

# MBA's Sponsorship Program

MBA's 95<sup>th</sup> Annual Convention Meeting No. 2901405S Source Code SPONSALE

## MBA's 95<sup>th</sup> Annual Convention

Moscone West

San Francisco,  
California

October 19 - 22,  
2008

**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.**

Previous sponsors have a limited time to renew packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis.

For more information on sponsorship opportunities at MBA's 95<sup>th</sup> Annual Convention, please email [phil@mortgagebankers.org](mailto:phil@mortgagebankers.org), or call (202) 557-2733.



## Benefits of Sponsorship

Sponsorship of MBA's 95<sup>th</sup> Annual Convention & Expo is a high visibility, cost-effective way to place your company's name before key decision makers in the mortgage banking industry. The premier event for residential real estate finance, MBA's Annual Convention & Expo was attended by more than 4,000 real estate lending professionals in 2007 - 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 marketing communications subsequent to activation of agreement, according to production schedules.*

*\*\* For Bronze sponsors and above – while space is available. Meeting room and exhibit space requests are subject to additional production charges, based on space size and use.*

## Annual Convention Sponsorship Opportunities\*

### Millennium Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Millennium sponsor will receive a small meeting room, a banner at Moscone West, and a high-rotation ad on the convention web site. Also included are ten complimentary sponsor registrations, a full-page display ad in the convention program plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Club MBA Dinner and Show** (Jay Leno + Fab Four - Tuesday) – **ON HOLD**
- ◆ **Opening General Session Speaker** - (TBA – Monday morning)
- ◆ **Third General Session Speaker** – (John Edwards/Karl Rove - Tuesday)

### Diamond Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Diamond sponsor will receive a small meeting room, a banner at Moscone West, and a high-rotation ad on the convention web site. Also included are eight complimentary sponsor registrations, a full-page display ad in the convention program, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **"Taste of San Francisco" Opening Reception** (Sunday evening)
- ◆ **Exhibit Hall "Tailgate Party" Reception** (Monday – featuring Dave Winfield)
- ◆ **Convention Badge Holders - SOLD**

*\*NOTE: Other items/events can be customized in each sponsor category! Call for details.*

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## Annual Convention Sponsorship Opportunities\* (Continued)

### Platinum Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Platinum sponsor will receive a banner at Moscone West and a high-rotation ad on the convention web site. Also included are six complimentary sponsor registrations, a full-page display ad in the convention program, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Exhibit Hall Happy Hour Reception** (Tuesday evening)
- ◆ **Convention Bags – SOLD**
- ◆ **Dessert Reception** (Sunday night – *special provisions apply*)
- ◆ **Wall Street Journal Distribution** (Mon/Tue)

### Gold Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Gold sponsor will receive a banner at Moscone Center, a low-rotation banner ad on the convention web site and four complimentary sponsor registrations. Also included is a full-page display ad in the convention program, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Chairman's Luncheon Speaker** – (Chris Gardner) – **SOLD**
- ◆ **Sports Luncheon Speaker** – (Steve Young) – **SOLD**
- ◆ **Management Speaker Series – SOLD**
- ◆ **Business Strategies Speaker Series**
- ◆ **Technology Speaker Series – ON HOLD**
- ◆ **Junior Portfolios – SOLD**
- ◆ **Convention Hotel Keys – ON HOLD**
- ◆ **Convention Pop-up Maps**
- ◆ **Convention Bottled Water – ON HOLD**
- ◆ **Convention Shuttle Buses**

### Silver Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Silver sponsor will receive four complimentary sponsor registrations, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Business Communications Center – ON HOLD**
- ◆ **Convention Pens**
- ◆ **Convention Attendee Lists** (Back cover ad)
- ◆ **Convention-at-a-Glance Pocket Guides** (Back cover ad) – **ON HOLD**
- ◆ **Themed Refreshment Breaks in Expo** (2 available – Mon/Tue)
- ◆ **International Track Sessions – ON HOLD**

### Bronze Sponsor

**Benefits:** In addition to the regular sponsorship benefits, a Bronze sponsor will receive three complimentary sponsor registrations, plus an opportunity to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Notepads – ON HOLD**
- ◆ **Relaxation Station**
- ◆ **Café MBA – ON HOLD**
- ◆ **Coffee Breaks** – (2 available: Monday & Tuesday)
- ◆ **Continental Breakfasts** – (Mon., Tue. & Wed.)

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For more information on sponsorship opportunities at MBA's 94<sup>th</sup> Annual Convention, please email [mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org), or call (202) 557-2733.



\*NOTE: Other items/events can be customized in each Sponsor category! Call for details.

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## Annual Convention Sponsorship Opportunities\* (Continued)

### Contributor Sponsor

Benefits: In addition to the standard sponsorship benefits described above, a Contributor sponsor will receive a total of three complimentary sponsor registrations, and an opportunity to insert a flyer in the convention bag.

### Host Sponsor

Benefits: A Host sponsor will receive the standard sponsorship benefits as described above, including one complimentary sponsor registration.

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*\*NOTE: Other items/events can be customized in most sponsor categories. Call for details.*

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

Previous convention 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, and are not reserved until executed contracts are received with payment.

For more information regarding customized sponsorship packages, production deadlines or logo/signage specifications, please email [phil@mortgagebankers.org](mailto:phil@mortgagebankers.org), or call (202) 557-2733.

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

### Advertise in MBA's official publications.

Receive maximum exposure for your advertising through the distribution of **Mortgage Banking** to convention attendees, and the thousands of national subscribers who rely on it year-round for the latest industry news. Advertising opportunities are also available in MBA's convention guide, to be distributed by advance direct mail in September. Inquire also about exclusive opportunities to advertise in MBA's daily electronic newsletter, **MBA NewsLink**. For detailed information, please call (202) 834-8832, or send an e-mail to [advertising@mortgagebankers.org](mailto:advertising@mortgagebankers.org)

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# Application for Sponsorship

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## Sponsorship Level/Base Price\* Opportunity (please specify)

- Millennium Sponsorship: \$150,000 \_\_\_\_\_
- Diamond Sponsorship: \$115,000 \_\_\_\_\_
- Platinum Sponsorship: \$80,000 \_\_\_\_\_
- Gold Sponsorship: \$60,000 \_\_\_\_\_
- Silver Sponsorship: \$42,000 \_\_\_\_\_
- Bronze Sponsorship: \$29,000 \_\_\_\_\_
- Contributor Sponsorship: \$14,000 \_\_\_\_\_
- Host Sponsorship: \$10,000 \_\_\_\_\_

\* Some sponsorship packages may be priced slightly higher at some levels, or when customized – please call for more details.

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### Application Instructions

**FAX** your completed application and payment 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# \_\_\_\_\_ AMOUNT OF CHARGE \$ \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_ EXP. DATE \_\_\_\_\_

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 sponsorship opportunities please call **(202) 557-2733**.

### Contract Information

Sponsorship agreement is final, and will be confirmed in writing when paid in full.

