

MBA's 97th ANNUAL CONVENTION & EXPO

OCTOBER 24-27
ATLANTA

2010

MBA's 97th Annual Convention

Georgia World Congress Center

Atlanta, GA

October 24 - 27, 2010

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

Additional event and collateral items may be added; please 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.

Previous sponsors have a limited time to renew packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis.

For more information on sponsorship opportunities at MBA's 97th Annual Convention, please email mbrady@mortgagebankers.org, or call (202) 557-2790.



MBA's Sponsorship Program

MBA's 97th Annual Convention Meeting No. 2111402S Source Code SPONSALE

Benefits of Sponsorship

Sponsorship of MBA's 97th Annual Convention & Expo is a high visibility, cost-effective way to place your company's name before key decision makers in the mortgage banking industry. The premier national event for residential real estate finance, MBA's Annual Convention & Expo is attended by a cross-section of key industry professionals - all of whom are 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 and trade press*
- ◆ Priority opportunity for meeting room and exhibit space assignments**
- ◆ E-mailed delivery of 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 the activation of an agreement, according to production schedules.*

*** For Bronze sponsors and above – while space is available. Meeting room and exhibit space requests are subject to additional production charges, based on space size and use.*

Annual Convention Sponsorship Opportunities*

Millennium Sponsor

Benefits: In addition to the regular sponsorship benefits, a Millennium sponsor will receive a small meeting room, a banner at the Convention Center, a high-rotation ad on the convention web site, a total of 10 complimentary sponsor registrations, a full-page display ad in the convention program plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Club MBA Dinner and Show** (A Motown Spectacular – Tuesday evening) – **SOLD**
- ◆ **Opening General Session: Industry Leaders** (Monday morning) - **ON HOLD**

Diamond Sponsor

Benefits: In addition to the regular sponsorship benefits, a Diamond sponsor will receive a small meeting room, a banner at the Convention Center, a high-rotation ad on the convention web site, a total of 8 complimentary sponsor registrations, a full-page display ad in the convention program plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Taste of Atlanta Opening Reception** (Sunday evening in Expo) - **ON HOLD**
- ◆ **Convention Badge Holders** – **SOLD**
- ◆ **Third General Session: Mary Matalin and James Carville** – (Tuesday)

**NOTE: Additional packages can be customized in most sponsor categories! Call for details.*

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Annual Convention Sponsorship Opportunities* (Continued)

Platinum Sponsor

Benefits: In addition to the regular sponsorship benefits, a Platinum sponsor will receive a banner at the Convention Center and a high-rotation ad on the convention web site. Also included are a total of 6 complimentary sponsor registrations, a full-page display ad in the convention program, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Chairman's Luncheon Speakers** (Sean and Leigh Anne Tuohy - Monday)
- ◆ **Tailgate Party Luncheon** (Steve Bartkowski & Desmond Howard - Tue. in the Expo)
- ◆ **Convention Bags - ON HOLD**
- ◆ **Wall Street Journal Distribution** (Mon/Tue)

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive a banner at the Convention Center, a low-rotation banner ad on the convention web site and a total of 4 complimentary sponsor registrations. Also included is a full-page display ad in the convention program, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Panel Session Track** (4 available) – **2 SOLD, 2 ON HOLD**
- ◆ **Expo Happy Hour Reception** (Monday afternoon)
- ◆ **Convention Junior Padfolios**
- ◆ **Convention Hotel Keys – ON HOLD**
- ◆ **Convention USB Drives – ON HOLD**

Silver Sponsor

Benefits: In addition to the regular sponsorship benefits, a Silver sponsor will receive a total of 4 complimentary sponsor registrations, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Business Communications Center – ON HOLD**
- ◆ **Convention Pens**
- ◆ **Convention Attendee Lists** (Includes exclusive back cover ad) – **ON HOLD**
- ◆ **Convention Pocket Guides** (with exclusive back cover ad) – **SOLD**

Bronze Sponsor

Benefits: In addition to the regular sponsorship benefits, a Bronze sponsor will receive a total of 3 complimentary sponsor registrations, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Notepads – ON HOLD**
- ◆ **Relaxation Station – SOLD**
- ◆ **Convention Information Desk – ON HOLD**
- ◆ **Coffee/Refreshment Breaks in Expo** (Monday & Tuesday)
- ◆ **Continental Breakfasts** (3 available: Mon., Tue. & Wed.)

*NOTE: Additional packages can be customized in most Sponsor categories! Call for details.

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Annual Convention Sponsorship Opportunities* (Continued)

Contributor Sponsor

Benefits: In addition to the standard sponsorship benefits described above, a Contributor sponsor will receive a total of 3 complimentary sponsor registrations, and an opportunity to insert a flyer in the convention bag.

Host Sponsor

Benefits: A Host sponsor will receive the standard sponsorship benefits as described above, including 1 total complimentary sponsor registration.

**NOTE: Additional packages can be customized in most sponsor categories! Call for details.*

Sponsorship packages can be customized upon request; additional charges may apply. Additional event and collateral items may be added; please call for current availability.

Additional signage and sponsor ID's are provided whenever a networking event is sponsored.

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

Previous convention sponsors have a limited time in which to renew packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis, and are not reserved until executed contracts are received with payment.

For more information regarding customized sponsorship packages, production deadlines or logo/signage specifications, please email mbrady@mortgagebankers.org, or call (202) 557-2790.

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

Advertise in MBA's official publications.

Receive maximum exposure for your advertising through the distribution of **Mortgage Banking** magazine to convention attendees, and the thousands of national subscribers who rely on it year-round for the latest industry news. Advertising opportunities are also available in **Mortgage Banking's** annual show guide supplement, to be distributed by advance direct mail in September. Inquire also about exclusive opportunities to advertise in MBA's daily electronic newsletter, **MBA NewsLink**. For detailed information, please call (203) 834-8832, or send an e-mail to advertising@mortgagebankers.org

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Application Instructions

FAX your completed application and payment to: **(202) 408-4960**

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

Mortgage Bankers Association
P.O. Box 10448
Uniondale, NY 11555-0448

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

Mortgage Bankers Association
c/o Citi
1 RXR Plaza,
Lockbox Lower Level
WLBX # 10448
Attn: J Brady/N Richards
Uniondale, NY 11555
(800) 793-6222

(Phone for delivery purposes only)



Application for Sponsorship

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Sponsorship Level/Base Price* Opportunity (please specify)

- Millennium Sponsorship: \$150,000 _____
- Diamond Sponsorship: \$110,000 _____
- Platinum Sponsorship: \$80,000 _____
- Gold Sponsorship: \$60,000 _____
- Silver Sponsorship: \$40,000 _____
- Bronze Sponsorship: \$30,000 _____
- Contributor Sponsorship: \$15,000 _____
- Host Sponsorship: \$10,000 _____

* Some sponsorship packages may be priced slightly higher at some levels, or when customized – please call for more details.

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Individual Contact Information

NAME _____ TITLE _____

COMPANY _____ E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

Company Information

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

WEB SITE _____

Payment Information

- Payment enclosed (make check payable to MBA)
- Bill my: Visa Mastercard American Express

CARD# _____ AMOUNT _____

NAME AS IT APPEARS ON CARD _____ EXP. DATE _____

ADDRESS IF DIFFERENT FROM ABOVE _____

SIGNATURE _____ DATE _____

Sponsorship requests will be honored on a first-come, first-served basis. For more information on MBA's sponsorship opportunities please call **(202) 557-2790**.

Contract Information

Sponsorship agreement is final, and will be confirmed in writing when paid in full.