



OPPORTUNITY NEVER RESTS

MAY 6–9, 2019 | LOEWS MIAMI BEACH HOTEL

SPONSORSHIP OPPORTUNITIES

WHAT MAKES THE ANNUAL THINK CONFERENCE THE PREMIER THOUGHT-LEADERSHIP EVENT FOR CREDIT UNIONS?

A QUEST FOR BETTERMENT THAT NEVER SLEEPS.
THINK 19 will show credit unions how to determine their value proposition for the 21st Century, along with the keys to getting from immobility to strategic agility as they redefine the member experience today. We'll discuss CO-OP's latest initiatives to support them on their quest.

And we'll discover how the journey toward excellence can take on many different forms—how adopting a mindset of continuous transformation, in even the smallest actions, will be the key to ensuring the credit union movement's greatest success.

A PROGRAM THAT CONNECTS DIVERSE INNOVATORS AND INDUSTRY EXPERTS

THINK 19's agenda is designed to inspire the industry's digital transformation, and drive it to become more agile, collaborative and intrapreneurial with hands-on workshops, high profile networking, and engaging keynote speakers including:



SETH GODIN
Best-Selling Author & Dot Com
Entrepreneur



JOSÉ ANDRÉS
World-Renowned Chef & Humanitarian



AMY PURDY
Paralympic Medalist & Best-Selling Author



OMAR JOHNSON
Former CMO, Beats by Dre
& VP Marketing, Apple

MORE SPEAKERS TO BE ANNOUNCED SOON!



AN OPPORTUNITY TO JOIN THE DECISION-MAKERS YOU WANT TO REACH

CO-OP Financial Services is the largest payments, technology and thought leadership credit union service organization in the U.S., serving 3,500 credit union clients with a growing list of members across the country. And no other industry event brings more credit union leaders, decision-makers and sponsors together than CO-OP's premier thought-leadership conference, CO-OP THINK.

Nearly 60% of THINK attendees only attend 1-2 conferences a year, making CO-OP THINK one of only two venues where these valuable decision makers can be reached. And the list of attendee evangelists continues to grow. Since its inception in 2008, THINK attendance has more than doubled in size, catering to a near-sell-out crowd every year.

Join the likes of Mastercard, Visa, EY, First Data/Star, and FIS, and discover what exclusive access to this highly influential conference could mean for your organization.

A PRIME AUDIENCE OF THE NATION'S MOST FORWARD-THINKING CREDIT UNIONS.

Last year's conference connected sponsors with:

708

Total Attendees who influence the financial decisions of...

60 Million

Members Nationwide who generate more than...

\$6 Billion

in Annual Member Transactions

Attendees By Title

35% C-LEVELS (CEO, CIO, COO, CFO)

35% SENIOR MANAGEMENT (VP, AVP, SVP, Director)

16% MANAGER (Manager, Supervisor)

8% CU BOARD MEMBERS

6% ASSOCIATE

A SHOWCASE FOR YOUR BUSINESS THAT LETS YOU:

- Gain exposure and raise brand awareness
- Leverage media coverage that included 149 stories and millions of impressions in 2018
- Connect with current customers and meet new ones
- Promote products, services and share technological advances
- Develop new partnerships and cultivate current ones

SPONSORSHIP OPPORTUNITIES

All sponsorships are customized and include:

- Conference registration for at least one person—registration allocation varies with sponsorship level.
- Inclusion in the Networking Reception on Tuesday, May 7 at the Loews Miami Beach Hotel. This event highlights our sponsors and gives you the opportunity to interact with attendees.
- Recognition on the THINK 19 website, app, e-newsletter, social media and onsite signage.
- Attendee list provided one month prior to conference.

LEVEL	AMOUNT	SAMPLE SPONSORSHIP OPTIONS IN EACH LEVEL, SUBJECT TO AVAILABILITY	
DIAMOND	\$100,001 and Up	<p>Welcome Reception</p> <p>THINK 19 App</p> <p>Final Night Party</p>	<p>DIAMOND & PLATINUM PACKAGES ALSO INCLUDE:</p> <ul style="list-style-type: none"> • Additional conference registrations, hotel rooms and charity event tickets • Ad space in THINK Review • Year-long options on THINK-related initiatives: <ul style="list-style-type: none"> - CO-OP Roadshows throughout 2019 with panel-participation opportunities - Recognition and branding on the THINK 19 website
PLATINUM	\$50,001—\$100,000	<p>Keynote Speaker</p> <p>Onsite Interactive Studio: Sponsor a Studio where our featured, main stage speakers will be interviewed and interact with attendees. Filmed for use on social media—live and for future use.</p> <p>Charity Event: The charity event will benefit Children’s Miracle Network Hospitals.</p>	
GOLD	\$25,001—\$50,000	<p>Networking Lounge: Host the spot where attendees can hang out, network, hold meetings, catch up on email or grab a snack or coffee. Includes branded napkins and mints.</p> <p>Power Sprint Breakout: Your brand will be featured on the doorway and screens of the breakout session rooms held each day with all attendees. Includes branded notepads and pens.</p>	
SILVER	\$10,001—\$25,000	<p>Conference WiFi: Your brand included with all WiFi mentions; includes a custom password.</p> <p>Charging Stations: Branded phone charging stations around conference center.</p> <p>Co-branded Water Bottles for all attendees</p> <p>Co-branded Coffee Mugs for all attendees</p> <p>Candy Bar includes a variety of sweets, some with your logo</p> <p>Conference Lanyard</p>	
BRONZE	\$5,000—\$10,000	<p>Breakfast or lunch sponsor</p> <p>Conference daily break sponsor</p>	

OPPORTUNITIES ARE LIMITED—RESERVE YOUR SPONSORSHIP SOON!

Contact us today, and we’ll help you find the right fit for your needs and budget. We’re committed to providing you with the best opportunity to promote your company and achieve your marketing goals.

ADDITIONAL CUSTOM SPONSORSHIP OPPORTUNITIES CAN ALSO BE CREATED

FOR MORE INFORMATION, PLEASE CONTACT:

Charlotte Locklear, Marketing Programs Manager

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