

Denver, CO



2012 Defense Credit Union Council  
**Conference & Showcase**

**EXHIBITOR PROSPECTUS**

Defense Credit Unions:  
**Achieving Excellence...  
Serving America's Best**

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

Serving Those Who Serve Our Country

August 19-22, 2012  
.....  
Westin Denver Downtown



**The Defense Credit Union Council has one critical mission: *Serving Those Who Serve Our Country!***

We are a niche membership association representing the interests of our member credit unions that operate on military installations throughout the world.



**Who are Defense Credit Unions?** What makes them special in the credit union world, especially since our conference is not the largest in the industry? And most importantly, why should you attend this conference?

Our Annual Conference and Showcase provides you with access to military credit union CEO's, executives, staff and board chairs. These attendees make the majority of final buying decisions at defense credit unions around the world.

- Defense Credit Unions are federal and state chartered credit unions that serve the military, DoD civilian personnel and their families. Our total membership is comprised of 227 credit unions with total assets of more than \$172 B, including 23 of America's top 100!
- Over 28% of DCUs report over \$500M in assets and 17% over \$1B. These are credit unions that should and can be your customers.
- In the past three years, over 80% of CUs attending the DCUC conference has sent a top decision maker. These are the people you want to meet.
- Our member credit unions are located throughout the country, representing all geographic regions, including Alaska and Hawaii...and are also located on military installations in Europe and Asia.
- By participating at the DCUC Conference, you can become a part of this tight-knit community and help defense credit unions serve our military more effectively by providing the best products or services and the latest trends and technology available!
- The DCUC Conference is certainly not the largest national credit union meeting, but we do represent some of the biggest and best credit unions in the world.

Together, you can partner with our members to make a real difference.

On behalf of DCUC's Board of Directors, I personally want to invite you to be a part of this very special conference: Special in terms of business opportunities, educational content and some valuable personal interaction with defense credit unions! Please read through this Prospectus and send in your Registration today to secure your spot in our Showcase.

Sincerely,



Roland A. (Arty) Arteaga, President/CEO

## DCUC Conference Tentative Schedule

(Pre-Conference Activities)

<b>Saturday, August 18</b>	7:30	Shotgun Start 19th Annual Vincent Lascara Golf Tournament Arrowhead Golf Club
	8:00 – 11:00	DCUC Registration Desk Open
	10:00 – 5:00	Optional Tour "Rocky Mountain High" A visit to Estes Park, a pretty resort village, at the entrance to the Rocky Mountain National Park and a pivotal place in history for the credit union movement. Includes lunch.

<b>Sunday, August 19</b>	8:00 – 5:00	DCUC Registration Desk Open
	11:15 -12:00	Overseas Defense Credit Union Sub-Council Meeting
	12:30 – 2:30	DCUC Showcase Grand Opening
	2:45 – 3:45	Roundtable Discussions with Military Representatives (3) (Army, Navy/Coast Guard/Marines, Air Force)
	3:55 - 4:30	Corporate Partner Breakout Sessions (4)
	4:40 – 5:15	Corporate Partner Breakout Sessions (4)
	5:25 – 6:00	Corporate Partner Breakout Sessions (4)
	6:45	Depart Westin for Reception
7:00 – 8:45	Chairman's Reception Hyatt Pinnacle Club	

<b>Monday, August 20</b>	7:30 – 4:00	DCUC Registration Desk Open
	7:30 – 8:30	Continental Breakfast with our Corporate Partners
	8:45 – 9:00	Opening Ceremony and Presentation of the National Colors Invocation
	9:00 – 9:30	Welcome
	9:30 – 10:15	Keynote Speaker
	9:00 – 3:00	Guest Tour with Lunch Exploring the Boulder Foothills

<b>Monday, August 20 (continued)</b>	10:15 – 10:30	Refreshment Break
	10:30 – 11:30	General Session Speaker
	11:45 – 1:00	Military Awards Luncheon
	1:15 – 2:00	Hot Market Session I
	2:00 – 2:45	Hot Market Session II
	2:45 – 3:00	Refreshment Break
	3:00 – 3:45	DCUC Update
	4:00 – 6:00	Social Reception with Silent and Live Auction
Evening	Explore Denver with Colleagues and Clients	

<b>Tuesday, August 21</b>	7:00 - 11:00	DCUC Registration Desk Open
	7:30 – 8:30	Continental Breakfast
	8:45 – 10:00	General Session
	9:00 – 1:00	Guest Tour with Lunch "Take a Walk on the Wild Side"
	10:00 – 10:15	Beverage Break
	10:15 – 11:00	Educational Workshops (4 concurrent sessions)
	11:15 – 12:00	Repeat Sessions
	12:15 – 1:30	Casual Lunch Buffet
	1:45 - 2:00	Voter Registration
	2:00 – 2:45	DCUC Annual Business Meeting
	3:00 – 5:00	Optional Tour
7:00 – 7:30	Hall of Honor Reception	
7:30 – 10:00	13th Annual Hall of Honor Awards Dinner and entertainment	

<b>Wednesday, August 22</b>	7:30 – 8:00	Continental Breakfast
	8:00 - 8:45	General Session with Motivational Speaker
	9:00	Final Prize Drawing Conference Concludes
	9:30	Optional Tour: The Best of Colorado Springs with Lunch at the Broadmoor Hotel.



## Why is the DCUC Conference different from all the others?

When you attend the DCUC Conference, you are an integral part of the entire experience. You don't have to stand on the sidelines and wait for someone to come talk to you. Instead, you can attend sessions, sit next to our credit union members and learn about issues with them, play golf with them, find out what their business needs are, break bread together and participate at ALL levels of the conference, thus building trust and a relationship with our members.

- Our Showcase is a casual, yet effective environment that will help you in your networking goals.
- At no additional cost, you can provide a Breakout Session or a Hot Market Issue (space is limited and reserved on a first-come, first-served basis).
- There is no limit to what you can accomplish at the DCUC Conference because we work hard to give you the best possible experience.
- We will help raise awareness of your products and services.
- Our Showcase has a real purpose: Helping to Heal the Wounds of War during our Annual Silent Auction which will raise funds to help our troops.

### Showcase With A Purpose

To date, we have raised over \$120,000 in charitable donations that support our troops! This has been a joint effort between our Corporate Partners, our Board of Directors and our credit union members – working together to make a difference! We are proud and thankful for this great partnership and appreciate the efforts of all those who have contributed over the years!

In 2012, we are proud to announce that we will be supporting the Wounded Warrior Project!

### Hot Market Issues

Do you want maximum exposure to our elite attendees? Would you be interested in larger audience to hear your message?

If the answer to these questions is YES, read on...

Each year, two companies are selected to provide a special session on Monday afternoon. This year, based on feedback from our attendees, this popular opportunity will not be held as two concurrent sessions. Instead, each Hot Market Issue will be held sequentially on Monday afternoon in the General Session room – one will follow the other for the best possible audience participation!

If you want to be a standout at this year's conference and have an idea for a Hot Topic that you believe will be of interest to our members, please submit a title and brief description to Janet Sked at [janetsked@dcuc.org](mailto:janetsked@dcuc.org) by Friday, June 1, 2012.



Defense Credit Unions: Achieving Excellence...Serving America's Best

HIGHLIGHTS from 2011





## Why DCUC 2012?

Here are some comments from last year's exhibitors to provide some valuable insight into what you can experience at our conference:

“On balance with other industry conferences, we feel that DCUC attendees are most approachable and friendly. We have observed a high level of attentiveness and genuine interest during our participation as presenters of breakout sessions. Upon detailing our annual credit union conference show budget, we find that the DCUC is a tremendous value when evaluating quality credit unions contacted vs. resources expended. An added bonus is the most positive attitude of the Conference staff and their willingness to facilitate a positive vendor experience. We are looking forward to Denver with great expectations!”

**Christian Zernich and John R. Sinclair**  
Executive Benefits Solutions

“The Annual DCUC Conference allows AFFN the opportunity to demonstrate our support for DCUC and the DCUC Credit Unions in attendance. The venue provides a unique opportunity for business partners, such as AFFN, to meet one-on-one with the Board, Leadership, and/or staff of DCUC Credit Unions, during the conference meetings and breakout sessions, as well as, social functions.”

**John M. Broda**

Executive Vice President & Chief Operating Officer  
The Armed Forces Financial Network

### Sponsorship Benefits

Many sponsorship opportunities are available this year. Make a dynamic impact with your company logo on a variety of conference giveaways or provide a sponsorship for an activity or speaker. In return, your company will be recognized in the on-site Program Book, on conference signs and podium announcements during the conference. Check the box on your registration page and I will contact you regarding sponsorship opportunities.

#### Questions?

Call Janet Sked  
Office: 314-802-8808  
Cell: 314-712-9520  
Fax: 314-802-8807  
E-mail: [janetsked@dcuc.org](mailto:janetsked@dcuc.org)

## What Does your Registration Include?

### Registration Includes:

- Complete participation for two people in the DCUC Conference
- An 6' x 8' Exhibit space in the DCUC Showcase
- Company ID sign
- One 6' skirted table, two chairs and tall pedestal table
- Directory of all conference attendees and information about their credit union
- Special activities in the Showcase to attract maximum audience participation

### PLUS

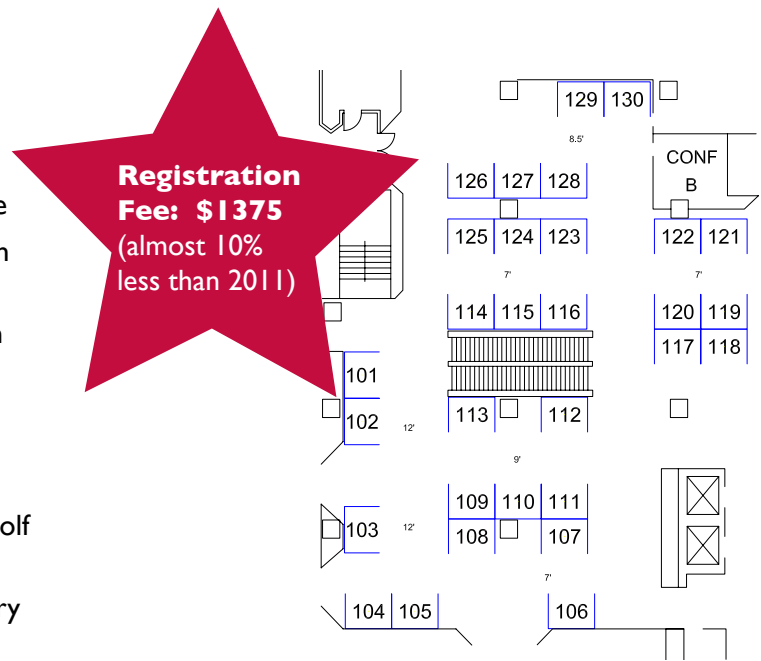
- Invitation to the popular Chairman's Reception
- Ability to attend all Conference sessions, tours and Golf Tournament
- Participation in conference meals, including the Military Awards Luncheon
- Monday Social Reception and conclusion of Silent Auction to support the Wounded Warrior Project
- Tuesday Awards Banquet with Entertainment
- Complimentary Internet

### AND

- Opportunity to provide a **Corporate Partner Breakout Session**

All participating companies will have the chance to provide a 35-minute breakout session on Sunday, August 19 at no additional charge. If your company is interested, please check the box on the registration form. This opportunity is limited to the first 12 applicants. These sessions are reserved very quickly!

### DCUC 2012 Showcase Floorplan



### Showcase Details

#### Sunday, August 19

9:00 a.m. – 12 noon  
Installation of Table Top or Pop-Up Displays

12:30 – 2:30 p.m.  
Showcase Grand Opening with Wild West Buffet

#### Monday, August 20

7:30 – 8:30 a.m.  
Special Appreciation Breakfast with DCUC Corporate Partners (in separate location). Each company will be assigned to a table at the Breakfast.

4:00 – 6:00 p.m.  
Social Reception and Silent Auction Conclusion

6:00 p.m.  
Showcase Closes

#### Official Showcase Decorator:

Coast to Coast  
Trade Show Services, Inc.  
(303) 991-2971



## Where are the Conference Accommodations?

### Hotel Information

The **49th Annual DCUC Conference** will be held at the Westin Denver Downtown located at 1672 Lawrence Street, Denver, CO 80202.

For reservations, you can call the Westin at 303-572-9100, (toll-free at 800-937-8461) or reserve online by visiting our website at [www.dcuc.org](http://www.dcuc.org) and click on Hotel Reservations for a direct link to the hotel.

The special DCUC Conference rate is \$179 single/double, plus applicable state and local taxes. This rate will be available 3 days prior and 3 days after the conference. Upgrades and suites are also available. We have also negotiated for complimentary high-speed internet access for all our guests! The DCUC Conference room reservation deadline is Friday, July 25, 2012. Please be sure to make your reservation before this date.

The Westin Downtown Downtown Hotel is a four-diamond hotel featuring an outdoor whirlpool and sundeck, on-site spa, and a fitness center with a half basketball court. Relax and unwind in one of the spacious guest rooms featuring the Westin Heavenly Bed<sup>®</sup>, Westin signature style, and 37" LCD flat screen televisions.

The Westin Downtown Denver Hotel is just one block from the famous 16th Street Pedestrian Mall, Colorado's leading tourist destination. They are also within walking distance or a short drive to cultural activities, convention venues and performing arts centers including the Colorado Convention Center, the Denver Art Museum, Denver Center for Performing Arts, Buell Theater, and the Children's Museum of Denver.

DCUC looks forward to welcoming you to the perfect choice in Denver – The Westin Denver Downtown. Perfect in terms of amenities, convenience and ambiance!



# THREE EASY WAYS TO REGISTER!



## ONLINE:

Simply visit **www.d cuc.org**, click on Conferences/Annual Conference and select the Exhibitor Registration Form on the left side of the page



## MAIL:

The Defense Credit Union Council  
601 Pennsylvania Avenue, NW,  
Suite 600, South Building  
Washington, D.C. 20004-2601



## FAX:

Fax your registration form and method of payment to **(314) 802-8807**

Call Janet Sked at (314) 802-8808 or e-mail janetsked@dcuc.org with any questions.

### COMPANY INFORMATION

Company Name \_\_\_\_\_ Web Site Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Name for Future Correspondence \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

### PRODUCTS/SERVICES INFORMATION

(limit to 25 words or less for publication in conference program)

\_\_\_\_\_

\_\_\_\_\_

### REGISTRANT NAMES

(list all names as you would like to appear on name badge)

1. \_\_\_\_\_ 3. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_

Select Space Preference: \_\_\_\_\_ We request that our display area is not located near a particular company: \_\_\_\_\_

### COST SUMMARY

a. Booth\* Charge \_\_\_\_\_ # of booths @ \$1,375 \$ \_\_\_\_\_

\*Each booth registration includes two conference registrations for your company

b. Additional registrants @ \$400 each (4 maximum) \$ \_\_\_\_\_

Total Amount Enclosed (if mailed) \$ \_\_\_\_\_

Total Amount to be Charged \$ \_\_\_\_\_

**Check is enclosed**, payable to Defense Credit Union Council.  
Mail to: DCUC Conference, 601 Pennsylvania Avenue, NW, Suite 600,  
South Bldg., Washington, D.C. 20004-2601

Credit Card Number (VISA or MasterCard only)

\_\_\_\_\_ Exp. Date \_\_\_\_\_

\_\_\_\_\_  
Name of Cardholder Signature

**IMPORTANT:** Please read Contract Terms and Regulations found in this Prospectus. Fill in ALL sections of this form. Make a copy of this form for your records. Mail original application with a check payable to DCUC Conference, 601 Pennsylvania Avenue, NW, Suite 600, South Bldg., Washington, D.C. 20004-2601.

The DCUC Federal ID Tax # is 39-1405036.

### OTHER OPPORTUNITIES

#### BREAKOUT SESSION

Yes, I am interested in providing a breakout session on Sunday, August 19 at no additional charge. (Sessions are limited and will be assigned on a first-come first-served basis.)

#### HOT MARKET ISSUES

Yes, I would like to submit a topic for the Hot Market Issues on Monday, August 20 from 1:15 – 2:00 p.m. and 2:00 – 2:45. Topics must be submitted to Janet Sked no later than June 1, 2012. Two topics will be selected.

#### CONFERENCE SPONSORSHIPS

Yes, I am interested in providing a Conference Sponsorship to enhance my presence at DCUC 2012. Please attach the enclosed Sponsorship form with your choice and don't hesitate to contact Janet Sked with any questions.

# 2012 Conference Showcase Contract Terms & Regulations



In accordance with the rules governing rental of display space on this contract, we hereby apply for display space at the DCUC Conference Showcase in the Westin Denver Downtown, August 19-22, 2012. We have read and agree to the exhibit rules. We understand these Rules are incorporated into this contract by reference and that this application becomes a contract when accepted and confirmed by DCUC Management. We understand that all fees are to be paid in full before space is assigned.

**CANCELLATION BY EXHIBITOR.** This application for exhibit space, the notice of space assignment by DCUC Management, and the full payment of rental charges together constitute a contract for the rights to use the space. If, after execution of this agreement, exhibitor cancels this contract, exhibitor will forfeit 25% of the total price of the entire contracted amount as liquidated damages. If the contract is cancelled within thirty days before the beginning of the conference, exhibitor will forfeit 50% of the total contracted amount of liquidated damages.

**RULES.** Exhibitor shall faithfully observe and comply with the Rules set forth on all the attachments to this Lease and, after notice thereof, any modifications and additions to the Rules promulgated by DCUC Management. Also, Exhibitor shall abide by the Rules of the Westin Denver Downtown and The Defense Credit Union Council and any modifications made thereto.

**FIRE, THEFT, ACCIDENT.** DCUC Management shall make reasonable effort to provide adequate security. However, DCUC Management shall not be responsible for the safety of Exhibitor or its property, employees, visitors, or customers from theft, disappearance, pilferage, injury, or damages by fire, accident, or any other cause and Exhibitor assumes sole liability for any losses resulting from such causes. DCUC Management shall not provide insurance for the benefit of Exhibitor or its property.

**INDEMNIFICATION.** Exhibitor shall indemnify and hold DCUC Management harmless from any damages, losses, or liabilities resulting from any claims, demands, suits, or other actions based on or arising out of the Exhibitor's occupation or use of the exhibit space or its installation, operation, or removal of exhibits, including, but not limited to, all claims demands of exhibitors, their agents, employees, representatives, customers, and guests for injury to person or property (including theft or mysterious disappearance) arising by virtue of any occurrences in the exhibit space or exhibit area or in the parking areas in proximity to the exhibit area during the Lease term, as well as any period during which the Exhibitor is moving into or out of the Exhibit area.

**COMPLETE AGREEMENT.** This Lease, the notice of space assignment, and full payment of rental charges, constitutes the complete agreement between DCUC Management and Exhibitor. This Lease supersedes all previous or contemporaneous negotiations, arrangements, or understandings, if any, between DCUC Management and Exhibitor with respect to the subject matter of this LEASE. No modification of this Lease shall be valid unless approved in writing by Show Management. Exhibitor warrants that there was no oral or written representations or warranties (other than those contained in this Lease) made by or on behalf of DCUC Management that served as inducement to Exhibitor to enter into the Lease.

**FAILURE TO PROVIDE DISPLAY SPACE.** DCUC Management shall not be responsible for failure to provide the specified display space because of any reason beyond its control or due to negligence, including, without limitation, government regulations or controls, strikes, work stoppages, Acts of God, if the occupation of any portion of the Showcase by any governmental authority or a public enemy or if the DCUC Management is unable, through no fault of its own, to obtain sufficient space from the owner of the Hall. In the event of such failure or such causes, DCUC Management may terminate this Lease by refunding to Exhibitor 50% of the rental price paid by the Exhibitor and the parties hereto shall be released from any and all further obligation to each other under this Lease. In the event of partial or total evacuation of the exhibit space for less than (5) hours for a cause beyond the control of DCUC Management, there shall be no reduction or abatement of rent. In the event of a partial or total evacuation of this exhibit space for more than (5) hours or for all the period covered in this Lease, the total rental price shall be reduced in proportion to the period of time lost (but in no event more than 50% of the total rental price), and DCUC Management's liability to Exhibitor is limited to a refund of any amount paid by Exhibitor over the reduced rental price.

**EVENTS OF DEFAULT.** Exhibitor shall be in default of this Lease if it fails to perform any of the terms and conditions of this Lease or abide by the Rules. If it becomes insolvent or unable to pay its debts to DCUC Management when due. If it fails to maintain the space as to appearance, signs, and cleanliness in a manner reasonably suitable and in keeping with the character and quality of the Show; it causes undue noise, litter, or odor not in keeping with the character of and quality of the Show or it any of its agents, employees, or other representatives engage in any conduct

in the exhibit area during the Show which is in the judgement of the DCUC Management offensive to the character of the Show or to any other exhibitor or its agents, employees, representatives or customers, including, but not limited to, being intoxicated or unduly under the influence of drugs or using loud, vulgar, obscene or abusive language. In any such event of default DCUC Management reserves the right to prohibit, close, remove, or eliminate any exhibit, display, sign, or other thing of any conduct which is not suitable to or in keeping with the character and quality of the Show, or which may be detrimental to DCUC Management's reputation or business: whether or not such thing or action is covered by the Lease or the Rules in the exercise of its rights under this paragraph. DCUC Management shall not incur any liability whatsoever.

**MISCELLANEOUS.** All rights of Show Management expressed in this Lease are cumulative and in addition to any other rights it may have under the law or in equity. Exhibitor hereby waives any right it may have to recover attorney's fees under any applicable statute. If any provision of this Lease or the Rules is deemed invalid or unenforceable, for any reason and to any extent, such determination shall have no effect on the validity of enforceability or the remaining provisions.

## RULES

**1. CHARACTER OF EXHIBITS.** DCUC Management shall have the right to deny lease of exhibit space to any prospective exhibitor who intends to exhibit merchandise or services that, in the opinion of Show Management, are not in keeping with the character and quality of the Show. Exhibitor agrees to abide by city Fire Prevention Codes, which among other regulations prohibits attachment of any signs or other items of drapery, or display area unless fireproofed. Otherwise, such items must be at least (6) inches away from the property. Also, the regulations among other things, provide that decorations must be non-combustible or flameproof: the use, display, or storage of flammable fluids or gas must be approved by the Fire Marshall in writing, and open flames or smokeemitting materials are prohibited. All aisles and entrance doors will be under the control of DCUC Management. All merchandise, displays, signs, or other property of Exhibitor may not extend into aisles to obstruct the view of other space or aisles.

Any outside services contracted for and by Exhibitor; which are not included in this contract, are subject to review and approval for DCUC Management.

**2. INSTALLATION OF EXHIBITS.** All exhibits must be ready for the opening of the Showcase. DCUC Management will not allow any moving of exhibits after the opening of the Showcase without prior approval from show management. Exhibits may be installed on Sunday, August 19 between the hours of 9 a.m. and 12 noon. Vehicles will not be permitted in the building. All display areas not occupied or otherwise checked in with show management by 12:00 p.m. will cause the exhibitor to be in default of this Lease with no refund due the exhibitor; unless prior approval was obtained in advance by show management.

**3. CARE OF EXHIBITS.** DCUC Management will clean the exhibit area at the close of each day, but exhibitors must, at their own expense, keep their spaces clean and their exhibits in good order. Exhibits must remain intact until closing on the last day of the Showcase. Exhibitors are requested at all times to cooperate with DCUC Management by maintaining their exhibits throughout the Showcase hours in perfect condition with respect to materials and personnel.

**4. ELECTRICITY.** Electricity is not included in your booth package, but can be ordered directly from the Westin. Check your Exhibitor Kit for details.

**5. LIABILITY.** Exhibitor agrees to carry public liability insurance covering the exhibit and the exhibit space. DCUC Management will not be responsible for any loss or damage to the property of the Exhibitor or its employees due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of leased space or building. The Exhibitor agrees to indemnify and hold harmless Show Management and its employees and agents against any and all claims of any person whomsoever arising out of acts or omissions of Exhibitors, its employees and/or guests.

**6. MISCELLANEOUS.** DCUC Management shall have full power to interpret and/or amend these Rules that in its discretion shall be in the best interest of the Showcase. The decision of the Conference Manager must be accepted as final in any dispute between Exhibitor and any situation not covered by these Rules.

# 19th Annual VADM Vincent Lascara Golf Tournament

## *Arrowhead Golf Course*

Saturday, August 18, 2012 at 7:30 a.m.



Arrowhead Golf Club is nestled in the striking flat irons of Roxborough Park and the foothill views are one-of-a-kind. This venue offers a striking, majestic Colorado backdrop that will make our tournament a step above the rest! And for good reason, Arrowhead is also one of America's most photographed golf courses.

When you register for this year's tournament, you will "Discover Arrowhead", the course that is 300 million years in the making. This golf course features the most extreme elevation changes you will find on the Front Range, abundant wildlife, rolling terrain, dramatic vistas, and thousands of feet of ancient red sandstone rocks towering majestically above you!

Voted #1 public course in the Denver area, as well as one of America's "Top 75 Public Courses" by *Golf Digest*, this Robert Trent Jones, Jr.-designed course is truly the golf experience of a lifetime; or more accurately, millions of lifetimes!

### REGISTRATION FORM

Cost is \$125 per person (includes bus transportation, greens fees, golf cart, continental breakfast and lunch at the Golf Course.) Rental clubs are available for \$45 per set.

Please register the following people for the **19th Annual VADM Vincent Lascara Golf Tournament**, being held on Saturday, August 18 at 7:30 a.m. Enclosed is my payment of \$125 per player for a total of \$\_\_\_\_\_.

_____	_____
Player One	Player Two
_____	_____
Player Three	Player Four

Do you have any pairing preference?

If so, please advise: \_\_\_\_\_

Rental Clubs are available at \$45 per set. Please circle below.

\$\_\_\_\_\_

Player 1 –  Mens or  Womens –  Right  Left Handed

Player 2 –  Mens or  Womens –  Right  Left Handed

Player 3 –  Mens or  Womens –  Right  Left Handed

Player 4 –  Mens or  Womens –  Right  Left Handed

**Cancellation Policy:** Cancellations received in writing prior to August 1 will be charged a \$25 cancellation fee, with substitutions allowed at any time without penalty. No refunds after August 1. Call Janet Sked at 314-802-8808 with any questions.

\_\_\_\_\_

Contact Name

\_\_\_\_\_

Company Name

\_\_\_\_\_

Mailing Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Telephone E-mail

### PAYMENT METHOD

Total Payment: \$\_\_\_\_\_

Check (Payment Enclosed)

VISA/Mastercard  
Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print name on the card: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### MAIL PAYMENT TO:

The Defense Credit Union Council, 601 Pennsylvania Avenue, NW, Suite 600  
South Building, Washington, DC 20004-2601 Or fax to 314-802-8807

# 2012 Special Sponsorship Opportunities

Make a dynamic impact with your company logo on a variety of conference giveaways or provide a sponsorship for a conference activity or speaker.

Sponsorships are available on a first-come, first-served basis. Please check the box next to your sponsorship choice, and I will reserve it for you. Don't miss this excellent opportunity to stand out from the crowd!

RESERVED

**19th Annual VADM Vincent Lascara Golf Tournament** ..... Sponsorship Reserved by CUNA Mutual Group

**Chairman's Reception** ..... Sponsorship Reserved by AFFN

## Conference Sponsorships/Co-Sponsorships

AVAILABLE

- Showcase Grand Opening Entertainment**..... \$2,250  
The DCUC "Showcase with a Purpose" entertainment is a sure winner!
- Monday Social Reception in the Showcase**..... \$2,500  
Host the Final Showcase reception with wine, beer, soft drinks and appetizers.
- Sunday afternoon Soft Drinks during the Breakout Sessions**..... \$1,000  
Provide soft drinks as our attendees attend the Corporate Partner Breakout Sessions and you'll be sure to win their attention and thanks.
- Monday Coffee Break Package**..... \$1,250  
Attendees will be your guests as they enjoy coffee, juice and snacks during the Refreshment break after the Opening General Session.
- Refreshment Break during the Monday Hot Market Issues**..... \$1,000  
Provide soft drinks as our attendees attend the Hot Market Issues and you'll be sure to win their attention and thanks.
- Tuesday Continental Breakfast**..... \$1,750  
Attendees will be your guests at the continental breakfast held on Tuesday morning.

## Giveaways

- Nametag Pouch imprinted with your company name**..... \$2,500  
Your company name will be imprinted on each Nametag Pouch for Maximum visibility throughout the conference.
- Customized Hotel Keys**..... \$2,000  
Print your logo on the hotel room keys so that every time our attendees use their room key, they'll be reminded of your sponsorship.
- Conference Pocket Schedule**..... \$1,250  
These handy Conference Guides will slip easily into attendees' pockets and will be used throughout the week to check on events and sessions!
- Final Program Back Cover**..... \$1,250  
Get great exposure during the conference by having a full-page back cover advertisement in The Final Conference Program!
- Conference Tee Shirts**..... \$2,750  
Customize a tee shirt with our conference motto and your logo for increased recognition and visibility! You can then distribute during the Showcase Grand Opening!
- Personalized Water Bottles**..... \$1,000  
In Denver, where staying hydrated is a MUST, water bottles with your logo are the perfect way to keep your company name in front of the attendees!

## Other Individual Sponsorships

- Keynote Speaker Sponsorship**..... \$5,000  
Sponsor our very special Keynote Speaker and be seated in the VIP Reserved Section at the opening of the General Session .
- Sponsor Head Table at the Monday Military Awards Luncheon**..... \$2,000  
Receive special recognition and choose one of your company representatives to join the head table during the Luncheon on Monday afternoon.
- Internet Café**..... \$2,500  
Two computers connected to the internet with printer will be set up so that our attendees can check email or visit the internet throughout the conference.
- Drink Tickets during Awards Banquet Cocktail Reception**..... \$3,000  
Provide drink tickets to conference attendees before the Hall of Honor Awards Dinner and entertainment. Seating in the VIP section is included.
- Hall of Honor Entertainment**..... \$4,000  
Stand out from the crowd with this high level sponsorship and sit with our VIPs during the final banquet.

All sponsors will be listed in the Final Conference Program, have signage dedicated to their individual sponsorship and will be acknowledged at the podium.

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_