



THE PLACE TO DO BUSINESS

MBA's CREF/MULTIFAMILYHOUSING  
CONVENTION & EXPO

ATLANTA FEBRUARY 5-8, 2012

WHERE MARKET  
MAKERS MEET

## Sponsorship Program

February 5-8, 2012

Marriott Marquis  
Atlanta, GA

**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](mailto:mbrady@mortgagebankers.org)

**Information accurate as of 12/16/11**



# MBA's Sponsorship Program

CREF Convention 2012 Sponsorships - Meeting 2122016S - 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 incur additional fees based on space size/use.

## 2012 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:

- ◆ **Opening General Session – Monday morning - SOLD**
- ◆ **Convention Badge Holders – SOLD**

### 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:

- ◆ **NEW – Super Bowl Party\*\*\* (Game time on Sunday)**
- ◆ **Convention Bags - SOLD**

### 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:

- ◆ **Second General Session - Outlook on the Economy & Markets (Tuesday)**
- ◆ **NEW – Super Bowl Pre-Game Tailgate Party w/ Roger Craig (Sunday)**
- ◆ **Wall Street Journal Distribution - SOLD**
- ◆ **Convention Junior Padfolios - SOLD**
- ◆ **NEW – Cell Phone Charging Station – SOLD**

\*\*\*Call for more information on possible Super Bowl Party co-sponsorship opportunities for each quarter of play and halftime.

**CREF 12**

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2012 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:

- ◆ **NEW - Convention Mobile App**
- ◆ **Panel Session Track** (Three available) – **One ON HOLD**
- ◆ **Expo Happy Hour** (Monday in Expo)
- ◆ **Business Communications Center**
- ◆ **Convention Information Desk**
- ◆ **Convention Pocket Guides – SOLD**
- ◆ **Convention Hotel Keys – SOLD**

## 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 - SOLD**
- ◆ **Convention Pens – ON HOLD**
- ◆ **Convention Luggage Tags - SOLD**
- ◆ **Convention Mints**
- ◆ **Continental Breakfasts** (Two available: Monday & Tuesday)
- ◆ **Daily Coffee/Refreshment Breaks** (Two available: Monday & Tuesday)
- ◆ **Convention Attendee Lists** (Includes exclusive full color back cover ad)

## Bronze Sponsor

**Benefits:** 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.

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## 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](mailto:advertising@mortgagebankers.org).

**CREF 12**

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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

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## 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: \$16,000 \_\_\_\_\_
- Contributor \$12,000 \_\_\_\_\_
- Host Sponsorship: \$8,000 \_\_\_\_\_

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## Individual Contact [for logistical purposes only - not an attendee registration]

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

## Company Information [as it should appear on the conference web site]

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

WEB SITE \_\_\_\_\_

## Payment Information

Payment enclosed (make check payable to MBA)

Bill my:  Visa  MasterCard  American Express

CARD# \_\_\_\_\_ EXP. \_\_\_\_\_ AMOUNT \_\_\_\_\_

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 CREF Convention & Expo 2012 sponsorship opportunities, please call (202) 557-2790.

### Contract Information

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