

## MBA's National Technology in Mortgage Banking Conference & Expo 2009

### Sponsorship Program

Mandalay Bay  
Resort & Casino  
Las Vegas, Nevada

**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 contact Mark Brady:  
[mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org)  
or (202) 557-2790.



# MBA's Sponsorship Program

National Technology in Mortgage Banking Conference - Meeting 2902030S – 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 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
- ◆ NEW! Additional advertisement 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:

- ◆ **Opening General Session Speaker** (Monday - TBA)

### 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** (Tuesday - TBA)
- ◆ **Opening Reception** (Sunday evening in the Expo)
- ◆ **Networking Luncheon** (2 available: Monday and Tuesday)
- ◆ **Conference Badge Holders – ON HOLD**
- ◆ **Conference Bags – ON HOLD**
- ◆ **Conference Junior Padfolios – ON HOLD**

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

# TECH•O•9

MBA's NATIONAL TECHNOLOGY IN  
MORTGAGE BANKING CONFERENCE & EXPO  
MANDALAY BAY RESORT & CASINO  
Las Vegas  
March 15-18, 2009

## MBA's National Technology in Mortgage Banking Conference & Expo 2009

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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:

- ◆ **Panel Session Track** - (4 available in 2009) - **3 ON HOLD**
- ◆ **Business Communications Center** - **ON HOLD**
- ◆ **Conference Notebooks** (with exclusive back cover ad) - **ON HOLD**
- ◆ **Networking Reception** - (Monday 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:

- ◆ **Ice Cream Social** (Tuesday afternoon in the Expo)
- ◆ **Conference Notepads**
- ◆ **Networking Continental Breakfast** (3 available: Mon. - Wed.)

### 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 total: Mon - Wed) - **1 ON HOLD**
- ◆ **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](mailto:advertising@mortgagebankers.org).

# TECH•O9

MBA's NATIONAL TECHNOLOGY IN  
MORTGAGE BANKING CONFERENCE & EXPO

MANDALAY BAY RESORT & CASINO  
Las Vegas

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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 2902030S - Source: SPONSALE

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

- |  |          |       |
|--|----------|-------|
| <input type="checkbox"/> Diamond Sponsorship:  | \$25,000 | _____ |
| <input type="checkbox"/> Platinum Sponsorship: | \$20,000 | _____ |
| <input type="checkbox"/> Gold Sponsorship:     | \$15,000 | _____ |
| <input type="checkbox"/> Silver Sponsorship:   | \$10,000 | _____ |
| <input type="checkbox"/> Bronze Sponsorship:   | \$8,000  | _____ |
| <input type="checkbox"/> Host Sponsorship:     | \$5,750  | _____ |

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Individual Contact Information - (the person handling event logistics)

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_  
COMPANY ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
BUSINESS PHONE \_\_\_\_\_ BUSINESS FAX \_\_\_\_\_

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

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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MBA's Technology Conference Sponsorship opportunities, please call (202) 557-2790.

#### Contract Information

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