

Hundreds of credit union leaders eager to see you  
Hours of quality face-to-face time

**One of the nation's premier credit union trade shows**



- Nearly six hours of "face time"
- Year-round exposure with Virtual Expo Hall
- Special "early bird" pricing
- Private reception with top decision makers
- Complimentary access to Thursday's evening networking event
- Lunches in the Expo Hall
- No sessions occurring simultaneously

**ZENITH**  
**Q8**  
COLUMBUS • APRIL 24-25  
OHIO CREDIT UNION SYSTEM

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# Join us ...



Don't miss this opportunity to promote your products and programs to the most concentrated collection of Ohio credit union professionals! The Ohio Credit Union System ZENITH08 is one of the largest and most prestigious credit union conventions and expo halls. It attracts the state's most progressive CEOs, board members, volunteers, and staff members from large and small credit unions. Credit union decision makers tour the Expo Hall in search of business partners who will enable them to provide top-rate and highly competitive products and services to their members.

Each year, the ZENITH grows in reputation and size. Last year, 101 companies exhibited. Whether your company has an established presence in Ohio, or is looking to break into the Ohio market, you will find this convention and expo hall to be incredibly valuable.

#### **New for ZENITH08:**

*The Virtual Expo Hall* will allow Ohio's credit union professionals and volunteers to find your company on-demand, 24 hours a day, seven days a week. That's more than 8,700 hours of exhibition time. Available on the Ohio Credit Union League's Web site, each company will have its own page on the Virtual Expo Hall featuring its logo, detailed company description, sales representatives' e-mail addresses, and a brief sales presentation video. The information will be available year-round for all of Ohio's credit union professionals and volunteers.

The ZENITH08 Expo Hall has several features to drive your success:

- Nearly six hours of "face time"
- A Virtual Expo Hall promoting your company year-round online
- Special "early bird" pricing
- Private reception with CEOs and board chairs
- Complimentary access to Thursday's evening networking event
- Thursday lunch in the Expo Hall
- Friday lunch in the Expo Hall
- No sessions occurring simultaneously

#### **Take advantage of our Early Bird Special:**

Register before Feb. 1, 2008, and receive a \$200 discount on all exhibition opportunities. All contracts must be postmarked by Feb. 1, 2008, in order to receive the Early Bird Special.

Visit the Ohio Credit Union League's ZENITH08 Web page at [www.OhioCreditUnions.org/ZENITH08.htm](http://www.OhioCreditUnions.org/ZENITH08.htm) for information, details, and updates, including online registration, a continuously updated list of registered companies, hotel information, hall layout, convention schedule, and more.

We look forward to having your company join us for ZENITH08.

#### **CONTACTS:**

##### **Expo Hall Manager**

Jill Cottone  
(800) 486-2917, ext. 217  
[jcottone@ohiocul.org](mailto:jcottone@ohiocul.org)

##### **Sponsorship Coordinator**

Phil Miller  
(800) 486-2917, ext. 210  
[pmiller@ohiocul.org](mailto:pmiller@ohiocul.org)

## Exhibition Benefits

Nearly 1,000 CEOs, senior managers, board members, and staff members from hundreds of Ohio's most progressive credit unions are expected to attend the Ohio Credit Union System ZENITH08. These key decision makers **are seeking solutions from businesses like yours.**

The Expo Hall is a focal point of ZENITH08's two-day schedule, and we invite you to share in the action. Credit union leaders rank the Expo Hall **as a primary reason they attend** the convention each year.

Designed with your business needs in mind, the Expo Hall's layout maximizes traffic flow and exposure for every booth. Planned activities within the hall drive attendees in to meet and mingle with existing and prospective business partners.

Plus, the Virtual Expo Hall provides your company with 24/7 exposure for 12 months on the Ohio Credit Union League's Web site. That's more than 8,700 hours of virtual "exhibition" time.

## Exhibit Hours and Networking Opportunities

The ZENITH08's Expo Hall includes nearly six hours of networking opportunities spread across two days. Expo Hall hours do not conflict with any general sessions or breakout sessions.

### Thursday, April 24

The Expo Hall kicks off with a private Morning Reception at 11:30 a.m. Exhibitors and CEOs have described this reception as the best networking opportunity of the entire event. This brunch-like reception -- complete with lavish drinks and snacks -- with CEOs, board chairs, and other executives is your opportunity to meet exclusively with the state's top credit union decision makers.

The grand opening of the exhibits to all attendees is marked with the always popular and well-attended lunch in the Expo Hall from 12:30-2:00 p.m. All attendees take advantage of this complimentary "walk-around" lunch to get a first-look at the exhibits while enjoying their meal.

The expo hall re-opens from 5:00-6:15 p.m. to allow credit union leaders another look at your company's products and services. Attendees will be drawn into the hall with special prizes and one-time-only opportunities.

Company representatives staffing your booth are welcome to attend the Thursday evening event at no additional cost. Take advantage of this opportunity to meet with people outside of the expo hall.

### Friday, April 25

The Expo Hall reopens on Friday from 12:30-2:30 p.m. for another "walk-around" lunch. Attendees flood the hall during the last two hours for their final chance to meet with vendors and learn how their credit unions can benefit from your company's products and services.

During the final 30 minutes, all exhibitors are invited to participate in prize drawings at their booths to attract attendees. See page 10 for details.

Expo Hall closes at 2:30 p.m. on Friday, and exhibitor tear-down begins at 2:45 p.m.

## Expo Booth Pricing

### Early Bird Rates

Companies that register to exhibit in the Ohio Credit Union System ZENITH08 before Feb. 1, 2008, receive a \$200 discount on all exhibition opportunities.

### Live and Virtual Expo Hall

Single Booth [10'x10'] & Virtual \$1,900

Double Booth [10'x20'] & Virtual \$2,400

### Virtual Expo Hall Only

\$1,400

### Regular Rates

The 2008 exhibition rates after Feb. 1, 2008.

### Live and Virtual Expo Hall

Single Booth [10'x10'] & Virtual \$2,100

Double Booth [10'x20'] & Virtual \$2,600

### Virtual Expo Hall Only

\$1,600

Note: Prices only reserve your right to the space. Furniture, carpet, electricity, etc. can be ordered through the show decorator, or your company is welcome to bring its own furnishings. Rental information will be sent to the contact person listed on the contract in March.

Organizations classified as 501 (c)(3) by the Internal Revenue Service receive a 50% discount on all booth prices. Note: They are only eligible for one half of the early bird discount.

## Virtual Expo Hall Details

Today's business world is an on-demand environment. More and more credit union professionals and volunteers are pressed for time. You need to be available 24/7 to the decision makers of your current and prospective clients. The Virtual Expo Hall makes your company, its information, direct contacts, and a one-on-one sales presentation available at a moment's notice.

The Virtual Expo Hall is available with a "live" booth at the ZENITH, and by itself. See page 2 for pricing.

The Virtual Expo Hall takes your company into the on-demand world of today's credit unions. The Virtual Expo Hall is like an enriched online buyers guide, except users will get to learn about your company from the mouths of your company representatives. Available for more than 8,700 hours, the Virtual Expo Hall is a great bargain.

Your company will have its own page on the Virtual Expo Hall Web site. Some of the features planned for the Virtual Expo Hall:

- Your company's logo
- An in-depth description of your company's products and services
- A video of your company representative presenting your trade show introduction
- A direct link to your company's Web site
- Your company's contact information
- A list of dates to remember, such as new products available or upcoming seminars
- The ability to e-mail your company's sales representatives

The Virtual Expo Hall will be searchable by company name and type. If someone is looking for your specific



Above is an example of the Virtual Expo Hall, which will be in color, and some of the features it will include.

- 1 Your logo
- 2 A detailed description of your company and its products and services
- 3 Your company's synopsis video
- 4 Contact information
- 5 Directly e-mail sales representatives

company or just looking for options within a certain field, such as design and build firms, they will be able to find just what they need.

To record your brief sales presentation -- the quick synopsis your company representatives give people who visit their booths -- the League will provide your company a Web camera. The camera will be loaned to your company at no additional cost for two weeks. You'll record your presentation using YouTube's easy-to-use, free recording software, QuickCapture.

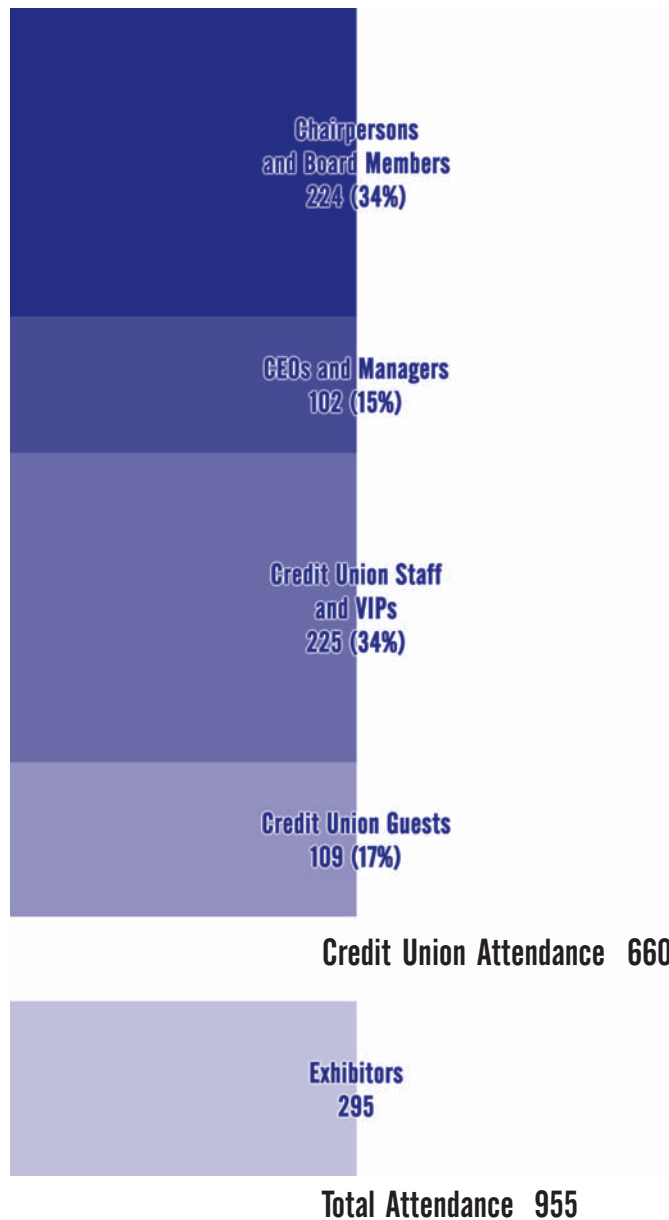
The entire process is very simple and fast. Web cameras will be sent to vendors on a coordinated schedule. Detailed, step-by-step directions for recording your company's presentation will be provided.

Companies not comfortable with recording their online sales presentation will be able to record their video during the ZENITH, compliments of the Ohio Credit Union League.

All companies participating in the ZENITH, including the Virtual Expo Hall only option, are invited to attend ZENITH's Thursday evening event to meet face-to-face with current and prospective clients. For virtual-only exhibitors, this complimentary opportunity provides your company the opportunity to still have a physical presence among Ohio's credit union leaders.

Imagine the possibilities of your company, its information, direct contacts, and a one-on-one sales presentation being available at a moment's notice.

## Historical Information



## Five-Year Attendance History

Year	City	CUs Attended	Vendors	Booths	Attendance
2003	Cleveland	203	100	109	1370
2004	Cincinnati	194	116	128	1363
2005	Columbus	143	106	117	1260
2006	Cleveland	170	118	131	1012
2007	Cincinnati	160	101	111	955

## Peers' thoughts

### Comments from past exhibitors

Each exhibitor is asked to complete an evaluation of the expo hall. The following are exhibitors' comments about what were the best aspects of past ZENITH expo halls.

### Best of past ZENITHs

- "The number of hours, and the attention we receive from the credit unions"
- The League's "attention to ensuring constant traffic through the exhibit hall is brilliant"
- "Special time set aside for communication with credit union decision makers"
- "Ease of registration and set up"
- "It is our best opportunity to see existing customers and prospects in one place"
- "The chance to meet face-to-face with people we currently do business with."
- "Spacious set-up of the hall"
- "The League staff was very courteous and extremely helpful."
- "More activities with prospects than any other state credit union league shows."
- "Good attendance in exhibit area during exhibition hours."
- "Having food and drinks spread out created great traffic" during the CEO reception and walk-around lunches

## Special Thanks to our ZENITH07 Sponsors

### 2007 Premier Sponsors

American Share Insurance/Excess Share Insurance  
Corporate One Federal Credit Union  
CUNA Mutual Group  
OCUL Services Corporation

### 2007 Sponsors

CO-OP Network	Romary Associates
Members United Corporate	Siefkas Public Relations
Federal Credit Union	Strunk & Associates
R.C. Olmstead	Weltman, Weinberg & Reis Co., L.P.A.

Butler County, Central Ohio, Cincinnati, Cleveland, Lake Erie, Mahoning Valley, Miami Valley, North Central, Northeast, Northwest, Ohio Valley, South Central, Summit, and Western Buckeye Chapters

#### ABS Money Systems

Coin & currency equipment

#### Accel

Financial counseling program to lower bankruptcies

#### AFTECH

Advantage core processing in-house & online exclusively to CUs

#### AIL-Ohio

Indirect auto lending

#### Allied Solutions, LLC

Independently operated provider of insurance products to financial institutions

#### AmerAssist

Delinquency account management and collections

#### American Home Mortgage

Mortgage solutions: broker programs, desk rentals & joint ventures

#### American Share Insurance/Excess Share Insurance

Private share insurance, excess share insurance

#### ARC Building Group

Design-build firm, architectural, interior design, construction mgt. services

#### ATM Plus

ATM sale, installation & service

#### ATM Solutions

ATM outsourcing, sales & service

#### Battelle & Battelle LLP

Public accounting/fraud/mergers & acquisitions/information technology and security/consulting

#### BCI

Design & construction

#### Bluepoint Solutions

Document management disaster recovery

#### Boulder Credit Services

Third-party collection agency, debt-building org. that buys charged-off receivables

#### Bridgestone Firestone Information Services

Statement printing and mailing, eStatements

#### Brookwood Capital

CU credit card portfolio evaluations

#### CenterOne Financial Services

Repossession & remarketing services, collections & full-servicing of auto loans

#### Chapters of the Ohio Credit Union League

#### Children's Miracle Network

Not-for-profit organization that raises money for children's hospitals throughout the U.S.

#### Cindrich, Mahalak & Co.

Auditing, accounting, compliance, internal audit co-sourcing, consulting, information technology

#### Clarke American

Checks, contact centers, Internet channels, direct response marketing solutions

#### CMC/FLEX

Information system

#### COCC

Data processor

#### CompuSource Systems, Inc.

Data processing system for CUs

#### Condit & Associates

Audit, compliance and consulting services for CUs

#### Conseco

Specified disease products

#### Consumer Credit Counseling Service

Comprehensive financial counseling

#### CO-OP Financial Services

Nation's largest CU EFT network & processor

#### Cooperative Business Services, LLC

Member business lending

#### Cornelius Systems

Teller cash automation, ATM, coin & currency products

#### Corporate One Federal Credit Union

Investment & correspondent services

#### Credit Union 24 Network

EFT/POS network

#### CU Recovery/National Loan Service Center

CU-specific collection service

#### CU\*Answers

Data processing, computer network support, image check processing, customized marketing campaigns

#### CUBallot

Independent voting services for online, telephone, or paper ballot elections

#### CUcorp/CUVillage.com

Lending, marketing, HR, consulting, member enhancement programs, and Web development

#### Cummins-Allison Corp.

Coin & currency processing equipment and office shredders

#### CUNA Mutual Group

Financial services provider: insurance, investment & lending

#### DEI Inc.

Design/build company, sales environments, facility planning and design

#### Deluxe Corporation

Business & personal check services and solutions

**Diebold Incorporated**

Integrated self-service and security solutions and services

**Drive-Thru, E.F. Bavis & Associates, Inc.**

Manufactures full line of drive-thru equipment

**e-Choice Solutions**

Mortgage service CUSO

**EGC**

Design/build, retail environment

**Enterprise Car Sales**

Car sales company w/100% of loans back

**EPL Inc.**

CU-owned business & technology solutions

**FedComp**

Data processor, hosted applications, and Web-based products

**Federal Home Loan Bank of Cincinnati**

Coin & correspondent services, mortgage purchase program

**Financial Network Investment Corp.**

Financial planning services. Full line of non-proprietary investment products

**FISERV EFT**

Electronic transfers

**Frost Financial Services, Inc.**

Insurance, retirement plans & lending services

**GBS Computer Solutions**

Data processor

**Global Payments Inc.**

Payments processing solutions w/credit, debit, EBT, gift & purchasing card

**HRValue Group, LLC**

Human resource products & services with CU focus

**Illinois Credit Union System**

Credit, debit/ATM card programs, VISA gift cards, stored value cards, bill pay

**InfoSight**

24/7 online mall of compliance solutions

**IntegraSys**

Core processing, loan origination, asset/liability management, ATM/debit card, and more

**IPP of America**

Electronic payment network

**Javitch, Block & Rathbone**

Legal services - collection, bankruptcy, foreclosure, replevin, and litigation

**John M. Floyd & Associates**

Overdraft privilege programs

**K4**

Planning, developing, designing, building, and managing

**Lasertec, Inc.**

Laser statement and notice printing, eStatement delivery, direct mail, data storage, SAS 70 compliant

**Lawrence Simon & Company, Inc.**

Business partnerships, technologies & lending

**Level 5**

Strategic consulting, real estate, design, construction and branding

**Liberty**

Checks, payment systems strategy, marketing, education and training

**MagniFI, LLC**

Architectural and construction services with branding merchandising experience

**Members United Corporate Federal Credit Union**

Investment and correspondent services

**Michael P. Daly's Estate Planning Institute**

CU-focused financial planning firm — CU-owned life insurance & executive benefits

**MVI-Millennial Vision**

Electronic document management, Check 21, paperless receipts, electronic signature capture & biometrics

**myCUMortgage**

Mortgage lending CUSO

**National Endowment for Financial Education — High School Financial Planning Program**

A free full-scale financial education program

**NCR Corporation**

Technology company

**North Star Connections, Inc.**

CU forms cost saving program

**Ohio Credit Union League Education Services**

League education and learning opportunities

**Ohio Housing Finance Agency**

Homebuyer loan programs

**One Point Financial, LLC**

Drive-up ATM placement in WalMart & Murphy Oil Super Centers

**Payments Central**

Trade association serving CUs with ACH products & training

**Pemco Technologies**

VISA, MasterCard and ATM programs, and the latest neural network fraud protection

**PWCampbell**

Design/build firm

**R.C. Olmstead**

Credit union data processing solution

**Romary Associates**

Design/build; mobile branches

**Ron Blackorby & Associates**

Insurance products for CU employers, SEGs, members

**Sage Direct Inc.**

Statement processing, confidential mailings, Gramm-Leach Bliley Act compliant

**Schmidt Mortgage Company**

Mortgage loans, loan servicing, contract underwriting

**Sentry Insurance**

Insurance-auto, home, and life/annuities

**Shared Branching**

National cooperative delivery network

**Shared Resource Technology Group**

Technology CUSO - fully-integrated core processing, ATM/debit processing & network support

**SmartCash**

Automated solution for offering short-term loans quickly and cost effectively

**SmartStep Solutions**

Courtesy overdraft programs with no up-front costs

**Source 4**

Document management, print & marketing communication, fulfillment & distribution

**Southwest Business Corporation**

Mortgage, insurance & financial services

**Strunk & Associates, L.P.**

Overdraft privilege service

**Student Lending Works**

Non-profit state designated education lender

**Symitar****The Ohio Tuition Trust Authority**

CollegeAdvantage, Ohio's 529 college savings plan

**The Rochdale Group, Inc.**

Consulting, capital markets, speaking bureau

**Thompson-Phelan Group**

Architecture, construction, planning for renovation and new construction

**TNB Card Services**

Credit/debit/ATM processing

**Universal Creative Concepts**

Promotional items & business gifts

**Weltman, Weinberg & Reis Co., L.P.A.**

Legal, collection, consulting & educational services

# Guide to Maximum Exposure

## ZENITH08 Sponsorship Opportunities ... Something for all budgets

The following sponsorship opportunities will take your company's exposure to leaders of the Ohio Credit Union Movement to new levels and catch every attendee's eye.

Taking advantage of the special event and contributing sponsorships of the Ohio Credit Union System ZENITH08 gives you an opportunity to maximize your company's exposure and build relationships within the Ohio credit union community.

As the sole sponsor of a special event, your company will be on the minds of hundreds of event attendees. Your company will be known as the exclusive provider of the high-caliber speakers and high-impact events hosted during the ZENITH.

For those looking for exposure throughout the ZENITH, the contributing sponsorships are the perfect fit. The three tiers of sponsorship allow your company to get event-wide exposure at a price that fits your budget.

Participants recognize and appreciate sponsors for helping fund the ZENITH and making it more affordable for everyone.

Associate your company's name with one of the best credit union conventions in the country and get your company noticed by nearly 1,000 attendees. Contact Phil Miller of the Ohio Credit Union League at (800) 486-2917, ext. 210, or [pmiller@ohiocul.org](mailto:pmiller@ohiocul.org) to learn more about these sponsorship opportunities.

## Special Event Sponsorship

### Thursday Morning Grand Session \$15,000

Responsible for kicking off and setting the tone for the entire ZENITH08, the Thursday Morning Grand Session incorporates various high-impact elements into one big celebration. The Grand Session will include the culmination of the Ohio Credit Unions: Marching Miles for Miracles to benefit the Children's Miracle Network and check presentation, a keynote address by an influential leader in the business world, and awarding of the state's most prestigious leadership recognition awards. Attracting up to 1,000 attendees, this event is full of fanfare and is a great opportunity for exposure to the Ohio Credit Union Movement.

Sponsorship includes:

- Opportunity for company representative to address the audience
- On-screen recognition of company's premier sponsorship during event
- Signage prominently displayed outside event ballroom
- Signage in the registration area during two-day ZENITH08
- Recognition in the on-site brochure
- Complimentary 10' x 20' booth and virtual exhibit
- Premium booth location in expo hall
- Standard registration for four participants
- Two complimentary hotel rooms for two nights
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

### Friday Morning Grand Session \$10,000

Friday's Grand Session will be dedicated to celebrating the credit union spirit and philosophy of *People Helping People*. Keynoting the session will be a credit union peer internationally recognized for his/her exceptional commitment and revolutionary contributions to the Credit Union Movement. Attendees will leave the session re-invigorated, inspired, and motivated to return to their credit unions and to continue making a difference in people's lives. This is another session certain to attract every attendee and provide outstanding exposure for the event sponsor.

Sponsorship includes:

- Opportunity for company representative to address the audience
- On-screen recognition of company's premier sponsorship during event
- Signage prominently displayed outside event ballroom
- Signage in the registration area during two-day ZENITH08
- Recognition in the on-site brochure
- Complimentary 10' x 20' booth and virtual exhibit
- Premium booth location in expo hall
- Standard registration for two participants
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Thursday Night Reception

\$10,000

At the end of the first day, everyone enjoys relaxing and catching up with old acquaintances and making new friends within a casual atmosphere. This event will be held in the Hyatt Regency Hotel's Market Stand Café, which features a wall of windows with a spectacular view of downtown Columbus. The evening's events will include a silent and live wine auction to benefit Ohio Credit Unions: Marching Miles for Miracles fundraiser for Children's Miracle Network. Attendees will also enjoy complimentary beverages, a wine tasting, array of hors d'oeuvres and desserts, and a coffee bar. People can kick back and hang out by the big screen televisions and watch the evening's sporting events. Capping the night's fun will be late-night karaoke. Sponsor this event and enjoy the recognition of providing an evening of relaxation and fun.

Sponsorship includes:

- Opportunity for company representative to address the audience
- Signage prominently displayed inside and outside event
- Unlimited number of company representatives can attend and mingle
- A negotiated number of drink tickets
- Recognition in the on-site brochure
- Premium booth location in expo hall
- Standard registration for two participants
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Private CEO Morning Reception

\$7,500

Consider sponsoring the event recognized by Ohio credit union leaders as the best vendor networking opportunity of the entire ZENITH. The Private CEO Morning Reception is an exclusive opportunity for credit union CEOs and board chairs to enjoy decadent morning treats and beverages (positioned near your booth for maximum exposure) and mingle with vendors. To make this a must-attend for decision-makers, the event will also include prizes and other exclusive offerings along with a coffee bar and elegant finger foods. The hundreds of credit union leaders who attend this reception will appreciate your company sponsoring this event highlight!

Sponsorship includes:

- Signage prominently displayed during the CEO Reception
- Sponsorship placards on tables, bars, and buffet
- Company logo on cocktail napkins
- Beverages and food positioned near your booth
- Premium booth location in expo hall
- Recognition in the on-site brochure
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Friday Farewell Supper

\$7,500

Be on the minds of every attendee as they say their goodbyes and enjoy a quick and satisfying meal before heading home by sponsoring the Friday Farewell Supper. This laid-back barbecue dinner is sure to offer last-minute networking opportunities and great exposure for your company. To attract a large crowd, plans for this event include a large prize giveaway.

Sponsorship includes:

- Signage prominently displayed during the Farewell Supper
- Sponsorship placards on tables, bars, and buffet
- Company representatives welcome to mingle with attendees
- Company logo on cocktail napkins
- Premium booth location in expo hall
- Recognition in the on-site brochure
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Lanyards/Name Badges

\$5,000

Every ZENITH attendee wears a name badge lanyard, making it the most visible and best return-on-investment sponsorship of the entire two-day event. Each badge holder will bear your company's name and logo, clearly showing your pride in sponsoring this item. OCUS staff will work with you to achieve the highest visibility for your organization.

Sponsorship includes:

- Company name on each lanyard/badge holder worn by attendees
- Recognition in the on-site brochure
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Commemorative Bag

\$5,000

Every ZENITH attendee will carry this commemorative unisex messenger-style bag during the two days and keep it as a souvenir, providing your company recognition long after the event. Each bag will display your company name and logo, indicating your support and sponsorship, along with the ZENITH08 logo. OCUS staff will work with you to achieve the highest visibility for your organization.

Sponsorship includes:

- Company name and logo on every bag
- Recognition in the on-site brochure
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Contributing Sponsorship

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For the first time ever, event-wide sponsorship packages are available for companies that want a presence throughout the ZENITH. The three tiers of sponsorship allow your company to get constant and consistent exposure throughout the two days at a price that fits your budget. Take advantage of these generous opportunities to have your company's name present during the ZENITH and in front of hundreds of Ohio credit union leaders.

### Platinum

\$7,500

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#### Includes:

- Visibility from logo and recognition on signage and in printed material
- Special recognition 60 days prior to ZENITH08 in the Ohio Credit Union League's bi-weekly electronic newsletter to more than 3,000 credit union professionals and volunteers
- Recognition in ZENITH08 on-site brochure
- Signage and recognition in registration area
- Acknowledgment in Thursday and Friday Inspiration (breakout) Sessions

#### Your company will receive complimentary:

- Exhibit Hall booth
- Virtual Expo Hall listing
- Standard Registration for four company representatives
- Invitation to CEO Morning Reception and Thursday evening event for four company representatives
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

### Gold

\$5,000

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#### Includes:

- Visibility from logo and recognition on signage and in printed material
- Special recognition 30 days prior to ZENITH08 in the Ohio Credit Union League's bi-weekly electronic newsletter to more than 3,000 credit union professionals and volunteers
- Recognition in ZENITH08 on-site brochure
- Recognition in registration area
- Acknowledgment at all Thursday Inspiration (breakout) Sessions

#### Your company will receive complimentary:

- Exhibit Hall Booth
- Virtual Expo Hall listing
- Standard Registration for two company representatives
- Invitation to CEO Reception and Thursday evening event for two company representatives
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

### Classic

\$2,000

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#### Includes:

- Recognition in ZENITH08 on-site brochure

#### Your company will receive complimentary:

- Virtual Expo Hall listing
- Standard Registration for two company representatives
- Company logo on the OCUS Web Page, [www.OhioCreditUnions.org](http://www.OhioCreditUnions.org), with a link to your company's Web Page

## Dates to Remember

### February 1, 2008

Early Bird Registration Deadline  
(see contract for details)

### March 1, 2008

Booth assignments will be confirmed. *Assignments are made by the Expo Hall Manager on a first-come, first served basis and booths must be paid in full (see contract for details).* Exhibitor kits along with booth numbers will be sent to all confirmed exhibitors via e-mail

### April 1, 2008

Deadline to provide Virtual Expo Hall content to ensure your company's page is ready by April 24.

Notify Ohio Credit Union League contact of any last-minute exhibitor name changes, prize giveaways, or any miscellaneous information

### April 23, 2008

2:00-5:00 p.m.

Show Move-In

Because the expo hall opens early on April 24, exhibitors will be allowed to register and assemble their displays from 2:00-5:00 p.m. on April 23.

### April 24, 2008

7:00-10:00 a.m.

Additional Show Move-In

You must be registered and your display must be completely installed by 10:00 a.m. The show decorator and staff need the remaining time to clean and put final touches on the Expo Hall.

11:30 a.m. - 12:30 p.m.

Private CEO Reception

12:30-2:00 p.m.

Expo Hall opens to everyone, Lunch in the expo hall

5:00-6:15 p.m.

Expo hall opens to provide attendees another chance to visit with exhibitors

### April 25, 2008

12:30-2:30 p.m.

Final hours of expo hall with walk-around lunch and exhibitor prize drawings

2:45 p.m.

Exhibitor tear-down after the expo hall closes at 2:45 p.m. - only!

## General Information

### Booth Staffing Policy

Booth costs include admission for up to three representatives from your company per each single booth space (10' x 10'). If you require more than three representatives, you must purchase admittance to the Expo Hall and other non-ticketed functions for \$70 per person. See Rules and Regulations on Page 13 for details.

### Admission

Exhibitors must wear the name badges provided by the Ohio Credit Union League at all times while in the Expo Hall. Badges provide admission to all non-ticketed events. Exhibitors are invited to attend sessions, but may not make direct contact regarding your products and services outside the Expo Hall (this includes announcements, unsolicited conversations regarding your business, and distribution of promotional materials).

### Security

Security will be provided at the Expo Hall Wednesday, April 23, through Friday, April 25. The Ohio Credit Union League, the Greater Columbus Convention Center, and George E. Fern Co. will take reasonable caution to protect exhibitors against damages or loss during the show. However, the Ohio Credit Union League, the Greater Columbus Convention Center, and George E. Fern Co. assume no liability for damage, destruction, loss, or theft of exhibitor property. Please see contract.

### Official Show Decorator

The Ohio Credit Union League will provide a 10' x 10' booth with 8' backdrop, 3' side rails, and 7" x 44" signage. Our official show decorator, George E. Fern Co., will make available additional packages that include tables and chairs as well as other desired amenities. Booth space will be assigned in the order of registrations received. The Ohio Credit Union League will notify exhibitors of booth assignments in a timely manner.

### Exhibitor Giveaways

Exhibitors are encouraged to offer prize drawings during the show to encourage traffic flow. Time will be allotted at the end of Friday Expo Hall Luncheon on April 25 (beginning at approximately 1:00 p.m.) for drawings if you wish to participate. Each exhibitor will receive a sign from the Ohio Credit Union League upon registering on-site on which to display their prizes and the winners' names. This will encourage visitors to the Expo Hall to continually circulate to the different exhibits. Exhibitors are responsible for delivery of any prizes not collected by 1:30 p.m. on Friday, April 25, 2008.

### Lodging

Special convention rates are available for Expo Hall participants at hotels located near the Greater Columbus Convention Center. Hotel information will be available in early 2008 and will be sent directly to all exhibitors with signed contracts, and posted on the ZENITH08 Web site: [www.OhioCreditUnions.org/ZENITH08.htm](http://www.OhioCreditUnions.org/ZENITH08.htm)

### Attendee List

The Ohio Credit Union System will distribute a list of ZENITH registrants to all vendors in your registration packet, which you will receive on-site. This registration list will not be available prior to the ZENITH08.

## Contract to Exhibit

### Company Information

Please list company information **as it should be listed in the on-site brochure**

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

Company Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Company Phone: (\_\_\_\_\_) \_\_\_\_\_

Company Fax: (\_\_\_\_\_) \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact's Phone: (\_\_\_\_\_) \_\_\_\_\_

Contact's E-mail: \_\_\_\_\_

Product/Service description (15 words or less):

\_\_\_\_\_  
 \_\_\_\_\_

Participate in the exhibitor prize drawings during the final 30 minutes of the expo hall by indicating your company's prize for inclusion in the on-site brochure.

Prize: \_\_\_\_\_

### Booth Representatives

Each 10' x 10' increment receives three complimentary booth representatives.

1). Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

2). Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

3). Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Booth representatives' e-mail addresses will only be used to provide updated schedule information, directions, hotel information, and on-site information prior to the ZENITH.

### Sign and date the back of this contract

Contracts will not be processed until they are signed. Booth assignments will not be made without full payment and signed contract. Notification of booth assignments will be made after March 1, 2008. Contact Jill Cottone with questions at (800) 486-2917 or jcottone@ohiocul.org.

### Booth Information

#### Exhibition Option

Please select one

**Live and Virtual Expo Hall**

**Booth Size** (Please check one)

Single [10'x10'] - \$2,100

Double [10'x20'] - \$2,600

If you are interested in a larger booth, contact Jill Cottone.

**Virtual Expo Hall only**

\$1,600

#### Early Bird Offer

**Subtract \$200 for Early Bird Registration** if contract and payment are postmarked by February 1, 2008.

#### Additional representatives

Additional Booth Rep.

\$70 x \_\_\_\_\_ = \_\_\_\_\_

#### Payment Information

Make check payable to:

Ohio Credit Union League

Attn: Jill Cottone

5815 Wall Street, Dublin, OH 43017

Total amount enclosed:

For OCUL use only:

Contract received: \_\_\_\_\_

Payment received: \_\_\_\_\_

NetForum: \_\_\_\_\_

EX: \_\_\_\_\_

Web: \_\_\_\_\_

Accounting: \_\_\_\_\_

Batch: \_\_\_\_\_

## Contract to Exhibit Acknowledgment & Agreement

The hereinafter "Exhibitor" hereby acknowledges receipt of the rules and regulations of the Ohio Credit Union System's ZENITH08, April 24-25, 2008, at the Greater Columbus Convention Center (hereinafter "OCUL Convention"). "OCUL" shall include the Ohio Credit Union League and OCUL Services Corp., and their subsidiaries and affiliates. The Exhibitor agrees to comply with said rules and regulations. Furthermore, OCUL, the Greater Columbus Convention Center, and Geo. E. Fern Co., their agents or employees, shall not be responsible for any loss, theft or damages to the property of the Exhibitor, his or her employees or representatives. In addition, OCUL, the Greater Columbus Convention Center, and Geo. E. Fern Co. will not be liable for injury to persons during the term of the OCUL Convention from any cause whatsoever by reason of the use of occupancy of the convention/exhibit space by the Exhibitor or representatives. The Exhibitor shall indemnify and hold harmless OCUL, the Greater Columbus Convention Center, and Geo. E. Fern Co. from all liability which might ensue from participation in the convention. See the following Rules and Regulations on page 13 of the Exhibitor Prospectus.

The Ohio Credit Union League is the trade association for credit unions in Ohio. The Ohio Credit Union League desires to allow Vendors that offer products and services of interest to credit unions to participate in the Ohio Credit Union System ZENITH08 expo hall. Vendor may participate in a) the Live (on-site) and Virtual Expo Hall or b) the Virtual Expo Hall only option. Vendor desires to participate in the Ohio Credit Union System ZENITH08, upon the terms and conditions herein set forth.

NOW, THEREFORE, in consideration of the foregoing and the respective representations, warranties, covenants, agreements and conditions hereinafter set forth, and intending to be legally bound hereby, the parties hereto agree as follows:

### Virtual Expo Hall

OCUL will provide Vendor a Web camera upon execution of this agreement according to the agreed date the equipment is available. Vendor shall use the camera to prepare a brief virtual presentation of its company, products, services, and information for inclusion in its Virtual Expo Hall Web page for the benefit of Ohio's credit unions.

Vendor shall comply with the guidelines of the Live and Virtual Expo Hall and the rules and regulations of ZENITH08, if applicable, and the federal and state laws and regulations, including those pertaining to advertising.

Vendor must provide its Virtual Expo Hall information to OCUL no later than April 1, 2008, in order to assure that its Virtual Expo Hall will be available on the Ohio Credit Union League Web site as of the date of the ZENITH08. If Vendor does not provide its information by April 1, 2008, its information will appear on OCUL's Web site within 45 days of its receipt, unless circumstances render OCUL's ability to comply with this timeline not attainable.

Vendor agrees to carry out its activities hereunder in a lawful and businesslike manner. Vendor shall indemnify OCUL from and against any

and all liability, loss, or damage suffered by OCUL as a result of any claim, demand, suit, costs or judgment against it (including attorney's fees) arising out of any breach of this Agreement by, or the negligence or willful act or omission of Vendor.

### Web Camera

Vendor shall return to OCUL, OCUL's Web camera no later than 14 days after the camera is forwarded to Vendor. Camera shall be returned in the same shipping container and condition as it was received. If Vendor does not return the camera within the required time, Vendor shall be responsible for the cost of the camera and shall remit to OCUL the amount of \$45 for the camera. Failure to return the camera or make payment in a timely manner may result in additional costs or the right to participate or exhibit in the future.

Vendor shall use the Web camera only for the purpose of providing and creating the Virtual Expo Hall. It shall not be used for any other purpose.

### All Exhibition Opportunities

OCUL, at its discretion, reserves the right to determine if the Exhibit Booth, exhibits, or the Virtual Exhibit Booth, as well as the products, services, or goods and presentations are not appropriate and must be removed, changed, or modified. Failure to comply will result in restrictions on the Exhibit, whether actual or virtual, up to and including eviction or removal in whole or in part. OCUL is not obligated to refund any fees associated with the Exhibit for such action.

If any provision of this Agreement is or becomes void or unenforceable by force or operation of law, the other provisions shall remain valid and enforceable. To the extent that the provisions of the ZENITH08 Rules and Regulations are not consistent with the provisions of this Agreement, the provisions of this Agreement will prevail.

**Vendor acknowledges and agrees to the above and following terms and conditions as of the date written below.**

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

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Retain a copy of this contract for your records.**

## Rules and Regulations

### Assignment of Space

Booths will be assigned by show management in the order contracts are received. Booth assignments will not be confirmed until after March 1, 2008, and will only be made to exhibitors who have submitted payment in full. Management reserves the right to reassign booth space as necessary.

### Fees and Payment

Exhibitor fees are \$2,100 for a single (10' x 10') booth, \$2,600 for a double (10' x 20') booth for the Live and Virtual Expo Hall, and \$1,600 for the Virtual Expo Hall only. If exhibitors register before Feb. 1, 2008, they will receive a \$200 discount on all exhibition options. Larger booths are available upon request. Organizations designated as 501 (c) (3) by the Internal Revenue Service receive a 50% discount on all booth prices. Note: They are only eligible for one half of the early bird discount.

### Cancellations and Refunds

Exhibitors shall notify OCUL in writing if cancellation is necessary. An administrative fee equal to \$200 will be assessed. No refunds will be made for cancellations received after March 17, 2008.

### Booth Equipment and Services

Each booth will include an 8' backdrop, 3' side rails and a 7" x 44" identification sign. Aisle and public area cleaning service, general area lighting, heating and cooling, and 24-hour security will be provided.

### Booth Construction/Exhibit Arrangement

Exhibits shall be arranged to fit within individual booth spaces. Exhibits are restricted from obstructing the general view or neighboring exhibits. A maximum exhibit height of 8' may extend 4' from the rear of the booth. Exhibits occupying space in the front of the 4' of the booth are limited to 33" from the floor (except for the product and equipment).

### Installation and Display Removal

OCUL has the right to take possession of any booth unfurnished or unoccupied by Thursday, April 24, 2007, at 10:00 a.m. Exhibitors are restricted from packing or removing displays from their booth prior to Friday, April 25, at 2:45 p.m. - **NO EXCEPTIONS!**

### Use of Space

Exhibitors are restricted from assigning or subletting exhibit space to another company or individual, and from displaying or advertising products or services other than those described on the contract to exhibit.

### Authorized Representatives

Three persons will be permitted for each unit of exhibit space (10' x 10') purchased by the exhibiting company. Additional representatives can gain entry at a fee of \$70 per person. Each exhibitor must have one named representative responsible for installation, operation and removal of the exhibit. Such representative must be authorized to enter into service contracts as necessary for which the exhibitor will be responsible. Exhibit booths must be staffed during scheduled exhibit hall hours. Expo Hall hours shall be set by OCUL and are subject to change.

### Restrictions

OCUL reserves the right to restrict exhibits deemed to be objectionable due to noise, glaring or flashing lights, odors, method of operation or any other reason, and to prohibit or evict any exhibit which may detract from other exhibits. In the event of such restriction or eviction, OCUL is not obligated to refund any fees associated with the objection-

able exhibit. Demonstrations and observers are limited to the area of individual booth space and are restricted from blocking aisles or neighboring exhibits.

In keeping with IRS regulations (Rev. rule 75-516-520, IRS 1975-48, TIR-1409) no binding sales contracts may be executed during the exhibition. The rights to all concessions are reserved by the Greater Columbus Convention Center. Exhibitors are not permitted to sell or give away any beverages, tobacco products, confections or food on the premises without prior approval of OCUL and the convention center.

### Other Activities

Exhibitors are restricted from sponsoring or conducting any outside activities (including but not limited to, receptions, seminars, symposiums and hospitality suites) which conflict with the official programs of the Ohio Credit Union System ZENITH08 without prior written approval from OCUL.

### Prize Drawings

All drawings must be conducted no later than Friday, April 25, 2008, at 2:15 p.m. Exhibitors are solely responsible for distribution of prizes to winners at that time. Distribution of unclaimed prizes to winners after the conclusion of ZENITH08 is solely the responsibility of the Exhibitor. See General Information section on page 10 for more details.

### Compliance

Exhibitors assume all responsibility for compliance with applicable ordinances, regulations and codes of authorized local, state and federal governing bodies. Federal, state and city laws must be strictly observed. Decorations must be flameproof. Wiring must comply with fire department and underwriters' rules and regulations.

### Liability

To the full extent permitted by law, each exhibitor, in consideration of being granted space to exhibit, agrees to defend, protect, indemnify and hold harmless OCUL, the Greater Columbus Convention Center, and Geo. E. Fern Co. as a result of or in connection with loss or damage to the property, or personal injury or death, arising from or caused by the negligence or wrongful acts of the exhibitor or its agents or employees or anyone in any way associated with such exhibit.

### Cancellation/Termination of Exhibition

In the event that the exhibition facilities become unfit or unavailable for occupancy, or are subject to interference such as picketing, strike, embargo, injunction, fire or any other occurrence beyond the control of OCUL, OCUL may cancel or terminate the exhibition. In the event of such cancellation or termination, the exhibitor waives all claims against OCUL for damages or expenses and agrees to accept in complete settlement and discharge of all claims the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by OCUL in connection with the exhibition, including a reserve for future claims and expenses in connection therewith.

In the event that OCUL cancels or terminates the exhibition, the exhibitor waives all claims against OCUL for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against OCUL, a refund of all amounts paid by the exhibitor to OCUL in accordance with this agreement.

### Management

OCUL reserves the right to interpret, amend and enforce these rules and regulations as it deems necessary to ensure the success of the exposition.



OHIO CREDIT  
UNION SYSTEM

5815 Wall Street  
Dublin, OH 43017