



MBA Event Sponsorship Opportunities 2006

MBA's CREF Convention

February 5 - 8,
2006

Walt Disney World
Swan and Dolphin
Orlando, Florida

NOTE: Sponsorship packages can be customized upon request; additional charges may apply.

Additional event and collateral items may be added; call for current availability.

Additional signage and Sponsor ID's are provided wherever a networking event is sponsored.

Sponsorship of collateral items must be secured before production deadlines to guarantee delivery.

Pricing shown is for MBA member firms; a 50% surcharge applies for nonmembers.

Sponsorship requests will be honored on a first-come, first-served basis.

For more information on MBA's CREF Convention sponsorship opportunities, please call (202) 557-2790, or (202) 557-2743.



MBA's Sponsorship Program

CREF Convention

Meeting No. 2602016S

Source: SPONSALE

Benefits of Convention Sponsorship

Sponsorship of MBA's Commercial Real Estate Finance/Multifamily Housing Convention is a highly visible, cost-effective way to place your company's name before key decision makers in the commercial/multifamily real estate finance industry. The premier event of its kind, MBA's CREF/MFH Convention is attended by more than 4,000 finance professionals - all looking for the latest information on business trends, critical issues, new products and services and emerging technology. The various levels of convention sponsorship represent excellent opportunities to tailor a visibility program that meets your specific marketing needs, while positioning your company as a leader in the industry.

All Sponsorships include:

- ◆ Sponsor ID in the convention program
- ◆ Sponsor ID/signage prominently displayed onsite at the convention
- ◆ Sponsor ID/hyperlink on the convention web site
- ◆ Sponsor ID in all convention marketing communications*
- ◆ Sponsor ID in MBA periodicals*
- ◆ Priority opportunity for meeting room and exhibit space assignments**
- ◆ E-mailed convention attendee mailing lists, pre- and post-event
- ◆ Opportunities to distribute literature/premiums to convention attendees
- ◆ Full promotional rights to convention logos and trademarks
- ◆ Other benefits as described below

** Sponsors will appear in all marketing communications produced subsequent to activation of agreements.*

*** ONLY FOR BRONZE SPONSORS AND ABOVE; meeting room and exhibit space requests will be subject to additional production charges, based on space size and use.*

CREF Convention Sponsorship Opportunities

Millennium Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Millennium Sponsor will receive a banner at the convention, a high-rotation ad on the convention web site, six complimentary Sponsor registrations and a full-page display ad in the convention program, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Sunday Super Bowl Party/Badge Holders – SOLD**
- ◆ **Opening General Session Speaker, Cal Ripken Jr. – SOLD**
- ◆ **Convention Bags - SOLD**

Diamond Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Diamond Sponsor will receive a banner at the convention, a high-rotation ad on the convention web site, four complimentary Sponsor registrations and a full-page display ad in the convention program, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Super Bowl Tailgate Party w/ Rocky Blier (Pre-game in Expo)**
- ◆ **Super Bowl Post-Game Bash (Sunday evening) – SOLD**

Platinum Sponsor

Benefits: In addition to the regular sponsorship benefits, a Platinum sponsor will receive a banner at the convention, a high-rotation ad on the convention web site, four complimentary Sponsor registrations and a full-page display ad in the convention program, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Junior Portfolio – SOLD**
- ◆ **Celebrity Golf Clinic/Reception w/Gary Koch - (Tuesday in Expo)**
- ◆ **Relaxation Station - SOLD**



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2006 CREF Convention Sponsorship Opportunities

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive a banner at the convention, a low-rotation ad on the convention web site and three complimentary Sponsor registrations. Also included is a full-page display ad in the convention program, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Exhibit Hall Happy Hour** (Monday afternoon in Expo)
- ◆ **Business Communications Center Internet Service – SOLD**
- ◆ **Cultural Diversity Reception – ON HOLD**
- ◆ **Pocket Schedule-at-a-Glance – SOLD**
- ◆ **Wall Street Journal Distribution - SOLD**

Silver Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Silver sponsor will receive a banner at the convention and two complimentary Sponsor registrations, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Notepads - SOLD**
- ◆ **Convention Pens - SOLD**
- ◆ **Convention Luggage Tags - SOLD**
- ◆ **Convention Mints – SOLD**
- ◆ **Convention Water Bottles – JUST ADDED**
- ◆ **Continental Breakfasts** (Two available) – **Both SOLD**
- ◆ **International Reception - ON HOLD**
- ◆ **Afternoon Refreshment Breaks** (Two available) - **Both SOLD**
- ◆ **Attendee List** (Includes exclusive back cover ad)
- ◆ **Panel Session Tracks** (Five separate tracks available) – **2 SOLD**

Bronze Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Bronze Sponsor will receive two complimentary Sponsor registrations, plus an opportunity to insert a flyer in the Convention bag and choose one of the following selected opportunities for branding/networking purposes – **CALL FOR LATEST INFORMATION:**

- ◆ **Morning Coffee Breaks** (Two available) - **Both SOLD**
- ◆ **Special Wednesday Coffee Service – SOLD**

Contributor Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Contributor Sponsor will receive two complimentary Sponsor registrations, plus an opportunity to insert a flyer in the Convention bag.

Host Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Host Sponsor will receive one complimentary Sponsor registration.

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EXTEND YOUR MARKETING R-E-A-C-H

Advertise in MBA's Official CREF Convention Publications

Receive maximum exposure for your company through the pre-Convention direct-mail distribution of MBA's CREF Convention Guide to 35,000 real estate professionals. Inquire also about exclusive opportunities to sponsor MBA's weekly e-newsletter, **MBA Commercial/Multifamily NewsLink**. For detailed information, please call (203) 834-8832, or e-mail advertising@mortgagebankers.org.



Application for Sponsorship

CREF Convention

Meeting No. 2602016S

Source: SPONSALE

Sponsorship Level/Base Price* Check box and specify item/event

- Millennium Sponsorship: \$75,000 _____
- Diamond Sponsorship: \$60,000 _____
- Platinum Sponsorship: \$37,500 _____
- Gold Sponsorship: \$27,500 _____
- Silver Sponsorship: \$17,500 _____
- Bronze Sponsorship: \$12,500 _____
- Contributor \$8,750 _____
- Host Sponsorship: \$6,250 _____

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APPLICATION INSTRUCTIONS

FAX your completed application with credit card information to:

(202) 721-0198

MAIL (US Postal Service only) your completed application/payment to:

Mortgage Bankers Association
P.O. Box 403945
Atlanta, GA 30384-3945

OVERNIGHT (FedEx, UPS, etc.) your completed application/payment to:

Mortgage Bankers Association
c/o Bank of America
Lockbox Services
Lockbox 403945
6000 Feldwood Road
College Park, GA 30349
(800) 793-6222

(Phone for delivery purposes only)



Individual Contact Information

NAME _____ TITLE _____

COMPANY NAME _____ E-MAIL ADDRESS _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ BUSINESS FAX _____

Company Information

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____ FAX NUMBER _____

WEB SITE ADDRESS _____

Payment Information

Payment enclosed (make check payable to MBA)

Bill my: Visa Mastercard American Express

CARD# _____ EXP. DATE _____ AMOUNT OF CHARGE _____

NAME AS IT APPEARS ON CARD _____

ADDRESS IF DIFFERENT FROM ABOVE _____

SIGNATURE _____ DATE _____

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Contract Information

Sponsorship agreements are final, and are confirmed in writing when paid in full.