

MBA's National Secondary Market Conference & Expo

May 6-9, 2012
New York Marriott Marquis
New York, NY



Sponsorship Program

May 6 - 9, 2012

New York
Marriott Marquis
New York, New York

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 and non-refundable.

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

Information accurate as of 11/23/11



MBA's Sponsorship Program

National Secondary Market Conference - Meeting No. 2122048S - 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
- Full-page color ad in the conference notebook
- 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**
- **Opening Reception** (Sunday evening in the Expo)
- **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:

- **Wall Street Journal Distribution**
- **Conference Bags**
- **NEW - Conference Mobile App** (call for more information)
- **Networking Luncheon** (2 available: Monday, Tuesday)

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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:

- **Business Communications Center - ON HOLD**
- **NEW - Cell Phone Charging Station** (call for more information)
- **Conference Hotel Key Cards - ON HOLD**
- **Conference Pens - ON HOLD**
- **Conference Jr. Padfolios - ON HOLD**
- **Conference Information Desk - ON HOLD**

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:

- **Conference Notepads - ON HOLD**
- **Conference Attendee Lists** (w/back cover ad) - **ON HOLD**
- **NEW - Conference Daily e-mails** (call for more information)
- **Daily Coffee/Refreshment Breaks** (2 available: Mon./Tue.)
- **Networking Continental Breakfast** (2 available: Mon./Tue.)

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 requests for meeting room space and suite accommodations, but does not guarantee availability. Space is limited - and while available, it is assigned based on the overall level of conference support and the date on which a request is received. All persons will be required to have valid conference registration credentials for access to meeting rooms.**

- **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 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, NY 11555-0448

- **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

National Secondary Market Conference - Meeting No. 2122048S - Source SPONSALE

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

Sponsorship Level/Base Price*

Please check box and specify item/event

- | | | |
|--|----------|-------|
| <input type="checkbox"/> Diamond Sponsorship: | \$37,500 | _____ |
| <input type="checkbox"/> Platinum Sponsorship: | \$27,500 | _____ |
| <input type="checkbox"/> Gold Sponsorship: | \$18,500 | _____ |
| <input type="checkbox"/> Silver Sponsorship: | \$14,000 | _____ |
| <input type="checkbox"/> Bronze Sponsorship: | \$10,500 | _____ |
| <input type="checkbox"/> Host Sponsorship: | \$9,000 | _____ |

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Individual Contact Information *(person that will handle logistics)*

NAME	TITLE		
COMPANY	E-MAIL		
ADDRESS			
CITY	STATE	ZIP	
PHONE	FAX		

Company Information *(as it should appear online)*

COMPANY	_____		
ADDRESS			
CITY	STATE	ZIP	
PHONE	FAX		
WEB SITE			

Payment Information

- Payment enclosed (Please make check payable to MBA)

Bill my: Visa Mastercard American Express

CARD#	EXP.	AMOUNT
NAME 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, non-refundable, and will be confirmed in writing when paid in full.