



**MBA's COMMERCIAL
REAL ESTATE FINANCE/
MULTIFAMILY HOUSING
CONVENTION & EXPO**

FEBRUARY 6-9, 2011
MANCHESTER GRAND HYATT
SAN DIEGO

**MBA's CREF
Convention
Sponsorship
Program**

February 6-9, 2011
Manchester Grand
Hyatt
San Diego, CA

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 whenever 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.

For more information on MBA's CREF Convention sponsorship opportunities, please contact Mark Brady: (202) 557-2790 or mbrady@mortgagebankers.org



MBA's Sponsorship Program

CREF Convention 2011 Sponsorships - Meeting 2112016S - Source: SPONSALE

Benefits of CREF Convention Sponsorship

Sponsorship of MBA's CREF/Multifamily Housing Convention is a highly visible, cost-effective way to place your company's name before key decision makers in the commercial/multifamily real estate finance industry. The premier event of its kind, MBA's CREF Convention was attended by more than 2,000 finance professionals in 2009 - all looking for new business opportunities, as well as the latest information on business trends, critical issues and new products, 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 all marketing communications produced subsequent to activation of agreements.
** ONLY FOR BRONZE SPONSORS AND ABOVE; meeting room and exhibit space requests will be subject to additional production charges, based on space size and use.*

2011 CREF Convention Sponsorship Opportunities

Millennium Sponsor

Benefits: In addition to the regular sponsorship benefits, a Millennium sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and six complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Badge Holders - ON HOLD**
- ◆ **Opening General Session – TBA** (Monday morning)
- ◆ **Convention Bags – ON HOLD**

Diamond Sponsor

Benefits: In addition to the regular sponsorship benefits, a Diamond sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and four complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Sports Meet & Greet Reception** (*Special Guest TBA – Monday in Expo*)

Platinum Sponsor

Benefits: In addition to the regular sponsorship benefits, a Platinum sponsor will receive additional large-format signage at the convention, a high-rotation ad on the convention web site, a full-page display ad in the convention program and four complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Junior Portfolios**
- ◆ **Relaxation Station – SOLD**



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2011 CREF Convention Sponsorship Opportunities

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive additional large-format signage at the convention, a low-rotation ad on the convention web site, a full-page display ad in the convention program and three complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and to choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Second General Session - TBA**
- ◆ **Third General Session - TBA**
- ◆ **Exhibit Hall Happy Hour** (Tuesday in Expo)
- ◆ **Business Communications Center - ON HOLD**
- ◆ **Convention Pocket Guides - ON HOLD**
- ◆ **Wall Street Journal Distribution - SOLD**
- ◆ **Convention Information Desk - ON HOLD**
- ◆ **Convention Hotel Keys - ON HOLD**

Silver Sponsor

Benefits: In addition to the regular sponsorship benefits, a Silver sponsor will receive a banner at the convention and two complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag and choose one of the following selected opportunities for branding/networking purposes:

- ◆ **Convention Notepads**
- ◆ **Convention Pens - ON HOLD**
- ◆ **Convention Luggage Tags - ON HOLD**
- ◆ **Convention Mints**
- ◆ **Continental Breakfasts** (Two available: Tuesday & Wednesday)
- ◆ **Daily Coffee/Refreshment Breaks** (Two available: Tuesday & Wednesday)
- ◆ **Convention Attendee Lists** (Includes exclusive back cover ad) - **ON HOLD**

Bronze Sponsor

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

- ◆ **Call for current information**

Contributor Sponsor

Benefits: In addition to the regular sponsorship benefits, a Contributor sponsor will receive two complimentary sponsor registrations, plus an opportunity to insert a flyer in the convention bag.

Host Sponsor

Benefits: A Host sponsor will receive all of the regular sponsorship benefits, including one complimentary sponsor registration.

EXTEND YOUR MARKETING R-E-A-C-H Advertise in MBA's Official Media Channels

Receive maximum exposure for your company in MBA's *Mortgage Banking* magazine and MBA's weekly e-newsletter, **MBA Commercial/Multifamily 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 information to: (202) 621-1590

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

Mortgage Bankers Association
P.O. Box 10448
Uniondale, NY11555-0448

• **OVERNIGHT** (FedEx, UPS, etc.) your completed application/payment to:

Mortgage Bankers Association
c/o Citi
1 RXR Plaza,
Lockbox Lower Level
WLBX # 10448
Attn: J Brady/N Richards
Uniondale, NY 11555
(800) 793-6222

[Phone for delivery purposes only]



Application for Sponsorship

CREF Convention 2011 Sponsorships - Meeting 2112016S - Source: SPONSALE

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

- Millennium Sponsorship: \$75,000 _____
- Diamond Sponsorship: \$60,000 _____
- Platinum Sponsorship: \$40,000 _____
- Gold Sponsorship: \$30,000 _____
- Silver Sponsorship: \$20,000 _____
- Bronze Sponsorship: \$15,000 _____
- Contributor \$10,500 _____
- Host Sponsorship: \$7,500 _____

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Individual Contact Information

NAME _____ TITLE _____

COMPANY _____ E-MAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

Company Information

COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

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 _____

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Contract Information

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