

Reach over 40,000 companies on our mailing list and 3,500 mortgage-related industry professionals including senior level executives and business owners from 25 states and Washington, D.C. who attend the Conference.

FACE THE FUTURE WITH KNOWLEDGE

27th Annual Regional Conference of
Mortgage Bankers Associations

Sponsorship and Advertising Opportunities Brochure

**March 14 - 18, 2010
Trump Taj Mahal Casino Resort
Atlantic City, NJ**



CONFERENCE PARTNER COCKTAIL RECEPTION SPONSORSHIPS

Benefits:

- Company Name and Logo prominently displayed in Conference brochures (over 40,000 mailed)
- Complimentary 10' x 10' Exhibit Booth
- Full Page Advertisement (3.25" wide x 7" high) in the Conference Program Book
- Publicity in the Mortgage Press
- Company Name and Logo in all Conference Advertising
- Two Complimentary Conference Registrations
- Access to Private Hospitality Suite for Sponsors & Guests
- Pre-Registration Attendee List
- Invitation to VIP Dinners
- Plaque presented at the Conference
- Conference Signage with your Company's Logo
- Signage at Tues. or Wed. Cocktail Reception (depending on which event sponsored)
- Special Conference Partner Sponsor Ribbon

Tuesday, March 16, 2010
Cocktail Reception in the Exhibit Hall - \$17,250

Wednesday, March 17, 2010

SOLD



SECURITY ATLANTIC
WHOLESALE LENDING GROUP

EXECUTIVE ANNUAL SPONSORSHIPS

Exclusive: Only one company in each type of business will be accepted (first come, first served) e.g. only one MI, one wholesaler, etc.

Benefits:

- Company Name and Logo prominently displayed in both brochures (over 40,000 mailed)
- Complimentary 10' x 10' Exhibit Booth
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- Pre-Registration Attendee List
- Invitation to VIP Dinners
- Plaque presented at the Conference
- Conference Signage with your Company's Logo
- Special Executive Annual Sponsor Ribbon

Residential **\$10,000**
 Commercial Property **\$5,000**

KEYNOTE SPEAKER SPONSORSHIPS

Benefits:

- Sponsor's Representative will introduce the Keynote speaker at the General Session
- Company Name and Logo prominently displayed in both brochures (over 40,000 mailed)
- Publicity in the Mortgage Press
- Company Name and Logo in all Conference Advertising
- One Complimentary Conference Registration
- Pre-Registration Attendee List
- Invitation to VIP Dinners
- Conference Signage with your Company's Logo
- Special Keynote Speaker Sponsor Ribbon

Residential **\$9,500**
 Commercial Property **\$4,500**

EXCLUSIVE GOLD SPONSORSHIPS

Benefits below are included with your Neck Wallet, Residential Badges, Commercial Badges, Program Book and Brochures Exclusive Gold Sponsorship:

- One Complimentary Conference Registration
- Half Page Advertisement (3.25" wide x 3.5" high) in the Conference Program Book
- Publicity in the Mortgage Press
- Recognition in the Conference Program Book
- Recognition in the Promotional Brochures
- Plaque presented at the Conference
- Conference Signage with your company's logo

Benefits:

• Your Company's Name and Logo will appear on each of the Conference Neck Wallets worn by attendees

Neck Wallets **\$8,500**

• Your Company's Name and Logo will appear on each Badge of the Conference segment that you sponsor

Residential Badges **\$6,500**

Commercial Property Badges **\$3,500**

• Your Company's Name and Logo will appear on each of the Conference Program Book

Program Book **\$5,500**

• Your Company's Name and Logo will appear on each of the Conference Brochures mailed out to over 40,000

Brochures **\$5,000**

****NEW THIS YEAR****

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. This valuable package includes:

- One 10'x10' Booth next to a bar or food station
- One Complimentary Conference Registration
- Sponsor Sign at one bar or food station

Premium Hospitality Booth - (\$2,300)

A LIMITED quantity of Premium Booths will be available – ACT NOW!

EXCLUSIVE GOLD SPONSORSHIPS

Benefits below are included with your Aisle Signs and Cyber Cafe Sponsorships:

- One Complimentary Conference Registration
- Half Page Advertisement (3.25" wide x 3.5" high) in the Conference Program Book
- Publicity in the Mortgage Press
- Recognition in the Conference Program Book
- Recognition in the Promotional Brochures
- Plaque presented at the Conference
- Conference Signage with your company's logo

Benefits:

- Your Company's Logo will appear on each Aisle sign hung in the Residential Exhibit Hall
 - Aisle Signs** **\$5,000**
- Your Company's Name and Logo will appear on a sign located at the Cyber Cafe
 - Cyber Cafe** **\$3,500**

GOLD SPONSOR	SILVER SPONSOR	CONTRIBUTIONS
(See Sponsorship Categories & Costs on next page)		
<ul style="list-style-type: none"> • Half Page Advertisement (3.25" wide x 3.5" high) in the Conference Program Book • Publicity in the Mortgage Press • Recognition in the Conference Program Book • Recognition in Promotional Brochures • One Complimentary Conference Registration • Plaque presented at the Conference • Recognition on Conference Signage 	<ul style="list-style-type: none"> • Publicity in the Mortgage Press • Recognition in the Conference Program Book • Plaque presented at the Conference • Recognition on Conference Signage 	<ul style="list-style-type: none"> • Recognition in the Conference Program Book • Recognition on Conference Signage

ADVERTISING OPPORTUNITIES

Reach top decision makers at the 2010 Regional Conference of Mortgage Bankers Associations, which will be held from March 14 - 18 at the Trump Taj Mahal Casino Resort in Atlantic City. A comprehensive Program Book and Exhibit Guide is being produced for the 2010 Regional Conference and will be distributed to all attendees.

Don't miss this powerful opportunity to communicate your company's message to over 3,500 mortgage industry professionals, including senior level executives and business owners!

Advertising Size		
Full Page Ad	(vertical only)	3.25" wide x 7" high
Half Page Ad	(vertical only)	3.25" wide x 3.5" high
Advertising Rates		
	Camera Ready	Not Camera Ready*
Back Cover	<input type="checkbox"/> \$1,425.00	<input type="checkbox"/> \$1,525.00
Inside Front Cover	SOLD	
Inside Back Cover	<input type="checkbox"/> \$1,250.00	<input type="checkbox"/> \$1,350.00
Full Page	<input type="checkbox"/> \$850.00	<input type="checkbox"/> \$950.00
Half Page	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$750.00
* Please include specific typesetting and design instructions when sending in non camera ready artwork.		

Payment

Payment must be received with the order and advertisement, premium space is on a first come, first served basis. A non-refundable check should be made payable to **MBA-NJ Regional Conference** and mailed to the MBA-NJ, 385 Morris Avenue, Springfield, NJ 07081. Returned Checks — A \$30 fee will be charged for returned checks.

Deadlines

Ads MUST be received by the MBA-NJ office no later than February 17, 2010. The ads should be in .tif, .eps or .pdf format. To place your ad order, please complete the form on the opposite page and return with your ad copy and a check in the appropriate amount. If you have any questions please call Rosa A. Fernandez, Communications Coordinator at 973-379-7447, or e-mail: rfernandez@mbanj.com

SPONSORSHIP/ADVERTISING OPPORTUNITIES

SPONSORSHIP: Please check the appropriate box indicating your Sponsorship selection and mail this form, with all necessary supporting paperwork (if your Sponsorship includes a booth or Conference Registration include that paperwork), with your non-refundable check.
 My Sponsorship includes: Complimentary Booth and my Choice for Location is _____
 Complimentary Conference Registration. Be sure to include the Registration Form(s) when you send in this Sponsorship Form.
 A Full Page Ad for the Program Book 3.25" wide x 7" high (submit electronically to: rfernandez@mbanj.com)
 A Half Page Ad for the Program Book 3.25" wide x 3.5" high (submit electronically to: rfernandez@mbanj.com)

Conference Partner /Cocktail Reception Sponsorships	Tuesday, March 16, 2010 Wednesday, March 17, 2010	<input type="checkbox"/> \$17,250 SOLD
Executive Annual Sponsorships	Residential Commercial Property	<input type="checkbox"/> \$10,000 <input type="checkbox"/> \$5,000
Keynote Speaker Sponsorships	Residential Commercial Property	<input type="checkbox"/> \$9,500 <input type="checkbox"/> \$4,500
Exclusive Gold Sponsorships	Neck Wallets Residential Badges Commercial Property Badges Program Book Brochures Aisle Signs Cyber Cafe	<input type="checkbox"/> \$8,500 <input type="checkbox"/> \$6,500 <input type="checkbox"/> \$3,500 <input type="checkbox"/> \$5,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$3,500
Premium Hospitality Booth Sponsorship	Residential	<input type="checkbox"/> \$2,300
Continental Breakfast Sponsorships	March 15, 2010 - Commercial Property March 16, 2010 - Commercial Property March 17, 2010 - Residential March 18, 2010 - Residential	Gold <input type="checkbox"/> \$1,500 Gold <input type="checkbox"/> \$1,500 Gold <input type="checkbox"/> \$1,750 Gold <input type="checkbox"/> \$2,500 Silver <input type="checkbox"/> \$750 Silver <input type="checkbox"/> \$750 Silver <input type="checkbox"/> \$750 Silver <input type="checkbox"/> \$1,000
Coffee Break Sponsorships	March 15, 2010 - Commercial Property a.m. March 15, 2010 - Commercial Property p.m. March 16, 2010 - Commercial Property March 16, 2010 - Residential March 17, 2010 - Residential March 18, 2010 - Residential	Gold <input type="checkbox"/> \$1,000 Gold <input type="checkbox"/> \$1,000 Gold <input type="checkbox"/> \$1,000 Gold <input type="checkbox"/> \$1,000 Gold <input type="checkbox"/> \$1,250 Gold <input type="checkbox"/> \$1,250 Silver <input type="checkbox"/> \$500 Silver <input type="checkbox"/> \$500 Silver <input type="checkbox"/> \$500 Silver <input type="checkbox"/> \$500 Silver <input type="checkbox"/> \$600 Silver <input type="checkbox"/> \$600
Networking Luncheon Sponsorships	March 15, 2010 - Commercial Property March 16, 2010 - Commercial Property March 17, 2010 - Residential	Gold <input type="checkbox"/> \$2,500 Gold <input type="checkbox"/> \$3,250 Gold <input type="checkbox"/> \$4,250 Silver <input type="checkbox"/> \$1,000 Silver <input type="checkbox"/> \$1,000 Silver <input type="checkbox"/> \$1,500
Commercial Property Cocktail Reception Sponsorships	March 14, 2010 - Commercial Property March 15, 2010 - Commercial Property	Gold <input type="checkbox"/> \$3,500 Gold <input type="checkbox"/> \$3,500 Silver <input type="checkbox"/> \$1,500 Silver <input type="checkbox"/> \$1,500
Miscellaneous	March 14 - 18, 2010 - Registration Area Exhibit Hall Refreshments	Gold <input type="checkbox"/> \$2,500 Gold <input type="checkbox"/> \$1,500 Silver <input type="checkbox"/> \$500 Silver <input type="checkbox"/> \$750
Contributions	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 <input type="checkbox"/> \$250

ADVERTISING:

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Inside Front Cover	SOLD
Inside Back Cover	<input type="checkbox"/> \$1,250.00 <input type="checkbox"/> \$1,350.00
Full Page	<input type="checkbox"/> \$850.00 <input type="checkbox"/> \$950.00
Half Page	<input type="checkbox"/> \$650.00 <input type="checkbox"/> \$750.00

* Please include specific typesetting and design instructions when sending in non camera ready artwork.

I have enclosed my non-refundable check made payable to MBA-NJ Regional Conference in the amount of \$ _____

Mail to: **MBA-NJ Regional Conference**, 385 Morris Avenue, Springfield, NJ 07081 if you have questions please call the MBA-NJ Office at 973-379-7447 or e-mail info@mbanj.com. Returned checks - A \$30 fee will be charged for returned checks.

Company _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____