

Northeast Conference of Mortgage Brokers

presented by the
The New Jersey Association of Mortgage Brokers and The Pennsylvania Association of Mortgage Brokers



September 20 - 22, 2010
Trump Taj Mahal Casino Resort, Atlantic City, NJ



Sponsorship and Advertising Brochure

- Exhibitors receive one complimentary full Conference registration and special pricing for additional registrants
- Opening Reception Monday in the Exhibit Hall
- Exhibit Hall On Tuesday - full afternoon with lunch included
- Exhibit Hall ONLY Pass available



2010 Northeast Conference of Mortgage Brokers - Conference Sponsorship Opportunities

All Conference Sponsorships Include:

- Recognition as a Conference Sponsor in the Conference Program Book, Promotional Materials, Conference Signs and Recognition in the New Jersey Mortgage Professional Magazine
- Announcement of Sponsorship at the Opening General Session

Additional benefits are based on the level of contribution which are listed under each sponsorship level below.

Sponsorship:	Includes:
Executive Annual Sponsor - \$7,500 Exclusive: Only one company in each type of business will be accepted (first come, first served) e.g. only one MI, one wholesaler, etc.	<ul style="list-style-type: none"> • Complimentary Double Exhibit Booth • Five Complimentary Conference Registrations • Complimentary Electronic Attendee List • Special Executive Annual Sponsor Ribbon • Invitation to VIP Dinners • Free Full Page Ad in the Conference Program Book • First Opportunity to Sponsor each year thereafter
Gala Cocktail Reception Sponsor (9/21)- \$5,500	<ul style="list-style-type: none"> • Signs at Reception • Complimentary Exhibit Booth • Two Complimentary Conference Registration • Half Page Ad in Conference Program • Opportunity to provide either one small marketing piece or beverage napkins with logo, to be place at reception (sponsor provides items)
Conference Neck Wallets - \$5,250	<ul style="list-style-type: none"> • Company Name/Logo will appear on each of the Conference Neck Wallets worn by all attendees • Two Complimentary Full Conference Registrations • Half Page Ad in the Conference Program Book
Aisle Signs Sponsor - \$5,000	<ul style="list-style-type: none"> • Your company's logo and booth number on each aisle sign in the Exhibit Hall
Exhibit Hall Luncheon Sponsor (10/22) - \$4,500	<ul style="list-style-type: none"> • Signs at Luncheon • Complimentary Exhibit Booth • Two Complimentary Conference Registration • Half Page Ad in Conference Program • Opportunity to provide either one small marketing piece or beverage napkins with logo, to be place at luncheon (sponsor provides items)
Badge Sponsor - \$3,925	<ul style="list-style-type: none"> • Complimentary Exhibit Booth • Company Name/Logo will appear on each of the Badges during the entire Conference • Two Complimentary Full Conference Registrations
Conference Bag Sponsor - \$3,925	<ul style="list-style-type: none"> • Complimentary Exhibit Booth • Distribution of Sponsor Bags to all attendees at registration desk • Sponsor may provide promotional flyer to be distributed in the Conference Bag • Sponsor provides bags, quantity to be provided
Platinum Sponsor - \$3,925	<ul style="list-style-type: none"> • Complimentary Exhibit Booth • Three Complimentary Conference Registrations • Free Half Page Ad in the Conference Program Book
Opening Cocktail Reception Sponsor (9/20)- \$3,500	<ul style="list-style-type: none"> • Signs at Reception • Complimentary Exhibit Booth • Two Complimentary Conference Registration • Half Page Ad in Conference Program • Opportunity to provide either one small marketing piece or beverage napkins with logo, to be place at reception (sponsor provides items)
Program Book Sponsor - \$2,500	<ul style="list-style-type: none"> • Company Name/Logo will appear on the front cover of the Conference Program Book which will be distributed to every attendee • Two Complimentary Full Conference Registrations

2010 Northeast Conference of Mortgage Brokers - Conference Sponsorship Opportunities Cont'd

Premium Hospitality Booth Sponsor - \$2,300 We'll start this year's conference off with a BANG at our Grand Opening Reception on the Exhibit Hall Floor! You'll be sure to get plenty of foot traffic at your booth by selecting a Premium Hospitality Booth located next to a bar or food station.	<ul style="list-style-type: none"> One 10'x10' Booth next to a bar or food station One Complimentary Conference Registration Sponsor Sign at one bar or food station
Gold Sponsor - \$2,225	<ul style="list-style-type: none"> Complimentary Exhibit Booth Two Complimentary Conference Registrations Free Half Page Ad in the Conference Program Book
Silver Sponsor - \$1,250	<ul style="list-style-type: none"> Two Complimentary Conference Registrations
Continental Breakfast Sponsor - (September 21st) - \$1,200	<ul style="list-style-type: none"> One Complimentary Conference Registration Opportunity to provide either one small marketing piece or beverage napkins with logo, to be place at breakfast station (sponsor provides items)
Breakout Session Sponsor - \$1,000	<ul style="list-style-type: none"> One Complimentary Conference Registration
Coffee Break Sponsor - \$900 (Choose ONE: September 21st, a.m. or p.m.; or 22nd - a.m.)	<ul style="list-style-type: none"> Opportunity to provide either one small marketing piece or beverage napkins with logo, to be place at breakfast station (sponsor provides items)
Golf Outing Luncheon Sponsor - \$500	<ul style="list-style-type: none"> Sign with Company Name at the Luncheon
Contributor - \$350	
Golf Outing Tee or Green Sponsor - \$125	<ul style="list-style-type: none"> Tee or Green Sign with Company Name

2010 Northeast Conference of Mortgage Brokers - Advertising Opportunities

Don't miss the opportunity to promote your company and its products by advertising in this year's New Jersey Association of Mortgage Brokers Annual Conference Program Book. This is a cost-effective way to showcase what your company has to offer! Minimum effort, maximum visibility!

Advertising Rates:

	Camera Ready	Non-Camera Ready
Full Page - 3.25" wide x 7" high	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575
Half Page - 3.25" wide x 3.5" high	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425

Specifications:

- All Advertisements are in black and white.
- Sizes indicated above indicate finished size of the advertisement
- No bleeds allowed
- Ads can be submitted via e-mail to: rfernandez@njamb.org as hi-resolution pdf's

Deadline for advertising submissions is: Friday, September 3, 2010.

2010 Northeast Conference of Mortgage Brokers -Sponsorship/Advertising Opportunities

Please be sure to include all items:

- For Sponsorship:
 - Please include all necessary paperwork along with the Sponsorship Form on the following page (i.e. Booth Application if your sponsorship includes a booth or individual registration form, for complimentary registrations)
 - Please include an illustrator .eps version of your logo for inclusion in promotional materials
 - For questions about Sponsorship contact Francesca Mingione, CMP Meeting Planner, fmingione@njamb.org

- For Advertising (see above for details, please indicate ad size on reverse order form.)
 - For questions about Advertising contact Rosa A. Fernandez, Communications Coordinator, rfernandez@njamb.org

2010 Northeast Conference of Mortgage Brokers - Sponsorship/Advertising Opportunities

Please indicate sponsorship level below:

To discuss an alternate sponsorship opportunity contact:

Francesca Mingione at 973-379-7447 or e-mail fmingione@njamb.org.

CONFERENCE SPONSORSHIP OPPORTUNITIES	HOSPITALITY SPONSORSHIPS
<input type="checkbox"/> \$7,500 Executive Annual	<input type="checkbox"/> \$5,500 Gala Cocktail Reception (10/22)
<input type="checkbox"/> \$3,925 Platinum	<input type="checkbox"/> \$3,500 Opening Cocktail Reception (10/21)
<input type="checkbox"/> \$2,225 Gold	<input type="checkbox"/> \$4,500 Exhibit Hall Luncheon (10/22)
<input type="checkbox"/> \$1,250 Silver	<input type="checkbox"/> \$2,300 Premium Hospitality Booth (10/21)
<input type="checkbox"/> \$1,000 Breakout Session	<input type="checkbox"/> \$1,200 Continental Breakfast (10/22)
<input type="checkbox"/> \$350 Contributor	<input type="checkbox"/> \$900 Coffee Break (10/22) a.m.
<input type="checkbox"/> \$500 Golf Luncheon Sponsor (10/21)	<input type="checkbox"/> \$900 Coffee Break (10/22) p.m.
<input type="checkbox"/> \$125 Golf Tee or Green Sponsor (10/21)	<input type="checkbox"/> \$900 Coffee Break (10/23) a.m.
EXCLUSIVE SPONSORSHIP OPPORTUNITIES	
<input type="checkbox"/> \$5,250 Conference Neck Wallets	
<input type="checkbox"/> \$5,000 Aisle Sign Sponsor	
<input type="checkbox"/> \$3,925 Badge Sponsor	
<input type="checkbox"/> \$3,925 Conference Bag Sponsor	
<input type="checkbox"/> \$2,500 Program Book Sponsor	

ADVERTISING OPPORTUNITIES

Mail or fax this form with your non-refundable payment to: NJAMB/PAMB Conference, 385 Morris Avenue, Springfield, NJ 07081 or Fax: 973-379-5152, if you have questions please call the NJAMB Office at 973-379-7447 or E-mail: rfernandez@njamb.org.

Full Page - 3.25" wide x 7" high Half Page - 3.25" wide x 3.5" high	Camera Ready <input type="checkbox"/> \$475 <input type="checkbox"/> \$325	Non-Camera Ready <input type="checkbox"/> \$575 <input type="checkbox"/> \$425
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Mail or fax this form with your non-refundable payment to: NJAMB/PAMB Conference, 385 Morris Avenue, Springfield, NJ 07081 or Fax: 973-379-5152, if you have questions please call the NJAMB Office at 973-379-7447 or e-mail info@njamb.org.

Returned checks - A \$30 fee will be charged for returned checks.

Contact Person Information

Contact Person Name & Title

Company

Address

City/State/Zip

Phone/Fax/E-mail

Payment Method: Check (Made Payable to NJAMB) CREDIT CARD: VISA OR MASTERCARD

Name on card

Signature

Card Number

_____/_____
Expiration MM/YYYY

3-digit V-code

WE DO NOT ACCEPT AMERICAN EXPRESS OR DISCOVER CHARGE CARDS.