

MARCH 25-28

Tampa Convention Center
Tampa, Fla.

global  strategies

MBA Event Sponsorship Opportunities 2007

MBA's National Technology in Mortgage Banking Conference

March 25 - 28, 2007

Tampa Convention Center
Tampa, Florida

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 sponsorship opportunities, please call (202) 557-2790.



MBA's Sponsorship Program

National Technology in Mortgage Banking Conference - Meeting 2702030S - Source: SPONSALE

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 and many other mortgage professionals 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 conference program
- ◆ Sponsor ID/signage prominently displayed onsite at the conference
- ◆ Sponsor ID/hyperlink on the conference web site
- ◆ Sponsor ID in all conference marketing communications*
- ◆ Sponsor ID in MBA periodicals*
- ◆ Full-page ad in the conference notebook
- ◆ 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:

- ◆ **Opening General Session Speaker (TBA) - ON HOLD**
- ◆ **Welcoming Reception (Sunday evening in 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 Speaker (TBA) - (ON HOLD)**
- ◆ **Networking Luncheon (2 available - Monday, Tuesday)**
- ◆ **Conference Badge Holders - ON HOLD**
- ◆ **Conference Bags - ON HOLD**

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

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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:

- ◆ **Networking Continental Breakfast** (3 available, Mon. - Wed.)
- ◆ **Attendee Internet Service - ON HOLD**
- ◆ **Conference Junior Padfolios - ON HOLD**

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:

- ◆ **Ice Cream Social** (Tuesday afternoon in Expo)
- ◆ **Conference Notebooks** (with exclusive back cover ad) - ON HOLD
- ◆ **Conference Notepads - ON HOLD**

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:

- ◆ **Coffee/Refreshment Breaks** (5 available, Monday - Wednesday)
- ◆ **Relaxation Station - ON HOLD**
- ◆ **Conference Pens - ON HOLD**

Host Sponsor

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

**NOTE: Other 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 through advertising in MBA's monthly magazine, **Mortgage Banking**, distributed to 35,000 real estate professionals. Inquire also about the pre-conference direct-mail distribution of MBA's Tech Conference Show Guide to **Mortgage Banking** subscribers. The Show Guide is also distributed to Tech Conference attendees.

Additional packages include exclusive opportunities to sponsor MBA's daily e-newsletter, **MBA NewsLink**, and the weekly **Tech NewsLink**, as well as MBA's promotional e-mail blasts. For detailed information, please call (203) 834-8832, or e-mail advertising@mortgagebankers.org.

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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)



Application for Sponsorship

National Technology in Mortgage Banking Conference - Meeting 2702030S - Source: SPONSALE

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 _____
- Host Sponsorship: \$5,500 _____

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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 _____

Sponsorship requests will be honored on a first-come, first-served basis. For more information on
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Contract Information

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