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2010 Annual Meeting  
Exhibitor Packet



January 19, 2010

Greetings!

Plans for the 76<sup>th</sup> South Carolina Credit Union League Annual Meeting are under way. If you haven't already, please mark your calendars for April 22-23, 2010.

The meeting will be held at beautiful Kingston Plantation inside the Embassy Suites Hotel located in Myrtle Beach, South Carolina. This incredible breathtaking oceanfront resort has everything you could wish for; a variety of outstanding accommodations, first class recreational opportunities and miles of beautiful beaches.

Exhibit space is limited so remember that booths sell out quickly. Get your exhibit application in early! Our exhibit area is very well attended and offers your organization a great opportunity to meet and network with credit union professionals.

Sponsorship opportunities are available for our exhibitors. Capitalize on your attendance by sponsoring favorite Annual Meeting events.

We invite you to join us at the South Carolina Credit Union League's 76<sup>th</sup> Annual Meeting. For more information, please use the contact information below.

Barbara Lehew-Bickley  
[blehew@sccul.org](mailto:blehew@sccul.org)  
(803) 732-8419

Tonya Falkosky  
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**2010 Annual Meeting**  
April 22 – 23rd  
Embassy Suites at Kingston Plantation  
Myrtle Beach, South Carolina

# General Information

SC Credit Union League Annual Meeting

April 22 – 23, 2010

Let the South Carolina Credit Union League help in meeting *YOUR* challenges by joining us as an Exhibitor during this year's Annual Meeting. Your participation will be a great way to make direct business contacts with more than 300 credit union leaders.

The SC Credit Union League Annual Meeting is the only event this year where exhibitors can gather with credit union decision makers - CEOs, board chairmen and directors - together at one time.

The shared insights and creative discussions that evolve make your appearance at our meeting a unique and beneficial experience. *We invite you to exhibit at our meeting!*

Highlights include:

- ✓ **Exclusive Exhibit Hours (refer to Exhibit Hall Schedule, included in this mailing)**
- ✓ **Opening Reception (Thursday evening)**
- ✓ **Continental Breakfast in Exhibit Hall (Friday morning)**
- ✓ **Working Lunch Buffet in Exhibit Hall (Friday noon)**
- ✓ **Attend educational sessions (Friday)**
- ✓ **Closing Reception (Friday evening)**
- ✓ **Networking opportunities with the audience you need to reach**

An Exhibitor Agreement/Registration Form and Sponsorship information is included. Upon receipt of your fee payment and completed registration form you will receive a follow-up email which will include exhibit specifics such as shipping, receiving, booth enhancements, electrical/media needs, etc.



**2010 Annual Meeting**  
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Myrtle Beach, South Carolina

# Exhibitor Information

SC Credit Union League Annual Meeting

April 22 – 23, 2010

**Booth Rate:** \$1,495.00 for 8' x 8' booth

Complete the Exhibitor Agreement/Registration Form and return with payment to secure a booth.

## **Booth Package Includes:**

- √ 8' x 8' exhibit space
- √ Two (2) meeting registrations, with name tags
- √ Draped back wall (8' high) and draped side walls (3' high)
- √ 8' draped table and 2 chairs
- √ After-hours security for Exhibit Hall
- √ Thursday afternoon Grand Opening Exhibit Hall Reception
- √ Attendance at Friday educational sessions
- √ Friday morning continental breakfast (in Exhibit Hall)
- √ Friday lunch buffet (in Exhibit Hall)
- √ Friday afternoon Closing Reception (in Exhibit Hall)

## **Booth Assignments**

The League will assign booths. Full payment of fees *must* accompany the Exhibit Contract form to process the request. The assignment of booth space will be made on a first-come, first serve basis upon receipt of a signed Agreement/Registration Form and payment. Booths must be paid in full by **March 31, 2010** (no refunds after this date).

## **Additional Exhibitor Registration**

Two (2) meeting registrations are included with each booth rental. Additional Exhibitor registrations can be obtained for \$100.00 per person. (Maximum of 4 attendees per Exhibitor)

## **Installation & Dismantling**

Booth set-up in Exhibit Hall will begin at 8:00 pm, Wednesday, April 21st, and must be completed no later than 3:30 pm Thursday, April 22nd. NO displays may be dismantled or packing started before 7:00 pm, Friday, April 23rd. It will be each Exhibitor's responsibility to ensure that all materials and equipment are removed from the Exhibit Hall by 9:00 pm, April 23rd.

## **Golf Outing (optional)**

There will be a golf outing available at Arcadian Shores Golf Club on Thursday, April 22<sup>nd</sup> beginning at 7:28 am. We have tee times for (20) foursomes, if needed a wait list will be established. Cost is \$115.00 per golfer. Complete golf information on Exhibitor Information/Registration form.

# Exhibitor Code of Professional Ethics

SC Credit Union League Annual Meeting

April 22 – 23, 2010

## Objective

The code of professional ethics serves not only as a guide to financial suppliers in dealing with complex business relationships, but also as an assurance for your clients in the corporate community. Keep in mind that this code, in and of itself, cannot produce ethical behavior. The SC Credit Union League strives to foster self-discipline, which depends ultimately on the character of the individual.

## Rules of Conduct

The rules of conduct which follow apply to all exhibitors involved in the supply of products and services to credit unions. Any person associated with exhibiting firms in the supply of products or services to credit unions may be held responsible for compliance with these rules of conduct. Exhibitors shall not permit others to carry out on their behalf, either with or without compensation, acts which would place them in violation of the Rules of Conduct.

### **1. Integrity, Objectivity and Competence**

√ Exhibitors shall conform to all laws and regulations relating to their profession or business and shall not engage in any conduct involving fraud, deceit, bribery, misrepresentation or dishonesty in their professional or business activity.

√ Exhibitors shall not make misleading, deceptive or false statements or claims about their personal or their firm's professional qualifications, expertise or performance.

### **2. Conference/Meeting Etiquette**

√ Exhibitors shall not solicit business in front of booths not their own. They shall not interrupt or entice prospective clients away when engaged with another supplier. They shall train their personnel in the purpose of the Exhibit Hall and shall teach business etiquette to staff members.

√ Exhibitors shall not discriminate against or harass any conference attendee, staff member or exhibitor because of race, religion, sex, national origin, age, disability or sexual orientation.

√ Exhibitors shall not disassemble their booths before appointed time unless special circumstances require, and then only with approval of our Exhibit Hall coordinator.

√ Exhibitors shall not have loud music, distracting noises, etc. emanating from their booths that will interfere with other exhibitors.

√ Exhibitors shall not take literature, samples or gifts, or register for the door prizes from other exhibitors without their express permission.

√ Exhibitors shall refrain from willfully interfering with another exhibitor's advertising efforts.

√ Exhibitors shall award prizes in drawings based on a *random* selection from among qualified contestants.

## Summary

Exhibitors shall conduct themselves in a professional manner to inspire the confidence, respect and trust of their clients, potential clients and of the public.

*Note:* It is the responsibility of our League's Exhibit Hall Coordinator to see that persons staffing the booths and representing firms at the Annual Meeting be aware of - and adhere to - the above rules and conduct themselves in a professional manner throughout the Annual Meeting.

# Sponsorship Information

SC Credit Union League Annual Meeting

April 22 – 23, 2010

Participating as a sponsor is a great way to get your company name out there and promote your company.  
Here is a list of sponsorship opportunities:

	<b>Event</b>	<b>Sponsorship Fee</b>	<b>Sponsor receives:</b>
# 1	Reception in Exhibit Hall	\$5,000	Prominent booth placement 2 free golf slots Signage at event Opportunity to speak in Exhibit Hall Recognition in pocket agenda Logo link on SCCUL website through May
# 2	Delegates Reception	\$5,000	Prominent booth placement 2 free golf slots Signage at event Opportunity to speak in Exhibit Hall Recognition in pocket agenda Logo link on SCCUL website through May
# 3	Exhibitors Luncheon	\$2,500	Booth placement near buffet Signage at event Opportunity to speak in Exhibit Hall Recognition in pocket agenda Logo link on SCCUL website through May
# 4	Pocket Agenda	\$1,500	Signage at event Recognition in pocket agenda Logo link on SCCUL website through May
# 5	Keynote Address	\$800	Signage at event Recognition in pocket agenda
# 6	Breakout Sessions – 7 available	\$500 each	Signage at event Recognition in pocket agenda
# 7	Refreshment Breaks – 4 available	\$300 each	Signage at event Recognition in pocket agenda
# 8	Golf Sponsorships		
	(a) Prize Sponsor	\$1,000	Opportunity to announce winners; Signage at appropriate hole
	(b) Longest Drive	\$300	Signage at appropriate hole
	(c) Closest to Pin	\$300	Signage at appropriate hole
	(d) Hole Sponsor	\$300	Signage at appropriate hole

Contact Barbara Lehew-Bickley to discuss any sponsorship opportunities at 803-732-8419.

**DEADLINE TO SUBMIT SPONSORSHIP REQUEST: MARCH 19, 2010**

# Exhibit Hall Schedule/Accommodations

SC Credit Union League Annual Meeting

April 22 – 23, 2010

## Exhibit Hall Schedule

## Accommodations

### Thursday, April 22

10:00 am - 3:30 pm	Exhibitor Set-up
4:00 pm - 7:00 pm	Grand Opening Reception in Exhibit Hall
7:00 pm	Exhibit Hall Closed (security in place)

### Friday, April 23

8:00 am - 9:00 am	Exhibit Hall Open (continental breakfast provided)
9:00 am	Exhibit Hall Closed (Exhibitors are welcome to attend the educational sessions)
11:50 am - 1:15 pm	Exhibit Hall Open (working lunch - deli lunch provided)
4:45 – 7:00 pm	Closing Reception

All events for the Annual Meeting will be held in the Embassy Suites Hotel, located in Kingston Plantation, Myrtle Beach, which is off Highway 17 on Kings Road.

### Room Type & Price

Embassy Suites	\$182
1 bedroom Villa	\$142
2 bedroom Villa	\$182
3 bedroom Villa	\$212
2 bedroom Condo	\$214-\$254

### Contact:

Embassy Suites Hotel @ Kingston Plantation  
9800 Queensway Boulevard  
Myrtle Beach, SC 29572  
Phone: 843-449-0006  
Fax: 843-497-1219  
[www.Kingstonplantation.com](http://www.Kingstonplantation.com)

**Conference Group Code: CUL**

### IMPORTANT HOTEL INFORMATION

- ❖ Contact Kingston Plantation/Embassy Suites to secure your room at the conference hotel.
- ❖ Complimentary breakfast buffet and manager's reception included with hotel suite only.
- ❖ Check-in: 4:00 pm - Check-out 12:00 pm
- ❖ All rates subject to 12% tax
- ❖ Reservations must be confirmed with a credit card or one-night deposit. *Note: Cancellations must be made 7 days prior to arrival.*
- ❖ Room reservations must be made by **March 29, 2010**

# Exhibitor Agreement/Registration

SC Credit Union League Annual Meeting April 22 – 23, 2010

The undersigned hereby designated "Exhibitor" agrees to rent from the South Carolina Credit Union League hereinafter designated, "Lessor" a booth to be designated by the "Lessor" at the Embassy Suites Hotel, Myrtle Beach, SC, for the term of two (2) days, April 22 & 23, 2010 for exhibit purposes, and to pay therefore a rental of **\$ 1495.00** for an 8' x 8' booth.

For the use of said both, the Exhibitor agrees to pay the full rental fee upon submission of this signed contract. All rental fees are refundable through **March 31, 2010, less a \$250 administrative charge. NO REFUNDS AFTER MARCH 31, 2010.** The exhibitor agrees to conform to the enclosed Exhibitor Code of Ethics.

The Exhibitor shall indemnify and hold Lessor harmless against and from any and all claims, damages, losses, liabilities and expenses, including reasonable attorney fees, arising out of Exhibitor's use of the booth assigned to it, and from any act or negligence of the Exhibitor, its employees or agent in or about the booth or meeting facility. The Exhibitor further agrees that the rent to be paid hereunder covers Exhibitor's use of the space only. Any equipment or services needed by the Exhibitor may be purchased at additional cost.

The Exhibitor shall not assign, sublet, or apportion the whole or any part of space allotted, not exhibit herein, nor permit any other party to exhibit therein any goods other than those manufactured or handled by the Exhibitor in the regular course of its business, not permit any representative or any firm or company not exhibiting, to solicit business, or take orders in the Exhibitor's space without the prior written permission of the Lessor.

Lessor is the manager and controller of the Annual Meeting and reserves the right to cancel this contract at any time if it determines in its sole discretion that it would be in the best interests of the Lessor to do so. In such event, Exhibitor's sole remedy shall be the refund of the stated rental fee. A facsimile signature of the representative of the Exhibitor may be relied on by the Lessor to the same extent as an original signature. We will adhere to the Exhibitor Code of Ethics and stipulations identified here:

\_\_\_\_\_  
EXHIBITING COMPANY

\_\_\_\_\_  
NAME OF PRIMARY CONTACT

\_\_\_\_\_  
PHONE OF PRIMARY CONTACT

\_\_\_\_\_  
EMAIL OF PRIMARY CONTACT

<b>Note: Nametag will reflect information you provide.</b>	
Name: _____	
Phone: _____	
Email: _____	Golf Y / N _____ Handicap _____
Name: _____	
Phone: _____	
Email: _____	Golf Y / N _____ Handicap _____
Name: _____	
Phone: _____	
Email: _____	Golf Y / N _____ Handicap _____
Name: _____	
Phone: _____	
Email: _____	Golf Y / N _____ Handicap _____

Booth Fee	\$ <u>1495.00</u>
Additional Attendees Number x \$100	\$ _____
Sponsorship	\$ _____
Golf \$115 per player	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>
Please make checks payable to: <b>SC Service Corporation</b>	

**Please note registration will NOT BE ACCEPTED unless check accompanies registration form.**

Send to: Tonya Falkosky,  
SC Credit Union League, PO Box 1787  
Columbia SC 29202