



MBA Event Sponsorship Opportunities 2008

MBA's CREF Convention

February 3 - 6,
2008

Walt Disney World
Swan and Dolphin
Orlando, Florida

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 whenever 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 CREF Convention sponsorship opportunities, please call (202) 557-2733.



MBA's Sponsorship Program

Benefits of Convention Sponsorship

Sponsorship of MBA's CREF/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 Convention was attended by more than 4,600 finance professionals in 2007 - all looking for new business opportunities, as well as the latest information on business trends, critical issues and new products, 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.

2008 CREF Convention Sponsorship Opportunities

Millennium Sponsor

Benefits: In addition to the regular sponsorship benefits, a Millennium sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and six complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Sunday Super Bowl Party/Badge Holders – ON HOLD**
- ◆ **Opening General Session Speaker (TBA) – ON HOLD**
- ◆ **Convention Bags – ON HOLD**

Diamond Sponsor

Benefits: In addition to the regular sponsorship benefits, a Diamond sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and four complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Super Bowl Tailgate Party (w/celebrity guest TBA – Sun. in Expo)**
- ◆ **Super Bowl Post-Game Bash (Sunday evening)**

Platinum Sponsor

Benefits: In addition to the regular sponsorship benefits, a Platinum sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and four complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Junior Portfolios – ON HOLD**
- ◆ **Golf Clinic/Reception - (w/celebrity guest TBA – Tue. in Expo)**
- ◆ **Relaxation Station – SOLD**



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MBA's Sponsorship Program

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Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive additional large-format signage at the convention, a low-rotation ad on the convention web site, a full-page display ad in the convention program and three complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to 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** – **ON HOLD**
- ◆ **Cultural Diversity Reception** – **ON HOLD**
- ◆ **Convention Pocket Guides** – **SOLD**
- ◆ **Wall Street Journal Distribution** – **ON HOLD**
- ◆ **Convention Information Desk**

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** – **ON HOLD**
- ◆ **Convention Pens** – **ON HOLD**
- ◆ **Convention Luggage Tags** – **ON HOLD**
- ◆ **Convention Mints** – **ON HOLD**
- ◆ **Convention Water Bottles** – **SOLD**
- ◆ **Panel Session Tracks** (5 separate tracks available) – **2 ON HOLD**
- ◆ **Continental Breakfasts** (Mon/Tue) – **Both ON HOLD**
- ◆ **Exhibit Hall Coffee Breaks** (Mon/Tue) - **Both ON HOLD**
- ◆ **Afternoon Refreshment Breaks** – (Mon/Tue) – **Both ON HOLD**
- ◆ **Convention Attendee Lists** (exclusive back cover ad) – **ON HOLD**
- ◆ **International Reception**
- ◆ **Convention Restaurant Reservation Service**

Bronze Sponsor

Benefits: 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.



Application for Sponsorship

CREF Convention Sponsorships Meeting No. 2802016S Source: SPONSALE

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

- Millennium Sponsorship: \$76,000 _____
- Diamond Sponsorship: \$61,000 _____
- Platinum Sponsorship: \$38,750 _____
- Gold Sponsorship: \$28,500 _____
- Silver Sponsorship: \$18,350 _____
- Bronze Sponsorship: \$13,350 _____
- Contributor \$9,350 _____
- Host Sponsorship: \$6,750 _____

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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)



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.