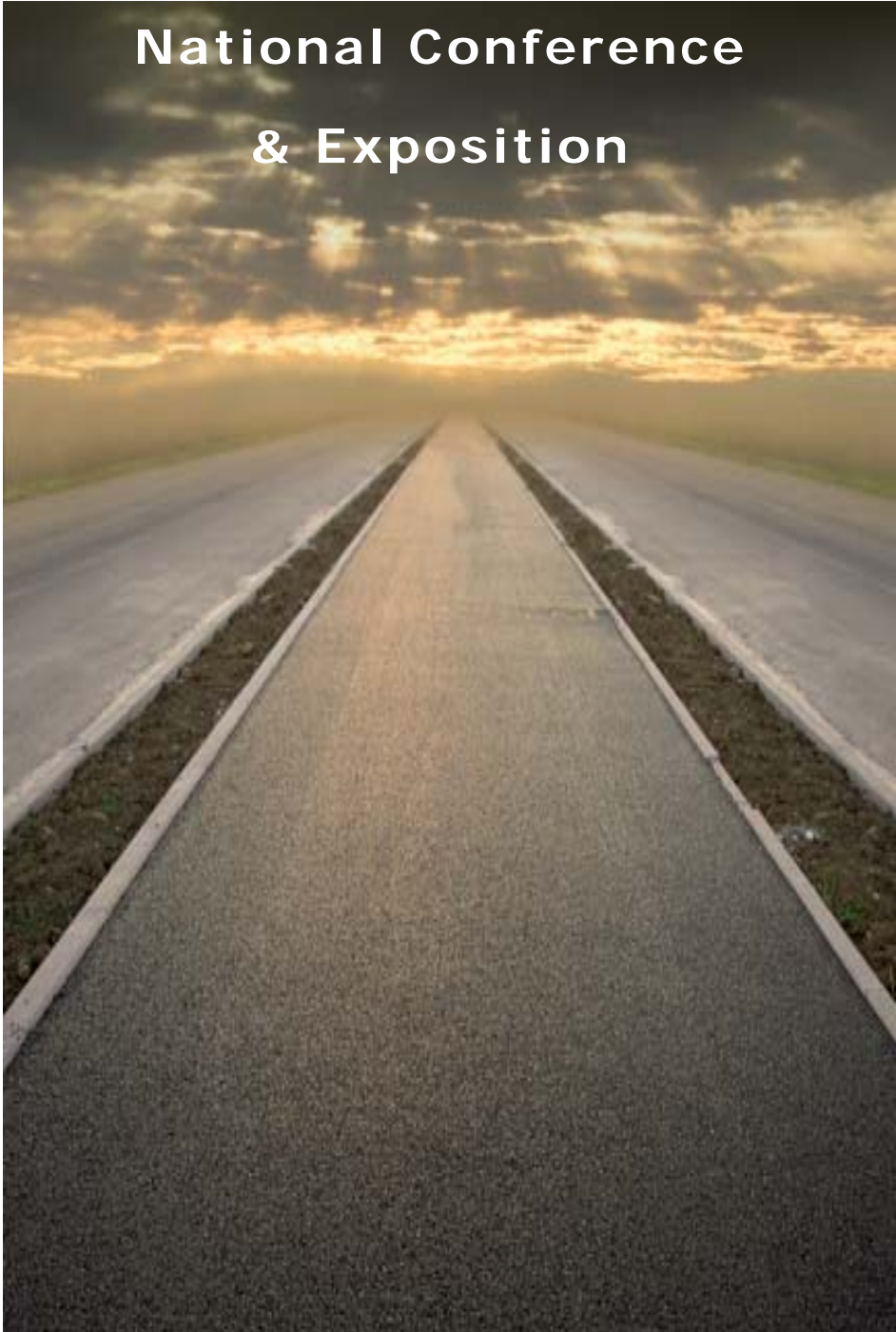


Investing In The Future

preparing for the opportunities that lie ahead

Sponsorship Prospectus

21 - 23 March 2010



**National Conference
& Exposition**

An outstanding exhibition and sponsorship opportunity for your business

Engage with industry leaders and key decision makers at Australasia's leading conference and trade show for the Australasian mutual banking sector!!

THE MARKET

Credit Unions and mutual Building Societies are the biggest players in Australian retail banking after the major banks. Collectively they are the fourth largest deposit taking force in Australia, after CBA, Westpac and ANZ. The sector holds more than \$65 billion in combined assets and employs around 10,000 people. The sector plays a strong and important role in the Australian financial services market. They offer a full range of personal banking services, home loans, personal loans, transaction accounts and offer investment packages.

Credit Unions and mutual Building Societies differ from the banks in that they are owned by their members and are committed to the wellbeing of their members. They offer highly competitive loans rates, attractive savings rates and lower fees than other financial institutions. There is a strong community and member focus creating a friendly, companionable climate throughout the industry.

There are around 125 different institutions in the sector (116 Credit Unions and 9 Mutual Building Societies), operating around 1,240 branches within Australia. Over 20% (4.6 million) of the Australian population are members of either a mutual building society or credit union.

2010 AMINSTITUTE NATIONAL CONFERENCE & EXPO

The AMInstitute Conference and Expo is the focal point for credit union and mutual building society professionals nationally. The 2010 event (21-23 March) in Canberra is themed **Investing in the Future - preparing for the opportunities that lie ahead** and offers a great program of national and international speakers and is expected to attract up to 500 attendees for each day of the conference. The conference offers a mix of keynote, plenary sessions and social activities, providing a casual atmosphere that is perfect for getting to know delegates and marketing your product/service.

The Australasian Mutuals Institute (AMInstitute) National Conference & Exposition is the industry's largest and longest running event having been a major highlight within the sector for each of the past 30 years. This event attracts quality delegates, most of whom are industry leaders and decision makers. These decision makers cover the entire mutual banking industry and attend the exhibition over two days, allowing plenty of time to visit the 70 or so exhibition stands. The limited number of stands allows for a variety of quality exhibitors and prevents over duplication - thus generally provides a less competitive and a more friendly, interactive atmosphere which is characteristic of both the industry and the event.

CONFERENCE DETAILS

Sunday 21 March 2010

- Director Professional Development (Concurrent Streams)
- Annual General Meeting
- Welcome Cocktail Party & Expo Opening

Monday 22 March 2010

- 2010 Conference Official Opening
- 2009/10 Membersafe Awards Presentation
- Presentations / Keynote Speakers
- Business & Corporate Strategy

Tuesday 23 March 2010

- Presentations / Keynote speakers
- Management & Business Operations
- Management, Leadership & Team Motivation
- "Themed" End-of-Conference Dinner Party

WHY EXHIBIT & SPONSOR?

The key benefits of being an exhibitor are numerous, and include:

- Have direct access to a captive audience of **key decision-makers**
- The opportunity to reinforce and strengthen existing relationships
- Ensure increased **brand awareness** for your products and services
- Increased return on your investment through **concentrated & targeted marketing**
- The ability to position your product/service as a **market leader** and re inforce your market position
- Form an association with Australasia's **premier event** for credit union and mutual building society professionals
- Increase your company and brand awareness
- Keep track of competitive developments

Sponsorship Opportunities

Benefits	Platinum	Gold	Silver	Bronze
Pre-conference				
Your Company Logo exposure (in prime position) on conference brochures and on all marketing material relating to the event (where applicable).	√	√		
Web link from the conference web-page to your website.	√	√		
Opportunity to distribute co-branded letters/emails inviting your key customers to the conference.	√	√		
List of delegates to use in target marketing (full details excluding email addresses).	√	√	√	√
Conference				
One colour Logo on delegate satchel, alongside AMInstitute logo and Conference name. (1 sponsorship only)	√			
Your Company Logo on the reverse of all delegates name badges distributed to all attendees including exhibitors (approx. 800).	√			
Recognised as Opening Keynote Speaker Sponsor including corporate signage supplied by you for this session. (1 sponsorship only)	√			
Farewell Dinner signage and branding rights, one free table of eight, use of promotional material. (1 sponsorship only)	√			
Full page display advertisement in Conference handbook.	√			
Sponsors Interviews with John Walker to be shown on the big screens in the Expo Hall and Theatre	√			
Opening Cocktail Party delegates complimentary cocktails served from your exhibiting stand	√			
Plenary Session Speakers x 2 on Monday and/or Tuesday (excluding Monday Opening speaker and Tuesday Closing speaker).		√		
Company Logo recognition on all sponsor signage including conference slides. Banner displays will announce your contribution as a Major Sponsor with Company Logo in corporate colours.	√	√		

Benefits	Platinum	Gold	Silver	Bronze
1 x complimentary full Conference registration (this can be utilised either by a staff member or can be used as an incentive to a client).	√	√		
Promotional insert in delegate satchel (maximum 1 x A4 page).	√			
Background/bio , contact details and logo exposure in conference handbook.	√	√	√	√
Acknowledgement by Master of Ceremonies.	√	√	√	√
1 of 4 Plenary Speaker Sessions either on Sunday Directors Stream, or 1 Plenary Speaker Session on Monday (excluding Opening session).			√	
Your Company Logo recognition on Conference slides announcing Speaker.			√	
Acknowledged in Expo announcement during morning and afternoon tea.				√
Post Conference				
Recognition of partnership on AMInstitute Website.	√	√		
List of Delegates full details (excluding email addresses)	√	√	√	√

Platinum sponsorship

\$16,500 (incl GST)

- 3 different sponsorship options available
(see below for details)

Platinum Sponsor Bonus:
Book your sponsorship before 1st Nov 2009 to ensure your company logo is included with our "Diary Date" notification to all potential delegates and maximise the recognition of your Brand!

Pre-conference - all 3 Options include

Your Company Logo exposure (in prime position) on conference brochures and on all marketing material relating to the event (where applicable).

Web link from the conference web-page to your website.

Opportunity to distribute **co-branded** letters/emails inviting your key customers to the conference.

List of delegates to use in target marketing (full details excluding email addresses).

Conference

OPTION 1

One colour Logo on delegates satchel, alongside the AMInstitute logo and Conference name / theme.

OPTION 2

Your Company Logo on the reverse of all delegates name badges distributed to all attendees including exhibitors (approx. 800).

Recognised as **Opening Keynote Speaker Sponsor** including corporate signage supplied by you for this session.

OPTION 3

Farewell Dinner signage and branding rights, one free table of eight, potential use of promotional material.

All three Options include:

Full page **display advertisement** in Conference handbook.

Company Logo recognition on all sponsor signage including conference slides. Banner displays will announce your contribution as a Major Sponsor with Company Logo in corporate colours.

1 x complimentary **full Conference registration** (this can be utilised either by a staff member or can be used as an incentive to a client).

Promotional insert in delegate satchel (maximum 1 x A4 page).

Background/bio, contact details and logo exposure in conference handbook.

Acknowledgement by Master of Ceremonies.

Sponsors Interviews shown on the big screens in the Expo Hall and Theatre

Opening Cocktail Party delegates complimentary cocktails served from your exhibiting stand

Post-conference - all 3 Options include

Recognition of sponsorship on AMInstitute Website.

List of Delegates full details (excluding email addresses)

Gold sponsorship - 3 available

\$11,000 (incl GST)

Pre-conference

Your Company Logo exposure (in prime position) on conference brochures and on all marketing material relating to the event (where applicable).

Web link from the conference web-page to your website.

Opportunity to distribute **co-branded** letters/emails inviting your key customers to the conference.

List of delegates to use in target marketing (full details excluding email addresses).

Conference

Plenary Session Speakers x 2 on Monday and/or Tuesday (excluding Monday Opening speaker and Tuesday Closing speaker).

Your Company Logo recognition on all sponsor signage including conference slides. Banner displays will announce your contribution as a Major Sponsor with Company Logo in corporate colours.

1 x complimentary **full Conference registration** (this can be utilised either by a staff member or can be used as an incentive to a client).

Background/bio, contact details and logo exposure in conference handbook.

Acknowledgement by Master of Ceremonies.

Post-conference

Recognition of sponsorship on AMInstitute Website.

List of Delegates full details (excluding email addresses)



Silver sponsorship - 6 Available

\$5,500 each (incl GST)

Pre-conference

List of delegates to use in target marketing (full details excluding email addresses).

Conference

Background/bio, contact details and logo exposure in conference handbook.

Acknowledgement by Master of Ceremonies.

1 of 4 **Plenary Speaker Sessions** either on Sunday Directors Stream, or

1 **Plenary Speaker Session** on Monday (excluding Opening speaker).

Your Company Logo recognition on Conference slides announcing Speaker.

Post-conference

List of Delegates full details (excluding email addresses)

Bronze sponsorship - 3 Available

Morning & Afternoon Teas ((Monday)

Morning & Afternoon Teas (Tuesday)

- provide prizes for these sessions to the value of \$2,300 (incl. GST)

Pre-conference

List of delegates to use in target marketing (full details excluding email addresses).

Conference

Background/bio, contact details and logo exposure in conference handbook.

Acknowledged by Master of Ceremonies.

Acknowledgement in Expo announcement during morning and afternoon tea.

Post-conference

List of Delegates full details (excluding email addresses)

SPONSORSHIP REQUEST FORM

Title: First Name: Surname:

Position:

Organisation:

Postal Address:

Suburb/Town: State: Post Code:

Telephone: Fax:

Mobile: Email:

Signature:

Please select your sponsorship package (please tick)

<p>Platinum sponsorship - \$16,500 (incl.GST) - available to 3 Sponsors</p> <p>Delegates Conference Satchel - (1 only) Farewell Dinner - (1 only) Reverse side Conference Name Badge (one colour) - Lanyard (one colour) plus Monday Opening Speaker - (1 only)</p>	<p>Silver sponsorship - \$5,500 each (incl.GST) - available to 6 Sponsors</p> <p>1 of 4 Plenary Speaker Sessions either on Sunday Directors Stream or; 1 Plenary Speaker Session on Monday (excluding Opening Speaker)</p>
<p>Gold sponsorship - \$11,000 (incl.GST) - available to 3 Sponsors</p> <p>Your choice of speakers for 2 Plenary Sessions Monday and/or Tuesday (excluding Monday Opening Speaker and Tuesday Closing Speaker). Speaker choices (when program is finalised) will be determined by order in which sponsorship requests are received.</p>	<p>Bronze sponsorship</p> <p>Morning & Afternoon Teas ((Monday) Morning & Afternoon Teas (Tuesday) - provide prizes for these sessions to the value of \$2,300 (incl. GST)</p>

Total amount payable: \$



Sponsorships will be allocated in the order
in which they are received
by fax to 02 9744 5752 - attention Sonya Maloney

A Tax Invoice will be issued
upon receipt of the completed sponsorship request form