



**MBA's COMMERCIAL  
REAL ESTATE FINANCE/  
MULTIFAMILY HOUSING  
Convention & Expo  
FEBRUARY 1-4 LAS VEGAS**

# MBA's CREF Convention Sponsorship Program

February 1-4, 2010  
Mandalay Bay  
Las Vegas, Nevada

**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 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) 557-2733 or [mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org)



# MBA's Sponsorship Program

## 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.

## 2010 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 - SOLD**
- ◆ **Opening General Session – Industry Outlook (8:45 a.m. Tuesday)**
- ◆ **Convention Bags – 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:

- ◆ **Sports Meet & Greet Reception (Features Randall Cunningham – Monday)**

### 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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# MBA's Sponsorship Program

## 2010 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 – Multifamily Outlook** (10:45 a.m. Tuesday)
- ◆ **Third General Session – Economic Outlook** (8:45 a.m. Wednesday)
- ◆ **NEW! - Leadership/Networking Breakfast** (8:30 a.m. Thursday)
- ◆ **Exhibit Hall Happy Hour** (Tuesday in Expo)
- ◆ **Business Communications Center Internet Service**
- ◆ **Convention Pocket Guides – SOLD**
- ◆ **Wall Street Journal Distribution – SOLD**
- ◆ **Convention Concierge / Restaurant Reservation Service**
- ◆ **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 - SOLD**
- ◆ **Convention Pens – SOLD**
- ◆ **Convention Luggage Tags**
- ◆ **Convention Mints**
- ◆ **Continental Breakfasts** (Two included: Tuesday & Wednesday)
- ◆ **Exhibit Hall Coffee Breaks** (Two included: Tuesday & Wednesday)
- ◆ **Afternoon Refreshment Breaks** (Two included: Tuesday & Wednesday)
- ◆ **Convention Attendee Lists** (Includes exclusive 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.

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).



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## APPLICATION INSTRUCTIONS

**FAX** your completed application with credit card information to:

**(202) 721-0198**

**MAIL** (US Postal Service only) your completed application/payment to:

Mortgage Bankers Association  
P.O. Box 403945  
Atlanta, GA 30384-3945

**OVERNIGHT** (FedEx, UPS, etc.) your completed application/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

CREF Convention Sponsorships - Meeting No. 2002016S - 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 \$10,250 \_\_\_\_\_
- 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.