



MBA's NATIONAL TECHNOLOGY  
IN MORTGAGE BANKING CONFERENCE & EXPO 2012

USING TECHNOLOGY AS YOUR  
FOUNDATION FOR SUCCESS

APRIL 22-25, 2012 PHOENIX, ARIZ.

## Sponsorship Program

April 22-25, 2012

Arizona Biltmore

Phoenix, Arizona

**NOTE:** 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 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 non-members.**

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 Technology in Mortgage Banking Conference & Expo sponsorship opportunities, please contact Mark Brady: [mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org) or (202) 557-2790.

**Upgrade your sponsorship to also include visibility at MBA's concurrent National Fraud Issues Conference. Specially priced packages are available – call for more information.**

**Information accurate as of 12/19/12**



# MBA's Sponsorship Program

National Technology in Mortgage Banking Conference - Meeting 2112030S – Source: SPONSALÉ

## Benefits of Conference Sponsorship

MBA's National Technology in Mortgage Banking Conference is the largest annual gathering of its kind in the country. Participation in this event is a highly visible, cost-effective way to reach CIO/CTO's, senior level executives, business unit managers in loan production, servicing and secondary market operations and many other mortgage professionals - all interested in the latest technology and security products and services for the real estate finance industry. The various levels of conference sponsorship mean you can tailor a visibility program to meet your specific needs and position 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 conference marketing communications\*
- ◆ Sponsor ID in MBA periodicals\*
- ◆ Full-page ad in the conference notebook
- ◆ Additional visibility in online conference materials
- ◆ E-mailed conference attendee mailing lists, pre- and post-event
- ◆ Opportunities to distribute literature/premiums to conference attendees
- ◆ At least one complimentary sponsor attendee registration
- ◆ Priority opportunity for meeting room and exhibit space assignments\*\*
- ◆ 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 are subject to additional production charges, based on size and use of requested space.

## Technology Conference Sponsorships\*

### Diamond Sponsor

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

- ◆ **Special Joint Opening General Session** (Tech & Fraud attendees)
- ◆ **Networking Reception** (Monday evening in the Expo)

### Platinum Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Platinum sponsor will receive a high-rotation banner on the conference web site, a full-page ad in the conference program, additional exclusive sponsor signage onsite at the conference, plus three total complimentary sponsor registrations. Also included is an opportunity to choose one of the following networking opportunities or collateral items for branding purposes:

- ◆ **Second General Session**
- ◆ **Networking Luncheon** (2 available: Mon/Tue)
- ◆ **Conference Badge Holders - ON HOLD**
- ◆ **Conference Bags - SOLD**
- ◆ **NEW - Conference Mobile App** (call for more information)
- ◆ **Panel Session Tracks** (4 Tracks Available) - **2 ON HOLD**

**\* NOTE: Items/events can be customized, or may be added in each Sponsor category. Call for details.**



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**Information accurate as of 1/19/12**



# MBA's Sponsorship Program

National Technology in Mortgage Banking Conference - Meeting 2122030S – Source: SPONSALÉ

## Technology 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, a full-page ad in the conference program, additional exclusive Sponsor signage onsite at the conference, plus three total complimentary Sponsor registrations. Also included is an opportunity to choose one of the following networking opportunities or collateral items for branding purposes:

- ◆ **Business Communications Center - ON HOLD**
- ◆ **Conference Junior Padfolios - ON HOLD**
- ◆ **NEW - Conference Daily E-mails** (call for more information)
- ◆ **NEW - Cell Phone Charging Station** (call for more information)
- ◆ **Welcoming Reception** (Sunday evening in the Expo)

### Silver Sponsor

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

- ◆ **Network Continental Breakfast** (Mon. or Tue.)
- ◆ **Ice Cream Social** (Tuesday afternoon in the Expo)
- ◆ **Conference Notebooks** (with exclusive back cover ad) - **SOLD**
- ◆ **Conference Pens**

### Bronze Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Bronze 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:

- ◆ **Networking Continental Breakfast** (Wednesday)
- ◆ **Conference Notepads - ON HOLD**

### Contributor Sponsor

**Benefits:** Standard Sponsorship benefits as described above, including two complimentary Sponsor registrations.

### Host Sponsor

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

**\*NOTE: Items/events can be customized, or may be added 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 by advertising in MBA's monthly magazine, **Mortgage Banking**, distributed to over 10,000 real estate professionals – and now featuring a new digital version. Additional opportunities include MBA's daily e-newsletter, **MBA NewsLink**, MBA's **LIVE Online** workshops - and numerous pages of MBA's targeted B2B web site. For detailed information or to place your advertising order, please call (203) 834-8832, or e-mail [advertising@mortgagebankers.org](mailto:advertising@mortgagebankers.org).

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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)



# Application for Sponsorship

National Technology in Mortgage Banking Conference - Meeting 2122030S - Source: SPONSAL

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

- Diamond Sponsorship: \$25,500 \_\_\_\_\_
- Platinum Sponsorship: \$20,500 \_\_\_\_\_
- Gold Sponsorship: \$15,500 \_\_\_\_\_
- Silver Sponsorship: \$10,500 \_\_\_\_\_
- Bronze Sponsorship: \$8,500 \_\_\_\_\_
- Contributor Sponsorship: \$7,500 \_\_\_\_\_
- Host Sponsorship: \$6,000 \_\_\_\_\_

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Individual Contact Information - (the person handling event logistics)

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

Company Information - (as it should appear in conference listings)

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 \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

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 Technology Conference & Expo Sponsorship opportunities, please call (202) 557-2790.

[Contract Information](#)

Sponsorship agreements are final, non-refundable and will be confirmed in writing when paid in full.