



# MBA's National Secondary Market Conference & Expo

## Sponsorship Program

Hilton Chicago  
Chicago, Illinois  
April 19 – 22, 2009

**Meeting: 2902048S**

**NOTE:** Sponsorship packages may 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 IDs 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 in which to renew packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis.

All sponsorship agreements are final.

For more information on MBA's National Secondary Market Conference Sponsorship opportunities, please contact Mark Brady: [mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org) or (202) 557-2790.



## Benefits of Conference Sponsorship

Sponsorship of MBA's National Secondary Market Conference & Expo is a highly-visible, cost-effective way to reach CEOs and the senior level executives who manage secondary market operations, as well as mortgage investors, investment bankers, risk managers, mortgage lenders, rating agency professionals, consultants and many other mortgage professionals. The various levels of conference 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 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\*
- Priority opportunity for meeting room and exhibit space assignments\*\*
- 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
- Full promotional rights to MBA and conference logos/trademarks
- 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 will be subject to additional production charges, based on size and use of requested space.

## Secondary Market Conference Sponsorships

### Diamond Sponsorship

**Benefits:** In addition to the regular sponsorship benefits, a Diamond sponsor will receive a high-rotation banner ad on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus four total complimentary sponsor registrations. Also included is an opportunity to select one of the following items/events for branding/networking purposes:

- **Opening General Session Speaker** (TBA – Monday morning)
- **Opening Reception** (Sunday evening in the Expo) – **ON HOLD**
- **Conference Badge Holders** – **ON HOLD**

### Platinum Sponsorship

**Benefits:** In addition to the regular Sponsorship benefits, a Platinum sponsor will receive a high-rotation banner ad on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus three total complimentary sponsor registrations. Also included is an opportunity to select one of the following items/events for networking/branding purposes:

- **Attendee Internet Center** – **ON HOLD**
- **Wall Street Journal Distribution** – **ON HOLD**
- **Conference Bags** – **ON HOLD**
- **Networking Luncheon** (2 available: Monday, Tuesday)
- **Conference Luggage Spotters** – **ON HOLD**



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## Secondary Market Conference Sponsorships

### Gold Sponsorship

**Benefits:** In addition to the regular sponsorship benefits, a Gold sponsor will receive a low-rotation banner ad on the conference web site, large-format signage at the conference, a full-page ad in the conference program plus two total complimentary sponsor registrations. Also included is an opportunity to select one of the following networking opportunities or collateral items for branding purposes:

- **Networking Continental Breakfast** (2 available, Mon./Tue.)
- **Conference Hotel Key Cards – ON HOLD**
- **Conference Pens**
- **Conference Jr. Padfolios**

### Silver Sponsorship

**Benefits:** In addition to the regular sponsorship benefits, a Silver 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:

- **Relaxation Station**
- **Conference Notepads – ON HOLD**
- **Conference Attendee Lists – ON HOLD**
- **Restaurant Reservation Service**
- **Coffee Break** (2 available: Monday or Tuesday)
- **Refreshment Break** (2 available: Monday or Tuesday)

### Bronze Sponsorship

**Benefits:** In addition to the regular sponsorship benefits, a Bronze sponsor will receive two total complimentary sponsor registrations, plus an opportunity to insert a flyer in the conference bag. Bronze sponsorship is also 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 overall level of support and the date a request is received.

- **Call for current information**

### Host Sponsorship

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

*\*Note: Other items/events may be added, or can be customized 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 the monthly distribution of **Mortgage Banking** magazine to 35,000 real estate finance professionals. Inquire also about MBA's official daily e-newsletter, **MBA NewsLink**. For detailed information, please call (203) 834-8832, or e-mail [advertising@mortgagebankers.org](mailto:advertising@mortgagebankers.org).

# SECONDARY.09

MBA'S NATIONAL SECONDARY MARKET CONFERENCE & EXPO

APRIL 19-22, 2009 · HILTON CHICAGO

NAVIGATE THE WINDS OF CHANGE

## MBA's National Secondary Market Conference & Expo

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#### **APPLICATION INSTRUCTIONS**

**FAX** your completed application with credit card payment information to:

**(202) 721-0198**

**MAIL** (U.S. Postal Service only) your completed application and payment to:

Mortgage Bankers Association  
P.O. Box 403945  
Atlanta, GA 30384-3945

**OVERNIGHT** (FedEx, UPS, etc.) your completed application and 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)



#### Sponsorship Level/Base Price\*

- Diamond Sponsorship: \$37,500
- Platinum Sponsorship: \$27,500
- Gold Sponsorship: \$17,500
- Silver Sponsorship: \$13,500
- Bronze Sponsorship: \$9,750
- Host Sponsorship: \$6,750

Please check box and specify item/event

_____
_____
_____
_____
_____
_____

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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 _____
BUSINESS PHONE _____		BUSINESS FAX _____
WEB SITE ADDRESS _____		

#### Payment Information

Payment enclosed (Please make check payable to MBA)

Bill my:  Visa  Mastercard  American Express

CARD# _____	EXP. DATE _____	AMT. 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 MBA's sponsorship opportunities please call **(202) 557-2790**.

#### Contract Information

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