



MBA's Sponsorship Program

CREF Convention Sponsorships Meeting No. 2702016S 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 (Hon. George Bush) – 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/ Roger Craig (Sunday in Expo)**
- ◆ **Super Bowl Post-Game Bash (Sunday evening)**

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**
- ◆ **Golf Clinic/Reception w/ Brandel Chamblee - (Tuesday in Expo)**
- ◆ **Relaxation Station – SOLD**

MBA Event Sponsorship Opportunities 2007

MBA's CREF Convention

February 4 - 7, 2007

Manchester Grand Hyatt

San Diego, California

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.





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2007 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) – **ON HOLD**
- ◆ **Business Communications Center Internet Service** – **SOLD**
- ◆ **Cultural Diversity Reception** – **SOLD**
- ◆ **Convention Pocket Guide** – **SOLD**
- ◆ **Convention Pop-Up Maps** - **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** – **SOLD**
- ◆ **Continental Breakfasts** (Two available) – **Both SOLD**
- ◆ **International Reception**
- ◆ **Afternoon Refreshment Breaks** (Two available) – **Both SOLD**
- ◆ **Attendee List** (Includes exclusive back cover ad) – **SOLD**
- ◆ **Panel Session Tracks** (5 separate tracks available) – **2 ON HOLD**
- ◆ **Monday Morning Coffee Service in Expo** - **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. Bronze sponsorship is the minimum level of support to qualify for meeting room space, but does not guarantee the availability of space. Space is limited, and is assigned based on the level of support and the date a request is received.

- ◆ **Call for current information**

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: A Host Sponsor will receive all of the regular Sponsorship benefits, including one complimentary Sponsor registration.

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.

MBA Event Sponsorship Opportunities 2007

MBA's CREF Convention

February 4 - 7,
2007

Manchester Grand
Hyatt

San Diego,
California

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Application for Sponsorship

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

- Millennium Sponsorship: \$75,000 _____
- Diamond Sponsorship: \$60,000 _____
- Platinum Sponsorship: \$38,000 _____
- Gold Sponsorship: \$28,000 _____
- Silver Sponsorship: \$18,000 _____
- Bronze Sponsorship: \$13,000 _____
- Contributor \$9,000 _____
- Host Sponsorship: \$6,500 _____

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MBA Event Sponsorship Opportunities 2007

MBA's CREF Convention

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Manchester Grand Hyatt
San Diego, California

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.