

MBA's Sponsorship Program

National Mortgage Servicing Conference Meeting No. 2112054S Source: SPONSALE

Benefits of Conference Sponsorship

Sponsorship of MBA's annual National Mortgage Servicing Conference & Expo is a high visibility, cost-effective way to reach managers of servicing, defaults, customer service, escrow and reporting, as well as foreclosure and bankruptcy staff, consultants and many other mortgage professionals. The various levels of conference 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 official conference program
- ◆ Sponsor ID/signage prominently displayed onsite at the conference
- ◆ Sponsor ID/hyperlink on the official conference web site
- ◆ Sponsor ID in all advance conference marketing communications*
- ◆ Sponsor ID in MBA periodicals*
- ◆ Full-page ad in the conference notebook
- ◆ E-mailed delivery of pre-/post-conference attendee mailing lists
- ◆ Opportunities to distribute literature/premiums to convention attendees
- ◆ Priority opportunity for meeting room and exhibit space assignments**
- ◆ Full promotional rights to conference logos and trademarks
- ◆ Other benefits as described below

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

** 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.

2011 Servicing Conference Sponsorships

Diamond Sponsor

Benefits: In addition to the regular sponsorship benefits, a Diamond sponsor will receive a high-rotation banner ad on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus four total complimentary sponsor registrations. Also included is an opportunity to select one of the following items/events for branding/ networking purposes:

- ◆ **Networking Luncheon** (Wednesday in the Expo) - **SOLD**
- ◆ **Opening General Session** (Wed. morning) – **SOLD**
- ◆ **Conference Badge Holders** – **SOLD**
- ◆ **Opening Reception** (Wednesday in the Expo) - **SOLD**
- ◆ **Track Sessions** (Four available) – **1 SOLD, 3 ON HOLD**

Platinum Sponsor

Benefits: In addition to the regular sponsorship benefits, a Platinum sponsor will receive a high-rotation banner ad on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus three total complimentary sponsor registrations. Also included is an opportunity to select one of the following items/events for branding/ networking purposes:

- ◆ **Welcoming Reception** (Tuesday in Expo) - **SOLD**
- ◆ **Networking Luncheon** (Thursday in the Expo)
- ◆ **Business Communications Center** – **SOLD**
- ◆ **Conference Bags** – **SOLD**
- ◆ **Default Super Session** (Friday)

NOTE: Other items/events may be added or customized in each sponsor category. Call for details.



SERVICING 11

MBA's NATIONAL MORTGAGE SERVICING
CONFERENCE & EXPO 2011

FEB. 22-25 ★ DALLAS

MBA's National Mortgage Servicing Conference & Expo 2011

Sponsorship Program

Gaylord Texan Hotel
Grapevine, TX
February 22 - 25,
2011

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 in which to renew packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis.

For more information on MBA's National Mortgage Servicing Conference & Expo sponsorship opportunities, please contact Mark Brady: (202) 557-2790 or mbrady@mortgagebankers.org



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2011 Servicing Conference Sponsorships

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive a low-rotation banner on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus two total complimentary sponsor registrations. Also included is an opportunity to select one of the following networking opportunities or collateral items for branding purposes:

- ◆ **Networking Breakfast** (Wednesday) – **ON HOLD**
- ◆ **Relaxation Station** – **ON HOLD**
- ◆ **Conference Junior Padfolios** - **SOLD**
- ◆ **Conference USB Drives**
- ◆ **Servicer Roundtable Discussion** (Tuesday) - **SOLD**
- ◆ **Conference Information Desk** - **ON HOLD**
- ◆ **Economic Update General Session** (Thursday) - **SOLD**

Silver Sponsor

Benefits: In addition to the regular sponsorship benefits, a Silver sponsor will receive two total complimentary sponsor registrations, plus an opportunity to select one of the following networking opportunities or collateral items for branding purposes:

- ◆ **Thursday Continental Breakfast** - **SOLD**
- ◆ **Daily Coffee/Refreshment Breaks** (Wed. or Thu.) - **Thu. SOLD**
- ◆ **Conference Notebooks** (w/ exclusive back cover ad) – **SOLD**
- ◆ **Conference Notepads** - **SOLD**
- ◆ **Conference Pens** - **SOLD**

Bronze Sponsor

Benefits: In addition to the regular sponsorship benefits, including one complimentary sponsor registration, a Bronze sponsor will receive an opportunity to select one of the following networking/event opportunities for branding purposes:

- ◆ **Friday Morning Coffee Service** - **SOLD**

Host Sponsor

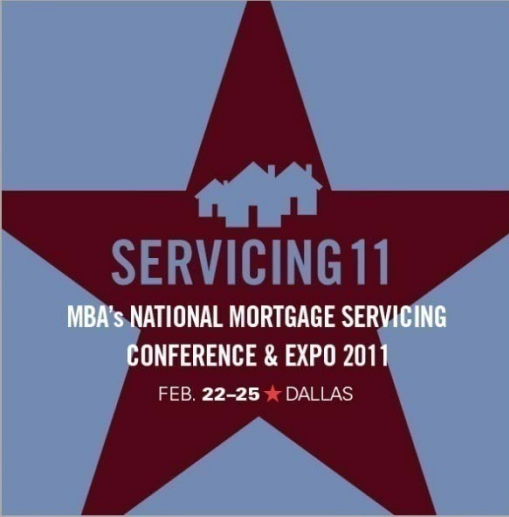
Benefits: Standard benefits as described above, including one complimentary Sponsor registration.

NOTE: Other items/events may be added or customized in each Sponsor category. Call for details.

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

Advertise in MBA's Official Publications

Receive maximum exposure for your company through the monthly direct-mail distribution of *Mortgage Banking* magazine to over 35,000 real estate professionals. Inquire also about exclusive opportunities to advertise in MBA's official e-newsletter, *MBA NewsLink*. For detailed information, please call (203) 834-8832, or e-mail advertising@mortgagebankers.org.



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Application for Sponsorship

National Mortgage Servicing Conference Meeting No. 2112054S Source: SPONSALE

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

- | | | |
|--|----------|-------|
| <input type="checkbox"/> Diamond Sponsorship: | \$32,750 | _____ |
| <input type="checkbox"/> Platinum Sponsorship: | \$21,750 | _____ |
| <input type="checkbox"/> Gold Sponsorship: | \$16,750 | _____ |
| <input type="checkbox"/> Silver Sponsorship: | \$11,500 | _____ |
| <input type="checkbox"/> Bronze Sponsorship: | \$8,500 | _____ |
| <input type="checkbox"/> Host Sponsorship: | \$6,000 | _____ |

* Pricing shown is for MBA member firms; a 50% surcharge applies for non-members.

Individual Contact Information (person handling conference logistics)

NAME _____ TITLE _____
COMPANY _____ E-MAIL _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____

Company Information (for use in online sponsor ID listing)

COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
WEB SITE _____

Payment Information

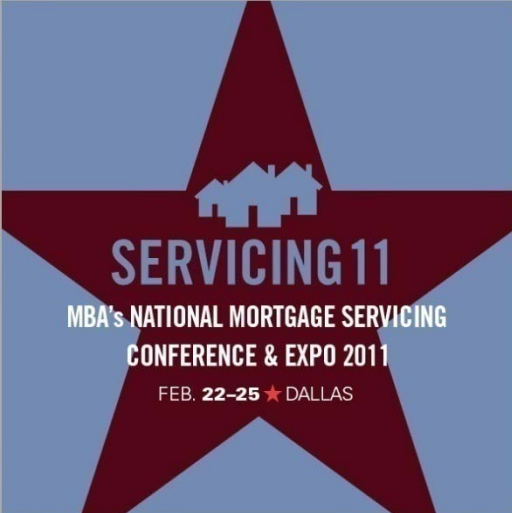
Payment enclosed (make check payable to MBA)
Bill my: Visa Mastercard American Express

CARD# _____ EXP. DATE _____ AMOUNT OF CHARGE _____
NAME AS IT APPEARS ON CARD _____
ADDRESS IF DIFFERENT FROM ABOVE _____
SIGNATURE _____ DATE _____

Previous 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. For more information on MBA's National Mortgage Servicing Conference sponsorships, please call (202) 557-2790.

Contract Information

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



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APPLICATION INSTRUCTIONS

• **FAX** your completed application with credit card information to: (202) 621-1590

• **MAIL** (U.S. Postal Service only) your completed application and 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)

