



Servicers
wear many hats.

MBA's NATIONAL MORTGAGE
SERVICING CONFERENCE & EXPO 2012

FEBRUARY 21-24, 2012
ORLANDO WORLD CENTER MARRIOTT

Sponsorship Program

Orlando World
Center Marriott

February 21 - 24,
2012

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 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.

Previous Sponsors will only have until August 31, 2011, 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 National Mortgage Servicing Conference & Expo sponsorship opportunities, please contact Mark Brady: **(202) 557-2790** or **mbrady@mortgagebankers.org**

NOTE: Other items/events may be added or customized in each sponsor category. Call for details.

Information accurate as of 11/28/11



MBA's Sponsorship Program

National Mortgage Servicing Conference Meeting No. 2122054S Source: SPONSALE

Benefits of Conference Sponsorship

Sponsorship of MBA's annual National Mortgage Servicing Conference & Expo is a high visibility, cost-effective way to reach managers of servicing, defaults, customer service, escrow and reporting, as well as foreclosure and bankruptcy staff, consultants and many other mortgage 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 official conference program
- ◆ Sponsor ID/signage prominently displayed onsite at the conference
- ◆ Sponsor ID/hyperlink on the official conference web site
- ◆ Sponsor ID in all advance conference marketing communications*
- ◆ Sponsor ID in MBA periodicals*
- ◆ Full-page ad in the conference notebook
- ◆ E-mailed delivery of pre-/post-conference attendee mailing lists
- ◆ Opportunities to distribute literature/premiums to convention attendees
- ◆ Priority opportunity for meeting room and exhibit space assignments**
- ◆ Full promotional rights to conference logos and 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 space size and use.*

2012 Servicing Conference Sponsorships

Diamond Sponsor

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 display ad in the conference program plus four total complimentary sponsor registrations. Also included is an opportunity to select one of the following items or networking events for branding purposes:

- ◆ **Networking Luncheon** (Wednesday in the Expo)
- ◆ **Opening General Session** (Wed. morning) - **SOLD**
- ◆ **Conference Badge Holders** - **SOLD**
- ◆ **Opening Reception** (Wednesday in the Expo) - **SOLD**
- ◆ **Concurrent Session Tracks** (4 available)
- ◆ **NEW - Conference Mobile App & Pocket Guide** - **SOLD**

Platinum Sponsor

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 display ad in the conference program plus three total complimentary sponsor registrations. Also included is an opportunity to select one of the following items or networking events for branding purposes:

- ◆ **Welcoming Reception** (Tuesday in Expo) - **SOLD**
- ◆ **Networking Luncheon** (Thursday in the Expo)
- ◆ **Third General Session** - **SOLD**
- ◆ **Business Communications Center** - **SOLD**
- ◆ **Conference Bags** - **SOLD**
- ◆ **Conference Pens** - **SOLD**
- ◆ **Conference Junior Padfolios** - **SOLD**
- ◆ **Default Servicing Super Session** (Friday)

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2012 Servicing Conference Sponsorships

Gold Sponsor

Benefits: In addition to the regular sponsorship benefits, a Gold sponsor will receive a low-rotation banner on the conference web site, large-format signage at the conference, a full-page display ad in the conference program plus two total complimentary sponsor registrations. Also included is an opportunity to select one of the following items or networking events for branding purposes:

- ◆ Wednesday Continental Breakfast - SOLD
- ◆ Conference Notepads
- ◆ Conference Notebooks (w/ exclusive back cover ad) - SOLD
- ◆ Servicers Roundtable Discussion (Tuesday) - ON HOLD
- ◆ Conference Information Desk - SOLD
- ◆ **NEW** - Cell Phone Charging Station

Silver Sponsor

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 items or networking events for branding purposes:

- ◆ Thursday Continental Breakfast
- ◆ Daily Coffee/Refreshment Breaks (2 available) - Wed. SOLD
- ◆ **NEW** - Conference Daily Highlights E-mails

Bronze Sponsor

Benefits: In addition to the regular sponsorship benefits, including one complimentary sponsor registration, a Bronze sponsor will receive an opportunity to select one of the following networking/event opportunities for branding purposes:

- ◆ Friday Morning Coffee Service

Host Sponsor

Benefits: Standard benefits as described above, including one complimentary Sponsor registration.

NOTE: Other items/events may be added or 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 direct-mail distribution of **Mortgage Banking** magazine to over 35,000 real estate professionals. Inquire also about exclusive opportunities to advertise in MBA's official e-newsletter, **MBA NewsLink**. For detailed information, please call (203) 834-8832, or e-mail advertising@mortgagebankers.org.

Application for Sponsorship

National Mortgage Servicing Conference Meeting No. 2122054S Source: SPONSALE

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

- Diamond Sponsorship: \$33,000 _____
- Platinum Sponsorship: \$22,000 _____
- Gold Sponsorship: \$17,000 _____
- Silver Sponsorship: \$12,000 _____
- Bronze Sponsorship: \$9,000 _____
- Host Sponsorship: \$6,500 _____

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

Individual Contact Information (person handling conference logistics)

NAME _____ TITLE _____

COMPANY _____ E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

Company Information (for use in online sponsor ID listing)

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. DATE _____ AMOUNT _____

NAME 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 on MBA's National Mortgage Servicing Conference sponsorships, please call (202) 557-2790.

Contract Information

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

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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)

