



**DELAWARE CREDIT UNION LEAGUE
ANNUAL MEETING & TRADE SHOW**
"Recipe for Success"

You are invited to exhibit at the ***DCUL's*** 54th Annual Trade Show held at ***The Clarion Hotel*** in Ocean City, Maryland on April 19-20, 2012! Your company can be a part of this year's exciting credit union convention. Our convention theme is "Recipe for Success." We'll be mixing together credit union professionals and volunteers and warming them up to your company's products & services. Networking, fellowship and fun should soon bubble over.

Approximately 200 individuals from our 27 credit unions are anxious to meet you and explore your product offerings. In addition to the exhibition, we have some excellent theme-related sponsorship opportunities for you that are guaranteed to draw people to your booth.

Our convention begins with our popular ***"Exhibitor & Decision-Makers Reception."*** The decision-makers from all our credit unions are invited to meet and mingle with you in a relaxed atmosphere. Credit union directors, CEOs and other key individuals will get a sneak preview of your company's offerings and a chance to speak with you individually at this private event.

The next day will be packed with exhibits, education and entertainment. Attendees may visit the exhibits for 4½ hours on Friday. Tasty treats and door prizes bring everyone back to the exhibit hall after our group lunch for ***"Cupcakes & Connections."***

Reserve your spot now, become a convention sponsor for extra exposure and make new friends and business contacts. You'll be glad you did!

EXHIBITOR SCHEDULE OF EVENTS

Thursday- April 19, 2012 ☑ = included in exhibitor fee, plus much more! See next page.

1-5 PM ☑ Exhibitor Set-up

7-9:00 PM ☑ Exhibitor Reception with Credit Union Decision-Makers

Friday- April 20, 2012

8:30 -10 AM ☑ Exhibits Open -exclusive exhibitor time - no other events scheduled!

8:30-10 AM ☑ "Morning Mingle & Muffins"- ***sponsorship op!***

10 AM-Noon ☑ Education Session

Noon-1 PM ☑ Group Lunch

1-2 PM ☑ Dessert Social: "Cupcakes & Connections" - ***sponsorship op!***

Exclusive exhibitor time - no other events scheduled!

Apron Fashion Show - sponsorship op!

2-4:45 PM Education Sessions

2:30 PM Trade Show ends/Exhibitors dismantle

7-11:30 PM Dinner-Dance

YOUR EXHIBITOR PACKAGE INCLUDES:

- ***2 Exhibitor registrations (additional exhibitors are \$100 each) - no more than 4 exhibitors are to man your booth at one time and only one company per exhibit space is permitted.***
- ***One 6 foot covered table and 2 chairs***
- ***Inclusion in the Exhibitor Directory***
- ***The Decision-Makers Reception for 2***
- ***Friday's Continental Breakfast for 2***
- ***Friday's Lunch for 2***
- ***Friday's Dessert Social for 2***
- ***Sponsorship opportunities! *See "Extra Exhibitor Exposure" for sponsorship opportunities.***
- ***A link on our website to your website from the time you register until the trade show concludes.***
- ***A pre-trade show e-mailing about your company from us to all our credit unions.***

PLEASE NOTE: The Delaware League does not provide names and contact info of our convention attendees. Exhibitors are encouraged to offer a door prize drawing to garner this information.

All for only \$1350!

The deadline to register is April, 2, 2012.

The Delaware Credit Union League is a trade association representing all 27 Delaware credit unions. These credit unions hold over \$1.6 billion in assets and have over 200,000 members. We are also members of the Mid-Atlantic Regional Service Corporation (MARS) which encompasses the affiliated credit unions in Delaware, New Jersey, Pennsylvania, West Virginia, Maryland and DC. The DCUL office is located at 4 Quigley Boulevard, New Castle, DE 19720. Visit us at www.dcul.org.



Contact Jane Bailey, Executive Vice President, Delaware Credit Union League, 302.322.9341 or jane@dcul.org.

OTHER PERTINENT TRADE SHOW INFORMATION

Exhibit space is reserved on a first-come first-paid basis. Registration without payment does not guarantee exhibit space.

Hotel reservations are Exhibitor's responsibility. Call [The Clarion](#) at 800.638.2100. Use our group code: "Delaware Credit Union League" for the convention discount room rate. Check in time is 4 PM / Check out time is 11 AM.

Exhibitor fee is non-refundable unless the DCUL cancels the Trade Show.

Exhibitor space will be available to the Exhibitor for set-up purposes from 1 PM until 5 PM, Thursday, April 19, 2012, at The Clarion Hotel, Ocean City, Maryland.

Exhibitors must check in with Jane Bailey of the DCUL in the exhibit area prior to setting up their exhibit.

Exhibits must be completely set up by 5 PM Thursday, April 19, 2012. Exhibits may not be set-up after 5 PM.

Exhibitors are responsible for setting up their own exhibits. League staff may be available to assist exhibitors.

No more than 4 Exhibitors may man a booth at one time and only one company per exhibit space is permitted.

PER HOTEL: No nails, bracing wires, tacks, staples or tape used in constructing displays may be attached to walls, floors or ceiling. All property damaged or destroyed by Exhibitors must be replaced to original condition by the Exhibitor at the Exhibitor's expense. All exhibit items must be brought up on the freight elevator only. No retails sales are permitted on the exhibit floor.

The Dress Code for the trade show is business casual. Logo shirts are the best option.

Exhibitor door prize drawings will be held at the dessert social in the exhibit hall after Friday's lunch.

Exhibits may be dismantled at 2:30 PM on Friday, April 20, 2012.

Exhibitor is responsible for shipment of their exhibit to and from the trade show location. Please note! If you are shipping your exhibit, please see "EXHIBITOR SHIPPING INSTRUCTIONS".

The DCUL assumes no responsibility or liability for any damage or loss of any of the Exhibitor's property. Every reasonable effort is made to secure the exhibit area.

Send all registration forms and payment to: Delaware Credit Union League
4 Quigley Boulevard
New Castle, DE 19720
Attention: Jane Bailey

QUESTIONS? Contact Jane Bailey, League Annual Meeting Coordinator, at 302.322.9341 or 800.292.7875 or e-mail her at jane@dcul.org.

Extra Exhibitor Exposure!!

For only a little extra \$\$ we'll provide you even extra exposure!



Submit your Favorite Recipe with your registration. We will print your recipe in our convention booklet, but we'll leave out one of your ingredients. Our CU attendees will have to come to your booth for the missing ingredient!

\$100 per recipe

***deadline to reserve this sponsorship is March 15, 2012**



Participate in our Exhibitor Apron Fashion Show! Purchase, embellish or make your own apron and show it off during Friday's mid-day "Cupcakes & Connections" dessert event. 200 people will be focused on you as we describe your apron as well as your service to CUs. This opportunity will put you in the spotlight and help make our trade show even more entertaining and memorable. Yes, there'll be a catwalk!!

\$100/provide your own apron; \$150/we provide one for you



Be an Oven Mitt Sponsor. For service too hot to handle! Each attendee will be presented with an oven mitt imprinted with your company's name & ours so our members associate you as a convention supporter. \$350 (1 available)

***deadline to reserve this sponsorship is March 15, 2012**



Be a cupcake and sponsor "Cupcakes & Connections". After Friday's group lunch our attendees will return to the exhibit hall for dessert. The hotel chef will prepare an array of gourmet cupcakes for them to enjoy. Your company's name will be prominently displayed on the cupcake buffet. This sponsorship comes with a "Baby Cakes" cupcake maker door prize for you to give one lucky attendee.
\$450 (1 available)



Be our "Morning Mingle & Muffins" sponsor. Muffins will be the main attraction at our Friday morning's continental breakfast. You have an opportunity to get top billing for these tasty morning morsels. Our attendees will start their day with your company's name on the tip of their tongues!
\$350 (1 available)



Your company's name will appear on our Meal Tickets that will be in every attendee's hands.
Only \$250 for this sponsorship. (2 available)
***deadline to reserve this sponsorship is March 15, 2012**



Every attendee and exhibitor will be wearing your company's name on their Name Badge Holder. Talk about exposure! \$450 (1 available)
***deadline to reserve this sponsorship is March 15, 2012**



Our Delegate Breakfast on Saturday morning, prior to our keynote address and business meeting, offers a sponsor a golden opportunity to get their name before our entire delegation. This full breakfast buffet features a substantial array of breakfast entrees and side dishes. Your sponsorship comes with two tickets to the complete event. \$650 (1 available)



Our Door Prize Sponsors will be front and center at our Friday evening dinner-dance. All eyes will be on you as you draw the door prize winners. This sponsorship includes a night of dining and dancing at this popular event. \$500 (2 available)

Order sponsorship items on the Exhibitor Registration Form.

All sponsors will be recognized in our convention materials, on our website, in our newsletter and at the convention. Our sincere thanks to our exhibitors and sponsors for making this a special convention.

**DELAWARE CREDIT UNION LEAGUE
2012 ANNUAL MEETING & TRADE SHOW**

EXHIBITOR SHIPPING INSTRUCTIONS

EXHIBIT MATERIAL STORAGE: *This fee (\$20/box) applies to boxes, booths, etc. you have shipped to the hotel. There is an additional charge for packages over 25 lbs. The hotel does not accept exhibit materials delivered sooner than one week prior to the convention date. No freight deliveries are accepted to or from hotel unless THERE IS A LIFTGATE ON THE TRUCK AND APPROPRIATE MANPOWER is sent to remove/replace deliveries on the truck.*

WHEN SHIPPING BOXES TO THE HOTEL: *SHIPPING LABELS REQUIRE NAME OF RECIPIENT, NAME OF COMPANY AND NAME OF CONVENTION GROUP (DELAWARE CREDIT UNION LEAGUE).*

SHIP TO: *Clarion Resort Fontainebleau Hotel
10100 Coastal Highway
Ocean City, MD 21842
For: DELAWARE CREDIT UNION LEAGUE*

Exhibit items sent by Trucking Companies require complete Bill of Lading with Name of Shipper and receipt MUST include Address (PO Box Numbers are NOT acceptable for shipping via Truck, UPS, or Federal Express).

RETURN SHIPPING *via Federal Express and UPS require full Name, Address, and Telephone Number. Exhibitor is responsible for arranging pick-up with their carrier to return items to their origin. Arrange for pick-up within 24 hours of the end of our event.*

Contact Jane Bailey, DCUL, 800.292.7875 or jane@dcul.org, if you have any questions.

DELAWARE CREDIT UNION LEAGUE 2012 EXHIBITOR REGISTRATION FORM

Please complete the following for the exhibitor directory:

Company Name _____
 Company Description _____
 Address _____ City, State, Zip _____
 Telephone (_____) _____ Web Site _____
 Your Email: person completing this form (for our correspondence) _____

EXHIBITOR BADGE NAMES: Registration for 2 Exhibitors is included with your fee. Each additional Exhibitor is \$100.

1. _____ 2. _____ \$1350
 3. (\$100) _____ 4. (\$100) _____ \$ _____

EXHIBIT INFO: Tabletop Self-standing
 Shipping Booth – see "Shipping Instructions" for info # boxes _____ @\$20/per box \$ _____

EXHIBIT NEEDS – please indicate what you need at your exhibit space

6' covered table no additional fee
 Electric \$50/hook-up (110 Volt) \$ _____
 WiFi \$60/day/PC \$ _____
 Other (describe – additional fees may be required) _____

SPONSORSHIP – see "Extra Exhibitor Exposure" for details

Decision-makers Reception	SOLD	CUNA Mutual
Folders, Agendas, Brochures, Bags	SOLD	Visions, Ink
Exhibitor Program	SOLD	Sir Speedy
Delegate Breakfast (1 available)	\$650	\$ _____
Dinner-Dance Door Prizes – (2 offered – 1 available)	\$500 each	\$ _____
"Cupcakes & Connections" (1available)	\$450	\$ _____
*Name Badges (1 available)	\$450	\$ _____
Morning Muffins (1 available)	\$350	\$ _____
*Oven Mitts (1 available)	\$350	\$ _____
*Meal Tickets (2 available)	\$250 each	\$ _____
Apron Fashion Show (available to all)	\$100-\$150 each	\$ _____
*Recipe submission for program (available to all)	\$100 each	\$ _____

***Due to printing time, the deadline to reserve these sponsorships is March 15, 2012.**

OPTIONAL MEAL TICKETS – (Thursday's Reception and Friday's lunch are included in your exhibitor fee)

Dinner-Dance – Friday, April 20	\$75 each	# _____	\$ _____
Delegate Breakfast – Saturday, April 21	\$35 each	# _____	\$ _____
Land & Sea Lunch Buffet, Saturday, April 21	\$55 each	# _____	\$ _____

TOTAL AMOUNT DUE **\$ _____**

Make check payable to "Delaware Credit Union League".
 Submit to DCUL, 4 Quigley Blvd., New Castle, DE 19720
 ATTENTION: JANE BAILEY

Sorry, No Refunds

Deadline to register – April 2, 2012