

The 2010 AMInstitute National Conference & Exposition

An outstanding exhibition and sponsorship opportunity for your business



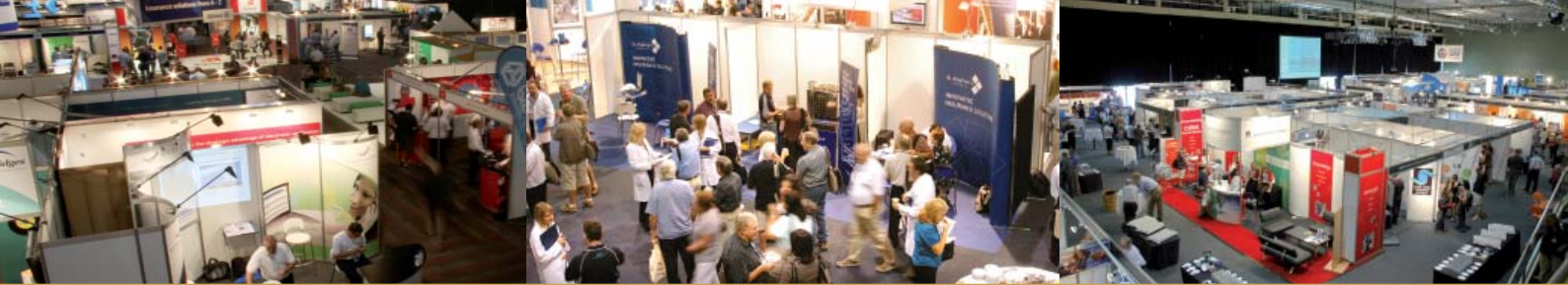
Investing In The Future

- preparing for the opportunities that lie ahead

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

National Convention Centre, Canberra

21 - 23 March 2010



We are delighted to present this exposition and sponsorship prospectus for the AMInstitute National Conference and Exposition – the Institute’s premier event for 2010 and, a major highlight on the industry calendar.

The theme for 2010 is **Investing in the Future**, with an emphasis on *building the business for the many opportunities which lie ahead*.

The highlights from our 2008 and 2009 National Conference and Expo events included:-

- A record number of delegate registrations, and;
- A record number of exhibitors and business partners in attendance.

Building upon this success the 2010 AMInstitute National Conference and Expo will feature:-

- Up to 15 plenary sessions featuring keynote speakers and other guest presenters
- Numerous networking opportunities for exhibitor interaction with delegates
- Exhibition showcase – the best and latest in industry products and services for the credit union and mutual building society sector
- A range of social activities and networking opportunities for industry stakeholders

The AMInstitute’s 2010 Conference and Expo provides the ultimate venue to widen your market prospects through face to face contact with industry decision makers.

Exhibit at very competitive prices and be part of Australasia’s leading conference and trade show for the credit union and building society industry.

Reinforce your marketing efforts, by positioning your company as an industry participant, and keep our membership and delegates informed on commercial offerings within the market place.

We invite you to join us as an exhibitor and sponsor, and become one of our 2010 business partners.

Graham Olrich
Chairman
Australasian Mutuals Institute

Mark Kotorac
Chief Executive Officer
Australasian Mutuals Institute



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

