



*Sailing Toward
New Horizons*

CONFERENCE PREVIEW GUIDE

18TH ANNUAL CONFERENCE

BALTIMORE, MARYLAND

APRIL 17 - 20, 2011

Sail toward New Horizons with **NACCU**

NACCU was formed in 1993 as the only association that specializes in the campus card transaction industry. The NACCU Annual Conference offers the ultimate convergence of campus card networking, educational, and partnership opportunities.

NACCU's Annual Conference brings together campus card professionals from a wide array of disciplines and management perspectives. The Conference has developed into the single most important opportunity to discover the latest technological advances, marketing innovations, and business practices of a successful campus card program. Members return from this robust, high-energy Conference rejuvenated with innovative ideas along with new and renewed connections with business partners, friends and colleagues.

Join us in Baltimore and sail toward new horizons with NACCU...



Invitation from the Conference Committee

Each year NACCU offers our members and the entire campus card community a Conference that is full of opportunities to learn from colleagues, corporate members and fellow attendees. 2011 will be no exception!

There is so much to experience: valuable networking events, educational sessions, a lively Exhibit Hall featuring the top vendors in the campus card industry, two general sessions, and opportunities to be part of groundbreaking projects that will change the face of the campus card industry.

We understand that institutions have to spend their budget dollars wisely. We have strived to keep the fees for the NACCU Annual Conference very affordable while increasing its already amazing value.

On behalf of the NACCU Board of Directors, the Conference and Host Committees, and the National Office staff, we thank you for your past support of this Conference and invite you to sail to new horizons with us.

Bob Mask, 2011 Conference Chair

Matthew Drummond, 2011 Conference Co-Chair

First-Time Attendees

If this is your first time at a NACCU Conference, please take advantage of the following special programs.

Mentor Program

The Mentor Program is designed to offer attendees a one-on-one partnership with an experienced NACCU member. Sign up during the registration. Mentors will be assigned prior to the Conference to allow for early introductions. Mentors provide guidance through the sessions and events.

New Professionals Institute

The New Professionals Institute (NPI) is an additional feature for 2011. This special pre-Conference programming on Sunday, April 17th is intended for those who are new to NACCU or to the campus card industry. Participants will receive focused educational and networking opportunities providing basic information on starting and managing a card program. Certificates will be provided for those who complete the program. Be a part of the NPI program for \$50.

Newcomers Reception

NACCU is always excited to roll out the red carpet for first-time attendees. The Newcomers Reception allows new institutional attendees to meet one another and share refreshments with fellow first-timers and Mentors, as well as the NACCU Board and Staff. The Newcomers Reception will roll into the Meet and Greet, where all attendees are invited.

CONFERENCE HIGHLIGHTS



Keynote Session

NACCU is excited to welcome Dr. Bertice Berry. Dr. Berry has been named Campus Lecturer of the Year and Campus Entertainer of the Year. Dr. Berry's stirring message "When you walk with purpose, you collide with destiny!" will make for a memorable keynote address.

An Exciting Exhibit Hall

Browse the latest technology, connect with vendors, and experience a variety of products and services designed to enhance your card program at the Exhibit Hall.

Seven Educational Sessions in Seven Topic Tracks

Attend your choice of sessions in seven time slots. There are seven topic tracks: Beginners, Business, Marketing, Security, Technology, Trend and Innovations, and Gold sessions presented by our Gold Corporate Members. Learn from the experts and trendsetters within the campus card industry.

Network at Breakfasts and Luncheons

Opportunities to connect with other professionals abound. There are three themed breakfasts to meet peers. Lunch on Monday and the Luncheons on Tuesday and Wednesday will offer further opportunities to network.

NACCU Fitness: Waterfront Walk/Run

Join us Tuesday morning for a walk/run along the Inner Harbor. Participants will receive a special t-shirt and souvenir. Join us for this unique networking opportunity.

Regional Meetings

Meet colleagues from your area to talk about regional issues. A NACCU Board member will lead this interactive discussion on the issues that matter most to you.

NACCU Night Out: Dinner Cruise

The Conference concludes with an exciting networking event on Wednesday, April 20. Attendees will enjoy a casual dinner cruise around the Baltimore Harbor, complete with dining and entertainment.

TENTATIVE CONFERENCE SCHEDULE

Sunday, April 17

10:00 – 11:00 AM
11:00 AM- 12:00 PM
12:00 PM – 4:15 PM
5:00 PM – 5:45 PM
5:45 PM – 6:30 PM
6:30 PM

NACCU 101; Conference 101
Lunch
New Professionals Institute
Newcomers Reception
Sunday Night Meet and Greet
Open Evening

Monday, April 18

8:00 AM – 9:00 AM
9:00 AM – 9:30 AM
9:30 AM - 10:30 AM
10:45 AM – 11:45 AM
12:00 PM – 1:00 PM
1:00 PM – 2:00 PM
2:15 PM – 3:15 PM
3:30 PM – 6:30 PM
6:30 PM

Breakfast by System Provider
Opening Welcome
Keynote Speaker
Educational Sessions 1
Lunch
Educational Sessions 2
Educational Sessions 3
Exhibit Hall Opening Reception
Open Evening

Tuesday, April 19

7:00 AM – 8:00 AM
8:30 AM – 9:30 AM
9:00 AM – 12:00 PM
12:15 PM – 1:30 PM
1:45 PM – 2:45 PM
3:00 PM – 4:00 PM
4:00 PM

Waterfront Walk/Run
Breakfast by Region
Dedicated Exhibit Hall Time
Corp Appreciation Luncheon
Educational Sessions 4
Educational Sessions 5
Open Evening

Wednesday, April 20

8:00 AM – 9:00 AM
9:00 AM – 10:15 AM
10:30 AM – 11:30 AM
11:45 AM – 1:00 PM
1:15 PM – 1:45 PM
2:00 PM – 3:00 PM
3:15 PM – 4:15 PM
7:00 PM – 10:00 PM

Breakfast
General Session
Educational Sessions 6
Awards Luncheon
NACCU Annual Meeting
Educational Sessions 7
Regional Meetings & Break
NACCU Dinner Cruise

REGISTRATION FEES

Early Bird Member Registration **\$ 490**

Register on or before February 28 for this special rate

Member Registration **\$ 590**

For registrations purchased after February 28

Non-Member Registration **\$ 690**

Consider joining NACCU for a discount and benefits

One Day Pass (Member) **\$ 220**

One Day Pass (Non-Member) **\$ 320**

Conference Registration Includes

- Newcomers Reception (first time attendees only)
- Sunday Night Meet & Greet
- Keynote and general sessions
- Exhibit Hall Grand Opening Reception
- Exhibit Hall
- Breakfasts
- Corporate Appreciation Luncheon
- Awards Luncheon and Annual Meeting
- Refreshment breaks
- Educational sessions
- NACCU Fitness: Waterfront Walk/Run
- Regional meetings
- NACCU Night Out: Dinner Cruise

The New Professionals Institute (NPI) requires separate registration of \$50 per person.

GUEST TICKETS

Traveling with a guest? Guest tickets to the following Conference events are available through online registration, or at the Registration Desk at the Conference.

Exhibit Hall Grand Opening Reception **\$ 50**

Corporate Appreciation Luncheon **\$ 50**

Awards Luncheon **\$ 50**

NACCU Night Out: Dinner Cruise **\$ 100**

(Subject to availability)

Hotel Reservations

The 18th Annual Conference will be held at the Baltimore Marriott Waterfront Hotel. Exhibit space and all educational sessions will be held on the property.

The NACCU rate is \$199 per night for single/double occupancy.

Make reservations online at www.naccu.org/2011/ or call (410) 385-3000 and request the rate for NACCU.

Transportation

The hotel is located 12 miles from the Baltimore/Washington International Thurgood Marshall Airport - BWI. Taxi service to the hotel is approximately \$30 at time of this publication.

Visit www.naccu.org/2011/ for ground transportation options.

Open Evenings in Baltimore

Sunday, Monday, and Tuesday evenings are open for more opportunities to network with vendors and peers.

And what better place to do so than the Inner Harbor? The hotel is within walking distance of a plethora of dining and entertainment venues.

Cancellation Policy

Cancellation notices must be received in writing by MRA Services via fax (425) 636-1630 or email: attendees.info@mra-services.com. Registration cancellations received on or before February 28, 2011 are eligible for a full refund. Registration cancellations received after February 28, 2011, and through April 8, 2011 are eligible for a 50% refund. Registrants canceling after April 8, 2011, AND CONFERENCE NO SHOWS are liable for the full amount due. Cash refunds will be processed after the Conference. Credit Card refunds will be processed within three business days of receipt.



SPECIAL PROGRAMS AND CONTESTS

Excellence in Interactive Marketing Award

Now in its second year, The Excellence in Interactive Marketing Award will honor the best results-based Card Program marketing campaign that emphasizes use of electronic, interactive, and online media.

Best Design Contests

Join in the tradition of the Best Card Design and Best Marketing Contests. The winning school in each category will be presented with an award and one complimentary 2012 Seattle Conference registration.

Exhibit Hall Prize Drawings

Drop your entry ticket at the NACCU booth in the Exhibit Hall on Tuesday for a chance to win exciting prizes donated by NACCU Corporate partners.

Grand Prize Drawing

The Conference Grand Prize, a complimentary registration for the 2012 Seattle Conference, including airline vouchers and four hotel nights, will be awarded during the NACCU Dinner Cruise on Wednesday night. Join us for your chance to win!

Internet Cafe

Stay in touch with your office during the Conference, check the NACCU Facebook posts and photos, or print boarding passes at the Internet Café. The Conference Evaluation will be available on the Internet Café stations after lunch on Wednesday.

Green Initiatives

Education session Power Point files will be available online for download. Visit the recycle table to leave or exchange any extra Conference materials and finished books or magazines.

Visit www.naccu.org/2011 for more information about the 18th Annual NACCU Conference

NACCU MEMBERSHIP

The National Association of Campus Card Users is a non-profit educational association that provides learning and networking opportunities for campus card professionals. Membership is open to all colleges, universities, secondary institutions and companies involved in the campus card market. Being a member of NACCU is of great value when you choose to attend the Conference, since membership entitles you to a significantly reduced Conference registration fee.

Institutional Member Benefits

Develop skills and knowledge at the Annual Conference, Regional Workshops, and Web Conferences

Connect on NACCU's Listserv

Receive subscription(s) to CR80News, CARDtalk and re:ID

Gain access to a variety of RFPs, card designs, policies, surveys, and other resources

Post your Web link and employment opportunities, and be included in the NACCU Membership Directory

Corporate Associate Benefits

Enjoy discounts and priority location choice at the Annual Conference

Receive subscription(s) to the CARDtalk newsletter

Post your company profile and Web link on the NACCU Web site

Have press releases and news posted on our Web site and published in CARDtalk

Gain direct access to a focused customer base

Join NACCU

For more information about joining NACCU, visit www.naccu.org/join or contact the National Office at naccu@naccu.org or (602) 395-8989.

