

Sponsorship Fees for the 2009 NRMLA Annual Meeting & Expo



Complete your application for sponsorship before September 25, 2009 for the NRMLA 2009 Annual Meeting and Expo to be held at the Grand Hyatt San Diego and save!

Diamond

Early Rate \$20,000 (by 9/25/09) | **Regular Rate \$22,000** (beginning 9/26/09)

BENEFITS INCLUDE:

- Complimentary Button Ad at www.nrmlaonline.org* starting 7/15/2009 thru 12/1/2009
- (6) Six Complimentary Registrations
- Full Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 20'x 20' island booth at Expo Entrance
- Meeting/Hospitality Room for Sponsor use Wednesday and Thursday only
- e-Blast Recognition to potential registrants in NRMLA databases
- e-Blast HTML provided for inviting Clients of Sponsor via e-Blast

SOLD

Platinum

Early Rate \$12,000 (by 9/25/09) | **Regular Rate \$14,000** (beginning 9/26/09)

BENEFITS INCLUDE:

- (4) Four Complimentary Registrations
- Full Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 10'x 20' pipe & drape booth

Gold

Early Rate \$8,500 (by 9/25/09) | **Regular Rate \$10,000** (beginning 9/26/09)

BENEFITS INCLUDE:

- (3) Three Complimentary Registrations
- (1/2) Half Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 10'x 10' pipe & drape booth

Silver

Early Rate \$6,500 (by 9/25/09) | **Regular Rate \$7,500** (beginning 9/26/09)

BENEFITS INCLUDE:

- (2) Two Complimentary Registrations
- (1/4) Quarter Page, Four Color Ad in Conference Book
- Exhibit Space - including an 8'x 10' pipe and drape booth

Bronze

Early Rate \$5,000 (by 9/25/09) | **Regular Rate \$6,000** (beginning 9/26/09)

BENEFITS INCLUDE:

- (1) One Complimentary Registration
- Exhibit Space - including an 8'x 10' pipe and drape booth
- Names (no logo) listed on signage

EVERY SPONSOR WILL ALSO RECEIVE THE FOLLOWING BENEFITS

- Event Signage
- General Session Display Recognition
- Button and Hyperlink on Conference Website
- Pre and Post Conference Attendee List (*electronic format and not available to Bronze sponsors before November 5th, 2009*)
- Promotional Rights to use Convention Logo for sponsor marketing



2009 NRMLA Annual Meeting & Expo

Grand Hyatt San Diego
November 18 – 20, 2009





NRMLA offers sponsorship opportunities that meet your needs and your budget!

Sign-up today and capture everyone's attention! Sponsor and Advertiser applications are subject to acceptance by NRMLA in accordance with association membership rules and regulations

EVENT & MATERIALS SPONSORSHIPS

Opening Reception

- An exclusive opportunity to customize this high profile event that celebrates NRMLA and promotes your business with each and every attendee of the Annual Conference

\$15,000

Conference Badge/Lanyard Combo

- Company logo on badge or lanyard worn by every attendee.

\$5,000

Eco Totes—1 Color Biodegradable

- Company logo on bag and your printed materials inserted in the bag and in the hands of all attendees.



\$7,000

Conference Pens

- You supply the pens with your company logo in front of every attendee at each breakout and session. Minimum units required will be provided by October 15, 2009.

\$1,500

Convention Schedule at-a-Glance Boards (8' Tall) (Wednesday)

- Company name and logo prominently displayed. Attendees will see it every time they consult the schedule-at-a-glance boards.

\$3,000

Convention Schedule at-a-Glance Boards (8' Tall) (Thursday)

- Company name and logo prominently displayed. Attendees will see it every time they consult the schedule-at-a-glance boards.

\$3,000

Non-member Sponsors will be charged an additional \$1,500 which will include an Associate Membership.

CONFERENCE BOOK ADVERTISING (All ads are 4-color)

AD SIZE	DIMENSIONS	PRICE
Back Cover	7.5" w x 10" h	\$7,500
Inside Back Cover	7.5" w x 10" h	\$4,000
Inside Front Cover	7.5" w x 10" h	\$4,000
Full Page	7.5" w x 10" h	\$4,000
1/2 Page (horizontal only)	7.5" w x 4.875 h	\$2,500
1/3 Page (vertical only)	4" w x 7" h	\$1,500
1/4 Page (vertical only)	3.625" w x 4.875" h	\$1,000

SOLD



Sponsorship and Advertising Specifications



1. Sponsor Logo

Please submit your logo for the following uses in accordance with the specifications listed. Should NRMLA or their representatives receive your logo in any other format, NRMLA and their representatives will not be responsible for the quality or resolution of post production materials.

a. NRMLA Annual Meeting Website

- i. Submit as an eps file or high resolution tif file in a 2x3 format
- ii. Be sure to provide NRMLA with the desired hyperlink destination for your organization or company.

b. NRMLA Annual Meeting Conference Book

- i. A vector file is preferred
- ii. If a vector file is not available, a 300 ppi .tif or .jpg file is acceptable

Logo postings with hyperlinks on the NRMLA website are subject to production schedule deadlines and space available after materials have been received.

2. NRMLA Logo

- a. Should your company elect to use the NRMLA Annual Meeting logo on your website or other materials, please contact Adam Gerber (agerber@nrmla.org) for an authorization form
- b. The NRMLA logo, when used on a website with authorization must include a hyperlink to the conference website, www.regonline.com/NRMLAAnnual2009

3. Advertising

When submitting advertisements for the Annual Meeting Conference Book, please do so in accordance with the specifications listed below. Should NRMLA or their representatives receive your advertisement in any other format, NRMLA and their representatives will not be responsible for the quality or resolution of production materials.

- a. Deadline for submitting ads is **October 16, 2009**
- b. Format for ads should be as a high resolution, press-ready PDF
- c. Size Specifications are noted below

All Materials, Ads and Logos should be submitted to:

NRMLA
1400 16th Street, NW
Suite 420
Washington, DC 20036

Or via e-mail at agerber@nrmla.org
Questions about marketing materials should be submitted to:
e-mail agerber@nrmla.org
phone 202-939-1777



NRMLA 2009 Annual Meeting and Expo

Take advantage of this opportunity to meet and mingle with the largest gathering of professionals involved in the Reverse Mortgage Industry. In 2008 over 800 people gathered in Los Angeles for this conference. Be sure to be a part of the 2009 event.



If you are searching for new sources of business or to expand your existing reverse mortgage client base, you won't want to miss this affordable and highly accessible opportunity. NRMLA is now accepting event & material sponsorships, exhibit sponsorships and advertising in the conference brochure from companies and organizations that support the Reverse Mortgage Industry. If you're a vendor, use this conference as a springboard to gain valuable exposure within the fastest growing sector of the secondary mortgage business by becoming a conference sponsor and exhibitor.

Applications for sponsorship, exhibits and advertising are now being accepted with early application rates available only through September 25, 2009 on a first come, first serve basis. Premium space for Diamond, Platinum and Gold Sponsors is limited. You are urged to act quickly.

EXPOSITION SPONSORSHIP LEVELS

Diamond

(2) Diamond Sponsor Opportunities:

Limited Sponsorships Available on a First Come/First Serve Basis

Early Rate \$20,000 (by 9/25/09) | **Regular Rate \$22,000** (beginning 9/26/09)

- (6) Six Complimentary Registrations
- Full Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 20'x20' island booth at Expo Entrance
- Meeting/Hospitality Room for Sponsor use Wednesday and Thursday***
- e-Blast Recognition to potential registrants in NRMLA databases
- e-Blast HTML provided for inviting Clients of Sponsor via e-Blast
- Event Signage
- Complimentary Banner Ad at www.regonline.com/NRMLAAnnual2009**
- General Session Display Recognition
- Button and Hyperlink on Conference Website**
- Logo on Event Marketing Materials
- Pre and Post Conference Attendee List (electronic format)
- Promotional Rights to use Convention Logo for sponsoring marketing

***Diamond Level Meeting/Hospitality Room does not include costs for Food & Beverage, Audio/Visual needs, decorations, private key access or any other costs associated with the use of this space by the Sponsor. NRMLA is not responsible for in-conjunction events financially or legally. Space is available Wednesday and Thursday

continued

Platinum Early Rate \$12,000 (by 9/25/09) | Regular Rate \$14,000 (beginning 9/26/09)

- (4) Four Complimentary Registrations
- Full Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 10'x20' pipe & drape booth (see diagram for location)
- Event Signage
- Complimentary Banner Ad at www.regonline.com/NRMLAAnnual2009**
- General Session Display Recognition
- Button and Hyperlink on Conference Website**
- Logo on Event Marketing Materials
- Pre and Post Conference Attendee List (electronic format)
- Promotional Rights to use Convention Logo for sponsoring marketing

Gold Early Rate \$8,500 (by 9/25/09) | Regular Rate \$10,000 (beginning 9/26/09)

In addition to the regular benefits listed above, Gold sponsors will receive:

- (3) Three Complimentary Registrations
- (1/2) Half Page, Four Color Ad in Conference Book
- Premium Exhibit Space - including a 10'x10' pipe & drape booth
- Event Signage
- Complimentary Button Ad at www.regonline.com/NRMLAAnnual2009**
- General Session Display Recognition
- Button and Hyperlink on Conference Website**
- Logo on Event Marketing Materials
- Pre and Post Conference Attendee List (electronic format)
- Promotional Rights to use Convention Logo for sponsoring marketing

Silver Early Rate \$6,500 (by 9/25/09) | Regular Rate \$7,500 (beginning 9/26/09)

In addition to the regular benefits listed above, Gold sponsors will receive:

- (2) Two Complimentary Registrations
- (1/4) Quarter Page, Four Color Ad in Conference Book
- Exhibit Space* - including a 8'x10' booth
- Event Signage
- Complimentary Button Ad at www.regonline.com/NRMLAAnnual2009**
- Button and Hyperlink on Conference Website**
- Pre and Post Conference Attendee List (electronic format)
- Promotional Rights to use Convention Logo for sponsoring marketing

Bronze Early Rate \$5,000 (by 9/25/09) | Regular Rate \$6,000 (beginning 9/26/09)

In addition to the regular benefits listed above, Bronze sponsors will receive:

- (1) One Complimentary Registration
- Exhibit Space - 8'x10' booth
- Names (no logo) listed on signage
- Button and Hyperlink on Conference Website**
- Pre and Post Conference Attendee List (electronic format) after October 29, 2008
- Promotional Rights to use Convention Logo for sponsoring marketing

* Non-Member Sponsors in the exhibition area will be charged an additional \$1,500 which will include an Associate Membership

** Available based on receipt of sponsorship application and subject to production schedule deadlines and space available after materials received

Upon acceptance of sponsorship application and payment, notification of booth placement will be sent to the primary sponsorship contact. Booth placement will be assigned first come, first serve.

Early Rate ends September 25, 2009



SPONSORSHIP APPLICATION FORM

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NRMLA 2009 Annual Meeting and Expo



Navigating Change: Sailing Safely in a New Economy

Early Rate ends September 25, 2009.

Return completed application with payment.

Directions: Please provide your contact information below and the sponsorship items you wish to purchase. As a sponsor benefit, you receive anywhere from 1-6 complimentary conference registrations. Please identify the names and email addresses of these attendees at the end of this form.

1. Sponsorship Contact *All information must be completed.*

Name _____

Firm _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone Number _____ Fax Number _____

Email Address _____ Direct Telephone Number _____

2. Pricing *See Sponsorship Details for more information.*

Early Rate *(8/1/09 through 9/25/09)*

Program Sponsorships: Diamond ~~\$20,000~~ Platinum \$12,000 Gold \$8,500 Silver \$6,500 Bronze \$5,000
 Non-Member add \$1,500 *(includes an Associate Membership)*

Regular Rate *(Beginning 9/26/09)*

Program Sponsorships: Diamond \$22,000 Platinum \$14,000 Gold \$10,000 Silver \$7,500 Bronze \$6,000
 Non-Member add \$1,500 *(includes an Associate Membership)*

Event and Materials Sponsorships *(*Partial Sponsorships Available. Sponsorship details and benefits are listed and confirmed at www.nrmlaonline.org/annual2009)*

	MEMBER		MEMBER
Opening Reception	<input type="checkbox"/> \$15,000*	Eco Totes—1 Color Biodegradable	<input type="checkbox"/> \$7,000
Conference Pens	<input type="checkbox"/> \$1,500	Convention Schedule At-a-Glance Boards (Wed.)	<input type="checkbox"/> \$3,000
Conference Lanyards/Name Badge	<input type="checkbox"/> \$5,000	Convention Schedule At-a-Glance Boards (Thu.)	<input type="checkbox"/> \$3,000
	<input type="checkbox"/> Non-Member add \$1,500 <i>(includes an Associate Membership)</i>		

Conference Book Advertising

All Ads are 4-color

	MEMBER		MEMBER
Full Page Ad	<input type="checkbox"/> \$4,000	Back Cover \$7,500	<input type="checkbox"/> \$7,500
Half Page Ad (horizontal only)	<input type="checkbox"/> \$2,500	Inside Front Cover	<input type="checkbox"/> \$4,000
Third Page Ad (vertical only)	<input type="checkbox"/> \$1,500	Inside Back Cover	<input type="checkbox"/> \$4,000
Quarter Page Ad (vertical only)	<input type="checkbox"/> \$1,000		
	<input type="checkbox"/> Non-Member add \$1,500 <i>(includes an Associate Membership)</i>		

Total Payment \$ _____

continued



SPONSORSHIP APPLICATION FORM

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Early Rate ends September 25, 2009.

3. Payment

Check (payable to NRMLA) Visa MasterCard AmericanExpress

Total Payment Amount: \$ _____

Credit Card Number _____ Security Code _____ Exp Date MM/YY _____

Cardholder Name _____

Billing Address _____ Billing City _____

Billing State/Province _____ Billing Zip/Postal Code _____ Country _____

Refund and Cancellation Policy:

- All sponsorship cancellations must be received in writing – fax to (209-549-1508) or email to Sarah Aaronson (sarah@IRMevents.com) are acceptable.
- Absolutely no refunds issued after seven days of receipt of the signed contract and payment.
- All registrations for complimentary sponsorship attendees will be cancelled in conjunction with the sponsorship.

4. Complimentary Attendees *All attendees must be an associate of the sponsoring firm.*

Attendee information based on sponsor level: _____
(i.e., Diamond, Platinum, Gold, Silver, Bronze Sponsor)

Attendee Name _____ Attendee Name _____

Email _____ Email _____

Attendee Name _____ Attendee Name _____

Email _____ Email _____

Attendee Name _____ Attendee Name _____

Email _____ Email _____

Sponsor and Advertiser applications are subject to acceptance by NRMLA in accordance with association membership rules and regulations

Return Sponsorship Application Form to:

NRMLA • 1400 16th Street, NW, Suite 420 • Washington, DC 20036 • Tel. 202.939.1777 • Fax 202.265.4435

www.regonline.com/NRMLAAnnual2009

If you have any questions, please contact Adam Gerber 202.939.1777, email agerber@nrmla.org