

MBA's GOVERNMENT HOUSING CONFERENCE 2010

MAY 24–26 2010 + NYC

Sponsorship Program

May 24 – 26, 2010

Hilton New York
New York, NY

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.

Sponsorship requests will be honored on a first-come, first-served basis.

For more information about sponsorship opportunities at MBA's Government Housing Conference, please contact Mark Brady: mbrady@mortgagebankers.org or (202) 557-2790.

***SPECIAL CROSSOVER OPPORTUNITIES**

The Government Housing Conference will run concurrently with MBA's National Secondary Market Conference & Expo. Inquire about special crossover packages and pricing to expand your visibility to both audiences.



MBA's Sponsorship Program

MBA's Government. Housing Conference 2010 - Meeting No. 2002066S - Source: SPONSALE

Benefits of Conference Sponsorship

Sponsorship of MBA's revamped Government Housing Conference 2010 is a high visibility, cost-effective way to reach retail and wholesale originators, mortgage brokers, mortgage insurers, loan correspondents, quality assurance professionals, residential underwriters, secondary market and servicing executives, as well as mortgage marketing and strategy executives, HECM counselors, appraisers and other mortgage banking professionals involved in government housing finance programs or reverse mortgage lending. The various level 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 and hyperlink on the official conference web site*
- ◆ Sponsor ID and full-page ad in the official conference notebook*
- ◆ Sponsor ID on signage prominently displayed onsite at the conference*
- ◆ Sponsor ID in advance marketing communications* - *print/electronic**
- ◆ Exhibit space – *New this year: full 10' exhibits can be accommodated*
- ◆ Electronic delivery of pre- and post-conference attendee mailing lists
- ◆ Opportunities to distribute literature/premiums to conference attendees
- ◆ At least one complimentary attendee registration
- ◆ Discounted registrations for up to 2 additional company personnel
- ◆ Other benefits as described below

** Art and logo specifications are delivered upon activation of sponsorship agreements*

Conference Sponsorship Opportunities

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive three complimentary sponsor registrations, plus an opportunity to select one of the following items/events for branding purposes:

**Reverse Mortgage Lending Session Track
Government Housing Programs Session Track
Conference USB Drives**

Silver Sponsor

Benefits: In addition to the regular sponsorship benefits, a Silver sponsor will receive two complimentary sponsor registrations, plus an opportunity to choose one of the following items for branding purposes:

**Conference Badge Holders
Conference Bags
Conference Notebooks**

Bronze Sponsor

Benefits: In addition to the regular Sponsorship benefits, a Bronze Sponsor will receive two complimentary Sponsor registrations, plus an opportunity to choose one of the following items/events for branding purposes:

**Conference Notebooks
Conference Notepads
Conference Pens**

Host Sponsor

Benefits: Standard Sponsorship benefits as described above.

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• **FAX** your completed application with credit card information to: **(202) 721-0198**

• **MAIL** (U.S. Postal Service only) your completed application and check, made payable to: Mortgage Bankers Association

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

MBA's Government Housing Conference 2010 - Meeting No. 2002066S - Source: SPONSALE

Sponsorship Opportunities* Check box and note preferred item/event

- Gold Sponsorship: \$7,500 _____
- Silver Sponsorship: \$5,000 _____
- Bronze Sponsorship: \$3,500 _____
- Host Sponsorship: \$2,500 _____
- Extra Attendee (Max. 2) \$500 each (extra badges processed separately)

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

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 _____

NAME AS IT APPEARS ON CARD _____

ADDRESS IF DIFFERENT FROM ABOVE _____

SIGNATURE _____ DATE _____

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 about sponsorship opportunities at MBA's Government Housing Conference, please contact Mark Brady: mbrady@mortgagebankers.org or (202) 557-2790.

Contract Information

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