



MBA's NATIONAL SECONDARY MARKET CONFERENCE & EXPO 2010

Sponsorship Program

Hilton New York
New York, NY
May 23 – 26, 2010

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 or
(202) 557-2790.



MBA's Sponsorship Program

National Secondary Market Conference - Meeting No. 2002048S - Source: SPONSALE

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 investors, warehouse lenders, investment bankers, risk managers, rating agency professionals, mortgage insurers, regulators and many other mortgage industry 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 – ON HOLD**
- **Opening Reception** (Sunday evening in the Expo)
- **Conference Badge Holders – SOLD**

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:

- **Business Communications Center – ON HOLD**
- **Wall Street Journal Distribution**
- **Conference Bags - SOLD**
- **Networking Luncheon** (2 available: Monday, Tuesday)
- **Conference USB Drives - SOLD**



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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 - SOLD**
- **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**
- **Conference Attendee Lists** (includes exclusive back cover ad)
- **Conference Concierge/Restaurant Reservation Service**
- **Coffee Breaks** (2 included: Monday and Tuesday)
- **Refreshment Breaks** (2 included: Monday and 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.



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APPLICATION INSTRUCTIONS

FAX your completed application with credit card payment information to:

(202) 408-4960

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)



Application for Sponsorship

National Secondary Market Conference - Meeting No. 2002048S - Source SPONSALE

Sponsorship Opportunities* - Check box and note preferred item/event

Sponsorship Level/Base Price*

Please check box and specify item/event

- Diamond Sponsorship: \$37,500 _____
- Platinum Sponsorship: \$27,500 _____
- Gold Sponsorship: \$17,500 _____
- Silver Sponsorship: \$13,500 _____
- Bronze Sponsorship: \$10,000 _____
- Host Sponsorship: \$7,500 _____

** Pricing shown is for MBA member firms; a 50% surcharge applies for non-members.*

Individual Contact Information

NAME _____ TITLE _____

COMPANY _____ E-MAIL _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ BUSINESS FAX _____

Company Information

COMPANY _____

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.