inclusions (where booth space is specified in package) – carpeted floor, back and side walls (where applicable), company name on each open side of stand; two (2) spotlights, one (1) standard power outlet and ability to customise your stand (at exhibitor's expense)

### Platinum Sponsorship — US \$44,601\* / AU \$50,000\* (Almost sold out!)

#### Sponsorship includes:

- Active promotion as a Platinum Sponsor and industry supporter of the Conference
- A 10 minute presentation during the Conference programme – presentation timing at the discretion of the Conference Committee
- Feature Exhibition booth (6m x 6m island booth or 12m x 3m booth)
- Eight (8) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Ten (10) Exhibition only registrations to the Conference\*\*\*
- Four (4) invitations to the Supporters Reception
- Two (2) Conference Golf Tournament registrations
- Half-page, full-color ad in the Conference Programme Book (artwork provided by sponsor)
- Logo included in Conference email marketing campaigns and Conference App (if sold)
- One (1) promotional print piece inserted into the delegate bags/satchels
- Recognition in pre-Conference issue of COBA's industry magazine Connexus. For more details go to <http://connexus.realviewdigital.com>
- Opportunity for company provided signage to be displayed onsite at the discretion of the Conference Committee
- Delegate list provided six (6) weeks prior to the commencement of the Conference and ongoing updates
- Core sponsorship package

\* Pricing will be assessed a 10% GST as required by Australian tax legislation. PLEASE NOTE Australian dollar conversion based on currency exchange rate as of 5 February 2014

\*\* Delegate registrations include access to plenary and business sessions, all events held in the exhibition and one ticket to the Closing Night Celebration. Additional full Delegate registrations are available for US \$700\* / AU \$785\* (maximum of three)

\*\*\* Exhibition only registrations allow access to the Exhibition and all events held in that space. This registration does not admit to any sessions nor does it include the Closing Night Celebration. Exhibition passes are not for sale to the public, but, part of sponsorship packages only. If you have additional questions, please contact [meetings@woccu.org](mailto:meetings@woccu.org)

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## Gold Sponsorship — US \$28,099\* / AU \$31,500\*

### Sponsorship includes:

- Recognition as Gold Sponsor and industry supporter at the Conference
- Exhibition booth (9m x 3m)
- Six (6) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Six (6) Exhibition only registrations to the Conference\*\*\*
- Three (3) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bags/satchels
- Delegate list provided four (4) weeks prior to the commencement of the Conference and ongoing updates
- Core sponsorship package

## Silver Sponsorship — US \$16,217\* / AU \$18,180\*

### Sponsorship includes:

- Exhibition booth (6m x 3m)
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Four (4) Exhibition only registrations to the Conference \*\*\*
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bags/satchels
- Delegate list provided two (2) weeks prior to the commencement of the Conference and ongoing updates
- Core sponsorship package

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**Closing Night Celebration — US \$24,334\* / AU \$27,280\*****(two available – one International & one Australian)**

Showcase your company at one of the most visible and lively events of the entire Conference — the Closing Night Celebration!

**Sponsorship includes:**

- Your company formally recognised during the Closing Night Celebration
- A 2 minute address during the Closing Night Celebration
- Logo on signage throughout the venue for the Closing Night Celebration
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Eight (8) additional tickets to the Closing Night Celebration
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the attendee bags/satchels
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

**Delegate Bags/Satchels — US \$15,000\* / AU \$16,816\* (one available)**

Let our delegates carry your name throughout the Conference and beyond! Conference bags are very popular and used by delegates long after the Conference ends. Hurry — this exclusive sponsorship sells quickly.

**Sponsorship includes:**

- Your logo printed on the delegate bags/satchels that delegates take back to their institutions and use for years after (bags provided by Conference organiser)
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

**Conference Programme Book — US \$15,000\* / AU \$16,816\* (two available)**

Be front and centre in the most-used delegate resource at the Conference! The Programme Book is an informational resource that delegates take back to their institutions and use as a reference guide even after the Conference.

**Sponsorship includes:**

- Company logo on the front cover of the Conference Programme Book
- One (1) full-page ad in the Conference Programme Book — position at the discretion of the Conference Committee (artwork provided by sponsor)
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

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**Cyber Café — US \$15,000\* / AU \$16,816\* (one available)****Sponsorship includes:**

- Feature Exhibition space (5m x 5m)
- Company logo on the Cyber Café signage and on each computer screen in the Cyber Café
- Ability to supply promotional mouse pads at each computer at Sponsor's own cost
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) Exhibition only registrations to the Conference\*\*\*
- Two (2) invitations to the Supporters Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

**Delegate Lanyards — US \$15,000\* / AU \$16,816\* (one available)**

Delegates will keep your company close to their hearts, literally, as our lanyard sponsor!

**Sponsorship includes:**

- Company logo on all delegate name badge lanyards, which delegates are required to wear throughout the Conference
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

**"Run for a Cause" Fun Walk/Run — US \$15,000\* / AU \$16,816\***

NEW IN 2014!! Join your fellow delegates for a 5km (about 3 miles) walk/run while enjoying the beautiful beaches of Gold Coast and also giving back! All profits of this event will be donated to Beach Care (<http://www.griffith.edu.au/environment-planning-architecture/griffith-centre-coastal-management/community-projects/beachcare>). Make your company stand out with your logo on the t-shirts that all participants will receive and then wear around the world! **Add to this package the opportunity to supply Conference Water bottles and double your exposure!**

**Sponsorship includes:**

- One (1) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

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**Café Bar — US \$12,042\* / AU \$13,500\* (two available)**

Café bars will be located in the Exhibition serving coffee throughout the Exhibition opening hours.

**Sponsorship includes:**

- Feature Exhibition space (6m x 3m)
- One (1) coffee machine and barista serving coffees on request
- Signage on café bar featuring your logo
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) Exhibition only registrations to the Conference\*\*\*
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Cheese and Wine Reception — US \$12,042\* / AU \$13,500\* (one available)**

Located in the Exhibition Hall

**Sponsorship includes:**

- Your company formally recognised during the Cheese & Wine Reception
- Logo on signage throughout the venue for the Cheese & Wine Reception
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Juice Bar — US \$12,042\* / AU \$13,500\* (one available)**

Juice bar will be located in the Exhibition serving fresh fruit juice throughout the Exhibition opening hours.

**Sponsorship includes:**

- Feature Exhibition space (6m x 3m)
- Staff serving a selection of fresh juices on request
- Signage on juice bar featuring your logo
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) Exhibition only registrations to the Conference\*\*\*
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
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**Water Bottles — US \$12,000\* / AU \$13,453\* (one available)****Sponsorship includes:**

- Logo on water bottle (supplied by Conference organiser) – logo position at the discretion of the Conference Committee
- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) weeks prior to the commencement of the Conference
- Core sponsorship package

**Charging Station — US \$10,000\* / AU \$11,211\* (one available)**

Located inside the Exhibition Hall!

**Sponsorship includes:**

- Feature Exhibition space (6m x 3m)
- Charging stations allowing delegates to recharge their cell phones and mobile devices
- Signage at the charging stations featuring your logo
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) Exhibition only registrations to the Conference\*\*\*
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Conference Notebook and Pens — US \$8,000\* / AU \$8,968\* (one available)**

Send delegates the “write” message!

**Sponsorship includes:**

- Company logo on Conference notebooks and pens included in delegate bag/satchel (supplied by Conference organiser)
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Conference App — US \$8,000\* / AU \$8,968\* (one available)****Sponsorship includes:**

- Banner advertisement and company logo on Conference App
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

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**Pocket Programme — US \$6,000\* / AU \$6,726\* (one available)****Sponsorship includes:**

- Company logo on the pocket agenda, distributed to all delegates with their registration materials
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Networking Break — US \$4,000\* / AU \$4,484\* (four available)**

Get delegates talking — about you — during the conference networking breaks! Date and time determined by Conference organisers.

**Sponsorship includes:**

- Networking/tea break for all Conference delegates featuring refreshments
- Company logo on networking break signage
- Company logo on cocktail napkins (napkins supplied by Conference organiser)
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Breakout Educational Session — US \$2,000\* / AU \$2,242\* (twenty available)**

Get delegates talking — about you — during the Conference breakout sessions. Date and time determined by Conference organisers.

**Sponsorship includes:**

- Company logo on breakout session signage
- Company logo next to breakout description in Conference Programme Book
- Company listing in the Conference App (if sold)

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**Luggage Wraps — US \$6,000\* / AU \$6,726\* (one available)**

Stay with attendees across the miles. Add your logo to a colorful luggage wrap that attendees will see every time they travel. The wrap will be distributed in the conference bags so every attendee will get one.

**Sponsorship includes:**

- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Device Wipes — US \$6,000\* / AU \$6,726\* (one available)**

Make credit unions' voyage into the mobile age a little bit clearer sailing with these device wipes, distributed in each attendee's conference bag. Whether it's their smartphone or tablet, attendees will see your logo every time they clean their screen.

**Sponsorship includes:**

- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Hand Sanitizer — US \$6,000\* / AU \$6,726\* (one available)**

Attendees will have you to thank when they arrive home in good health. These handy containers of hand sanitizer bearing your logo will be distributed in the conference bags for three full days door handles and high-traffic surfaces – and many will end up on attendees' desks back home.

**Sponsorship includes:**

- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided one (1) week prior to the commencement of the Conference
- Core sponsorship package

**Hotel Key Cards — US \$15,000\* / AU \$16,816\* (one available)**

Be seen at check-in and every time attendees enter their rooms. The key card sponsorship includes your company name/logo, as well as a "visit us at our booth" message printed on the hotel key cards.

**Sponsorship includes:**

- Two (2) Delegate registrations to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) invitations to the Supporter Reception
- One (1) promotional print piece inserted into the delegate bag/satchel
- Delegate list provided two (2) weeks prior to the commencement of the Conference
- Core sponsorship package

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\*\* Delegate registrations include access to plenary and business sessions, all events held in the exhibition and one ticket to the Closing Night Celebration. Additional full Delegate registrations are available for US \$700\* / AU \$785\* (maximum of three)

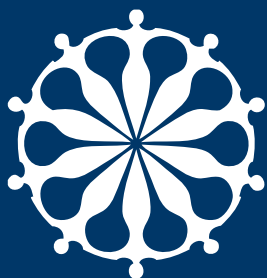
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# Global Women's Leadership Network

## Sponsorships Available for the Global Women's Leadership Network

For Network sponsorship inquiries, please contact Calyn Ostrowski, Worldwide Foundation Director, at [costrowski@woccu.org](mailto:costrowski@woccu.org).

### Networking Reception (26 July 2014, 17:00 – 18:30)

Network members, sponsors, and supporters from around the globe gather at the annual Reception to celebrate their involvement and to recognise the achievements of one outstanding leader, who will receive the Athene Leadership Award.

### Leadership Forum (27 July 2014, 9:00 – 15:30)

Held in partnership with Australian Women in Mutuals (WIM), this all-day workshop connects credit union women during an interactive leadership development session. Participants will engage face-to-face with women from other credit union movements to grow their business knowledge and professional relationships. As part of the annual Leadership Forum, the event will feature a dynamic keynote speaker, a working luncheon and global dialog around roundtable discussions. Registration also includes access to further exclusive conference opportunities, including a Networking Reception and Network Lounge. In 2013, more than 100 high-level female leaders from around the world participated in the Leadership Forum. The 2014 Leadership Forum is open to Network members, including Australian and New Zealand women leaders. Thanks to our sponsors, this year's Leadership Forum is only US \$100\*. Learn more at [www.CUwomen.org](http://www.CUwomen.org).

#### In addition to the standard benefits:

- Forum sponsors at the Premier and Founding levels receive a verbal introduction and opportunity to meet with presenter at event
- Forum lunch sponsors at the Founding level receive a 5-minute speaking opportunity during lunch

### Network Lounge (28 – 30 July 2014, 8:00 – 17:00)

Network members escape the chaos of the Conference while meeting up with their international colleagues in a casual atmosphere. Members can bring a guest, grab a cup of coffee/tea, and enjoy free Internet access. In addition to standard benefits, lounge sponsors may leave collateral marketing materials in the lounge.

### Golf Tournament (26 July 2014, 7:30 – 16:00)

Benefiting the Network, the annual golf tournament provides a unique networking opportunity with male and female credit union leaders from around the world. In addition to standard benefits, golf sponsors may supply specialty items for participant take-home "goody bags."

### Sister Societies

Sister Societies are local, autonomous chapters of the Network that are established to further the Network's global mission by engaging members in local activities several times throughout the year. There are currently 13 Sister Societies in 6 countries, including 7 states in the U.S.

### Scholarships

Scholarships foster the success of women in leadership roles around the world. They provide emerging credit union leaders with resources to support their professional development. Funds offset membership dues, costs associated with the Leadership Forum and the World Credit Union Conference, and implementation of a credit union project.

## Network Sponsorship Benefits

Each Global Women's Leadership Network event/activity listed may be sponsored at any of the following levels:

### Premier Level

(US \$25,000+\*/ AU \$28,026+\*)

- 10-minute speaking opportunity during the sponsored Network event
- Two (2) discounted registration rates of US \$700 plus tax to the World Credit Union Conference
- Company recognition on screen during general assembly of the World Credit Union Conference
- Company listing on Conference App (if sold)
- Recognition through a World Council press release sent to over 7,000 contacts
- Company logo on signage for sponsored Network event
- Company logo on invitations to sponsored Network event
- Company listing on Worldwide Foundation's sponsor recognition signs and website
- Complimentary tickets to each of World Council's exclusive Supporters Receptions during the World Credit Union Conference and CUNA's GAC
- Four (4) complimentary Network memberships
- Four (4) registrations for the 2014 Global Women's Leadership Forum
- Announcement of support on Global Women's website and social media outlets including Facebook, Twitter and LinkedIn
- Golf Sponsors Only: Six (6) complimentary spots in Golf Tournament

### Founding Level

(US \$10,000 - \$24,000\* / AU \$11,210 - \$27,762\*)

- Company recognition on screen during general assembly of the World Credit Union Conference
- Company listing on Conference App (if sold)
- Company logo on signage for sponsored Network event
- Company logo on invitations to sponsored Network event

- Company listing on Worldwide Foundation's sponsor recognition signs and website
- Complimentary tickets to each of World Council's exclusive Supporters Receptions during the World Credit Union Conference and CUNA's GAC
- Three (3) complimentary Network memberships
- Three (3) registrations for the 2014 Global Women's Leadership Forum
- Announcement of support on Global Women's website and social media outlets including Facebook, Twitter and LinkedIn
- Golf Sponsors Only: Four (4) complimentary spots in Golf Tournament

### Global Level

(US \$5,000 - \$9,999\* / AU \$5,605 - \$11,210\*)

- Company listing in the Conference App (if sold)
- Company logo or listing on signage for sponsored Network event
- Company logo or listing on invitations to sponsored Network event
- Company listing on Worldwide Foundation's sponsor recognition signs and website
- Complimentary tickets to each of World Council's exclusive Supporters Receptions during the World Credit Union Conference and CUNA's GAC
- Two (2) complimentary Network memberships
- Two (2) registrations for the 2014 Global Women's Leadership Forum
- Announcement of support on Global Women's website and social media outlets including Facebook, Twitter and LinkedIn
- Golf Sponsors Only: Two (2) complimentary spots in Golf Tournament



World Council

WORLDWIDE FOUNDATION  
for CREDIT UNIONS

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For more information about the World Council Foundation please contact  
Cayln Ostrowski at [costrowski@woccu.org](mailto:costrowski@woccu.org).



**Continental Level****(US \$2,500 - \$4,999\* / AU \$2,802 - \$5,605\*)**

- Company listing on Worldwide Foundation's sponsor recognition signs and website
- Complimentary tickets to each of World Council's exclusive Supporters Receptions during the World Credit Union Conference and CUNA's GAC
- Two (2) complimentary Network memberships
- One (1) registration for the 2014 Global Women's Leadership Forum
- Announcement of support on Global Women's website
- Golf Sponsors Only: One (1) complimentary spot in Golf Tournament

**Country Level****(US \$1,000 - \$2,499\* / AU \$1,121 - \$2,802\*)**

- Company listing on Worldwide Foundation's sponsor recognition signs and website
- Complimentary tickets to each of World Council's exclusive Supporters Receptions during the World Credit Union Conference and CUNA's GAC
- One (1) complimentary Network membership
- Announcement of support on Global Women's website
- Golf Sponsors Only: One (1) complimentary spot in Golf Tournament

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## Exhibition Location & Hours

The Exhibition component of the 2014 World Credit Union Conference will be open from 27-29 July 2014 at the Gold Coast Convention and Exhibition Centre — in the heart of Gold Coast, a premier business event facility in a picture-perfect setting. **Exhibition opening hours are:**

- Sunday 27 July 18:15 – 20:00
- Monday 28 July 08:00 – 17:00
- Tuesday 29 July 08:00 – 18:30

World Council and COBA are committed to making your investment a success. Sunday's official Welcome Reception, the Cheese & Wine Reception on Tuesday and all networking breaks on Monday & Tuesday will be held in the Exhibition space giving you access to delegates from around the globe.

The Exhibition area will remain open and accessible to Conference delegates Sunday evening through Tuesday afternoon. All exhibition booths must be staffed during all open hours.

## Connect Face-to-Face with Key Decision Makers

Maximise your marketing dollars with an attractive exhibitor-to-delegate ratio that provides quality business contacts!

## Exhibition Booth — US \$5,620\* / AU \$6,300\*

Reserve your 3m x 3m (10' x 10') exhibition booth now for US \$5,620\* / AU \$6,300\*. Booth selections will be allocated on a first-come, first-served basis. Multiple booths may be requested.

### Exhibitor Privileges:

- Nine (9) square metres of exhibition space (3m x 3m)
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two (2) spotlights
- One (1) standard power outlet
- Company profile (maximum 50 words), logo and contact details in Conference Programme Book and Conference App (if sold)
- One (1) Delegate registration to the Conference inclusive of all events\*\*. Additional registrations are available at a discounted rate
- Two (2) Exhibition only registrations to the Conference\*\*\*
- Delegate list provided one (1) week prior to the commencement of the Conference
- Distribution of promotional items from your stand to delegates (at exhibitor's expense)
- Opportunity to customise your exhibitor booth (at exhibitor's expense)

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## SATURDAY 26 JULY 2014

Time TBA Exhibitor Custom Build Access

## SUNDAY 27 JULY 2014

08:00 – 14:00 Exhibitor Registration Bump-In/Move-In  
18:15 – 20:00 Welcome Reception

## MONDAY 28 JULY 2014

08:00 – 17:00 Exhibition Open  
09:00 – 16:30 Education Sessions  
13:00 – 14:15 Lunch  
18:30 – 20:30 Supporter Reception (By Invitation Only)

## TUESDAY 29 JULY 2014

08:00 – 18:30 Exhibition Open  
09:00 – 17:30 Education Sessions  
13:00 – 14:15 Lunch  
17:30 – 18:30 Cheese & Wine Reception in the Exhibition  
19:00 – 21:30 Exhibition Bump-Out/Breakdown

## WEDNESDAY 30 JULY 2014

09:00 – 12:00 Education Sessions  
12:00 – 16:00 Additional Education Sessions and Offsite Events  
17:00 – 18:45 Closing Plenary Session  
19:00 – Midnight Closing Night Celebration

## Looking for Additional Exposure?

World Council and COBA offer distinct and powerful ways to integrate your business development and marketing efforts in Gold Coast!

- **In Print:** Include your print ad in our Conference Programme Book or on a pop-up banner.
- **On the Web:** For 24/7 targeting of senior-level executives – including World Council and COBA members around the world – advertise on our Conference website at [www.GoldCoast2014.org](http://www.GoldCoast2014.org).
- **Worldwide Foundation Supporter:** Gain exposure in a powerful marketplace of senior-level credit union and customer owned banking executives through influential and effective partnerships. These partnerships offer an integrated customised marketing approach with your current business strategy. For information about becoming a World Council Supporter, please contact Calyn Ostrowski at [costrowski@woccu.org](mailto:costrowski@woccu.org).



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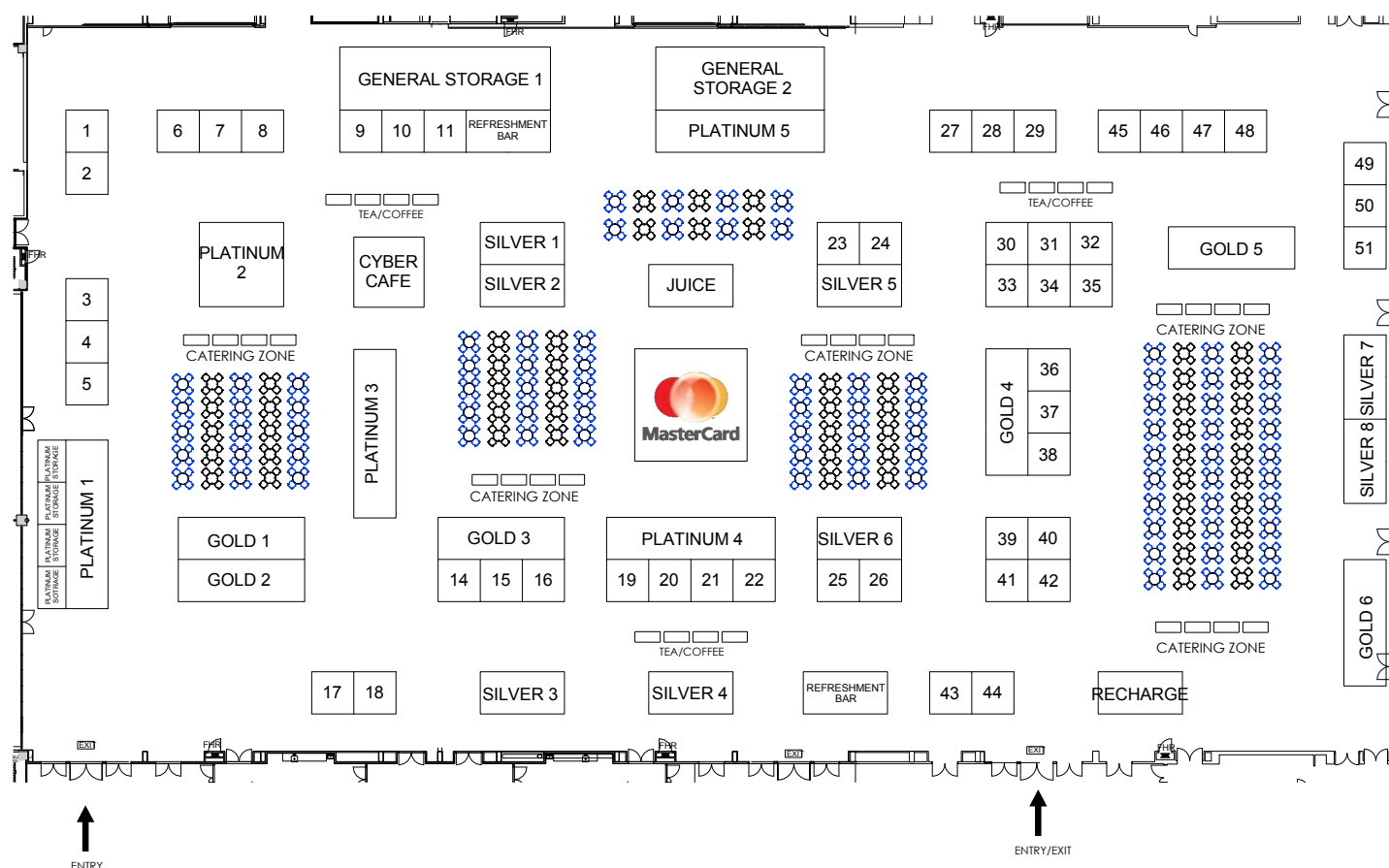
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## 2014 World Credit Union Conference Exhibition Halls 1-3, Gold Coast Convention & Exhibition Centre.



### Exhibition Stand / Tradeshow Booth and/or Sponsorship Payment

Payment is due by MasterCard, Visa, wire transfer or cheque within 30 days of the time of registration or receipt of the World Council agreement. The Sponsorship Agreement will be issued by World Council of Credit Unions once the desired sponsorship has been confirmed.

### Cancellation Policy

A US \$600\* / AU \$685\* non-refundable payment will be retained per exhibition booth on cancellations received

in writing prior to 15 May 2014. No refund on exhibition space will be made after 15 May 2014.

In the event an exhibit is cancelled, the complimentary registrations will also be cancelled. Discounted registration fees paid can be applied toward the full registration fees. Cancelled registrations are subject to a US \$100\* / AU \$115\* cancellation penalty per registration if cancelled on or before 2 June 2014. After 2 June 2014 all registration fees are non-refundable.

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## Exhibitor Registration & Representatives

World Council reserves the right to limit the number of exhibitor representatives registered for each exhibit space rented and to deny exhibitor representatives who, in World Council's sole discretion, are using their presence at the meeting to discuss or represent products or services that are inconsistent with World Council's policies and philosophies. All exhibitor representatives must be directly employed by the exhibitor and may be required to show evidence of employment at the time of registration. Exhibitor agrees not to allow individuals not directly employed by the exhibitor to purchase or act as an exhibitor representative at the exhibitor's booth.

## Conduct/Restrictions

### Exhibitor agrees to abide by the following:

- Exhibits must be confined to the exact space allocated.
- Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within assigned spaces.
- Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.
- Fire retardant material must be used.
- No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels or advertising stickers will be permitted.
- Exhibitor is expected to respect World Council as the organiser of this conference and agrees that its display will not contain any reference to its endorsements, sponsorships or other relationships with associations or organisations that represent interests hostile to or competing with World Council or credit unions.
- The exhibitor shall not conduct outside activities which would take qualified delegates from the official functions of the conference during scheduled hours.

- The supply and use of catering equipment, and the sale, distribution and sampling of food, beverages and other concession items are prohibited without prior permission from the Gold Coast Convention and Exhibition Centre. For more information, visit <http://www.gccec.com.au/downloads.html>.
- It is the responsibility of the booth representative to make sure the booth is clean and well maintained. For cleaning services, please visit [www.gccec.com.au/assets/Downloads/F10%20-%20Stand%20Cleaning%20Order%20Form.pdf](http://www.gccec.com.au/assets/Downloads/F10%20-%20Stand%20Cleaning%20Order%20Form.pdf) and fill out the required forms.
- Exhibitor agrees to treat all conference delegates with courtesy and not to discriminate against any person for any reason. World Council reserves the right to remove any exhibit whose personnel discriminate against any persons in any manner.
- Exhibitor is not authorised to use or reproduce any World Council logo in or on its booth, website, flyer or other material without prior written approval from World Council.

## Exhibit Shipping & Customs Clearance

Exhibitors agree to be responsible for all shipping & customs requirements, at their own expense. Further information will be available in the Exhibitor Manual which will be available in late March 2014 to all confirmed exhibitors.

## Exhibitor Manual

Move in will commence on Saturday morning for custom stands. Further information and detailed timings will be available in the Exhibitor Manual which will be available in late March 2014 to all confirmed exhibitors. This will include all necessary information including freight, stand catering, insurance, security, cleaning, audiovisual and stand packages.

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## Security

Exhibitors requiring security for their booth may contact World Council to obtain rates and contract details. The exhibitor is responsible for the items in the booth, both at set-up and breakdown and during the event. Neither World Council nor the should be Gold Coast Convention & Exhibition Centre are liable for any possible theft occurring during the event.

## Termination of Exhibit

If the premises where the exhibits are to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled, is relocated or interrupted and discontinued, or access to the premises is prevent or interfered with by reason of strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reasons, this contract may be terminated by World Council at any time. In the event of such termination, the exhibitor waves any and all damages and claims for damages and agrees that the sole liability for World Council shall be to return each exhibitor's rental payment.

## Important Dates to Remember

**15 May 2014**

Deadline to submit logo artwork, conference programme book 50-word description and advertising materials.

**15 May 2014**

Deadline for booth cancellation with a US \$600\* / AU \$672.63\* cancellation penalty per exhibition space if cancelled on or before this date. After 15 May 2014 all exhibition space fees are non-refundable.

**2 June 2014**

Cancelled Booth/Stand registrations are subject to a US \$100 / AU \$115 cancellation penalty per registration if cancelled on or before this date. After 2 June 2014 all registration fees are non-refundable.

**21 July 2014**

Promotion print pieces due to the Gold Coast to be placed in attendee bags.

**27 July 2014**

Bump-In / Move-In Exhibition

**29 July 2014**

Bump-Out / Tear-Down Exhibition

**27–30 July 2014**

2014 World Credit Union Conference

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