



NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION

# 2007 Annual Meeting & Expo

## SPONSORSHIP OPPORTUNITIES

*Promote your products and services at the premiere national gathering of the reverse mortgage industry!*

November 14-16, 2007 • Manchester Grand Hyatt • San Diego, CA

## The Premier National Event for the Reverse Mortgage Industry Reaches a Milestone

The National Reverse Mortgage Lenders Association brings together firms that originate, service, invest in or provide support to the reverse mortgage industry. Established in 1997, this national trade association will be celebrating its 10th Anniversary at this year's annual meeting and exposition in San Diego.

R i d e t h e W a v e

# It's the perfect wave. Are you positioned to ride?

## 2007 Annual Meeting & Expo

This is the year. This is the place. It's a milestone year for NRMLA. The 2007 Annual Meeting & Expo will mark the 10th anniversary of the association. In this short period of time, dramatic changes have taken place; exponential growth has been experienced. San Diego is the place to be, November 14 – 16, as NRMLA enters its second decade amid record growth and enthusiasm for the future. The

information-rich program developed for you will feature the largest exhibit area in the history of the event, the only exhibit of its kind offering products and services exclusively oriented to reverse mortgage companies.

**Growth in NRMLA, the annual meeting and the industry overall has been nothing short of phenomenal.** In the past three years alone, membership has grown more than 120%. This year, the number of reverse mortgages insured by the Federal Housing Administration is projected to



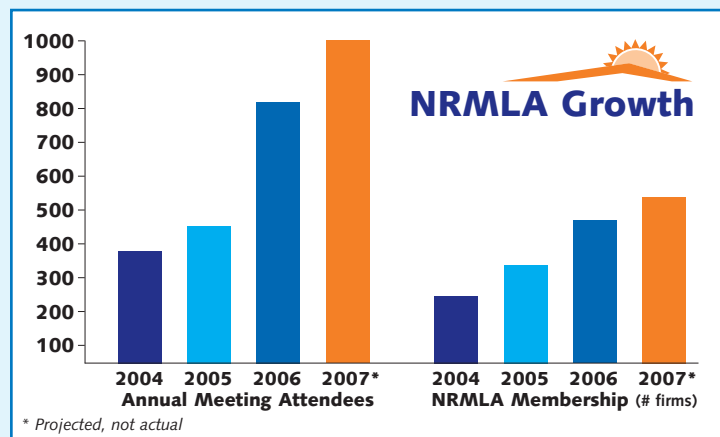
exceed 100,000 for the first time. This is up from just 37,000 loans in 2004. To put it mildly, this market is on fire and now is the time to make sure you are positioned to take advantage of the growth opportunities that exist.

Attending this year's Annual Meeting and Expo will be an important step.

NRMLA has played a major role in the widespread recognition and growth of the reverse mortgage industry. With multiple investors bringing in more product than ever before, America's retirees stand to benefit greatly in the years to come from the products and services offered by NRMLA members.

If you're looking for new sources of business or to expand your existing reverse mortgage client base, now is the time to take advantage of an affordable and highly accessible opportunity. NRMLA is now accepting sponsorships, exhibit requests and advertising in the conference brochure from companies and organizations that support the

industry. If you're a vendor, use this conference as a springboard to gain valuable exposure within this high-growth sector of the mortgage business by becoming a conference sponsor and exhibitor.



**Applications for sponsorship, exhibits and advertising are being accepted through October 15, 2007 on a first come, first serve basis.** Premium space for Platinum and Gold Sponsors is limited. You are urged to act quickly. Don't be left high and dry as this extraordinary wave of reverse mortgage business roars in.

For more information about NRMLA and the 2007 Annual Meeting & Expo, held at the Manchester Grand Hyatt in San Diego, November 14-16, 2007, visit the web at [www.nrmlaonline.org/expo2007](http://www.nrmlaonline.org/expo2007), email to [expo2007@nrmla.org](mailto:expo2007@nrmla.org) or call the Expo Team at 209.576.2699.

# What A NRMLA Sponsorship Can Do For You

## ALL SPONSORS\* WILL RECEIVE:

- Minimum of (1) conference registration
- Exhibit Space that is carpeted plus pipe-and-draped
- Button and Hyperlink on Conference Website\*\*
- Logo on Event Marketing Materials\*\*
- Pre and Post Conference Attendee List (electronic format)
- Bronze Sponsors to receive list no earlier than October 29th
- Promotional Rights to use Convention Logo for sponsor marketing
- Advertising space in Conference Brochure\*\*\*
- Recognition in Conference Book



\* Non-Member Sponsors in the exhibition area will be charged an additional \$2,000 which will include an Associate Membership

\*\* Available based on receipt of agreement and subject to production schedule deadlines and space available

\*\*\* Not available for Bronze Sponsors

**Early Enrollment ends September 19, 2007**

### **Platinum**    **Early Enrollment = \$12,000**    **Regular Enrollment = \$14,000**

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

- (4) Four Conference Registrations
- Full Page, Four Color Ad in Conference Book
- Premium Exhibit Space\* – including a 10'x20' booth
  - Near Refreshments OR
  - Near Entrance to Exhibition
- Event Signage
- Complimentary Banner Ad at [www.nrmlaonline.org](http://www.nrmlaonline.org)\*\*
- General Session Display Recognition

### **Gold**    **Early Enrollment = \$8,500**    **Regular Enrollment = \$10,000**

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

- (3) Three Conference Registrations
- (1/2) Half Page, Four Color Ad in Conference Book
- Premium Exhibit Space – 10'x15' booth
- Event Signage
- Complimentary Button Ad at [www.nrmlaonline.org](http://www.nrmlaonline.org)\*\*

### **Silver**    **Early Enrollment = \$6,500**    **Regular Enrollment = \$7,500**

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

- (2) Two Conference Registrations
- (1/4) Quarter Page, Four Color Ad in Conference Book
- Exhibit Space – 10'x10' booth

### **Bronze**    **Early Enrollment = \$3,750**    **Regular Enrollment = \$4,250**

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

- (1) One Conference Registration
- Exhibit Space – 10' x 10' booth

\* based on availability at time of Sponsorship Enrollment

\*\* expires 11/30/07

# Event Sponsors...Ride the Wave.

NRMLA offers sponsorship opportunities that meet your needs.

Sign-up today and capture everyone's attention!

## EVENT AND CONFERENCE MATERIALS SPONSORS WILL RECEIVE:

- Event Signage and Recognition
- Event Invitation Logo and Recognition
- e-Blast Invitation to all potential registrants in August 2007
- e-Blast HTML provided for inviting Clients of Sponsor via e-Blast
- (2) Two Complimentary Conference Registrations

### Event & Materials\*

	MEMBER
• Opening Reception	\$35,000
• 10th Anniversary Gala Dinner	\$50,000
• Continental Breakfast (Wed, Thu or Fri)	\$17,500
• Lunch (Wednesday or Thursday)	\$30,000
• Afternoon Break (Wed or Thu)	\$7,500
• Audio Visual	\$10,000
• Conference Book Back Cover	\$7,500
• Conference Book Inside Front Cover	\$4,000
• Conference Book Inside Back Cover	\$4,000
• Conference Lanyards/Name badge	\$4,000
• Conference Tote Bags	\$9,000



Sample concept only

### Sponsors who participate at the \$25,000 level or higher will receive a Platinum Sponsor Package Plus:

- Cocktail napkins (or similar requested item) at Event with Sponsor Logo
- Uniquely Designed Event Tickets
- Post Event Thank You to attendees from NRMLA and Sponsor
- Signage and Verbal Recognition



### Conference Book Advertising\*

AD SIZE (ALL ARE 4 COLOR) & PRICE	MEMBER
Full Page	\$4,000
1/2 Page (vertical or horizontal)	\$2,500
1/3 Page (vertical only)	\$1,500
1/4 Page (vertical only)	\$1,000

\* Non-Member Sponsors and Advertisers will be charged an additional \$2,000 which will include an Associate Membership

# NRMLA APPLICATION FOR SPONSORSHIP

## Page 1 of 2

**Early rates expire September 19, 2007.**

*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 1-4 complimentary conference registrations. Please identify names of these attendees at bottom of form.

**1. Sponsorship Contact** *Please complete the information requested.*

Person Coordinating Arrangements \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_ Direct Telephone Number \_\_\_\_\_

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

**EARLY ENROLLMENT FEES** (Expire 9/19/07)

Program Sponsorships:     Platinum \$12,000     Gold \$8,500     Silver \$6,500     Bronze \$3,750  
 Non-Member add \$2,000

**REGULAR ENROLLMENT FEES** (Start 9/20/07)

Program Sponsorships:     Platinum \$14,000     Gold \$10,000     Silver \$7,500     Bronze \$4,250  
 Non-Member add \$2,000

**EVENT AND MATERIALS SPONSORSHIPS** (\* Partial Sponsorships Available.)

*For specific date, please circle the day you are requesting.*

		<b>Member</b>		
Opening Reception	<input type="checkbox"/> \$35,000*	Conference Book Back Cover	<input type="checkbox"/> \$7,500	
10th Anniversary Gala Dinner	<input type="checkbox"/> \$50,000*	Conference Book Inside Front Cover	<input type="checkbox"/> \$4,000	
Continental Breakfast (Wed, Thur or Fri)	<input type="checkbox"/> \$17,500*	Conference Book Inside Back Cover	<input type="checkbox"/> \$4,000	
Lunch (Wed or Thur)	<input type="checkbox"/> \$30,000*	<del>Conference Lanyards/Name Badge</del>	<del><input type="checkbox"/> \$4,000</del>	<b>Sold Out</b>
Afternoon Break (Wed or Thur)	<input type="checkbox"/> \$7,500*	Conference Tote Bags	<input type="checkbox"/> \$9,000	
Audio Visual	<input type="checkbox"/> \$10,000*	<input type="checkbox"/> Non-Member add \$2,000		

**CONFERENCE BOOK ADVERTISING**

All Ads are 4-color

	<b>Member</b>
Full Page Ad	<input type="checkbox"/> \$4,000
Half Page Ad (vert or horiz)	<input type="checkbox"/> \$2,500
Third Page Ad (vert only)	<input type="checkbox"/> \$1,500
Quarter Page Ad (vert only)	<input type="checkbox"/> \$1,000

Non-Member add \$2,000

**Total Payment \$** \_\_\_\_\_

continued

**NRMLA APPLICATION FOR SPONSORSHIP**  
**Page 2 of 2**

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**3. Payment**

Check (*payable to NRMLA*)       Visa       MasterCard       AmericanExpress

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

**Cancellation Policy:** All cancellations must be received in writing; faxes and emails are acceptable. No fee will be assessed for any cancellations received prior to **September 1, 2007**. Cancellations received from **September 1-19, 2007** will be refunded for all but a \$200 cancellations fee. No refunds will be given for cancellations received after **September 19, 2007**. All registrations for complimentary attendees will be cancelled in conjunction with the sponsorship.

**4. Complimentary Attendees**

Attendee information based on sponsor level: \_\_\_\_\_

*(i.e., Platinum, Gold, Silver, Bronze Sponsor; Event or Material Sponsor)*

Attendee Name \_\_\_\_\_

Email \_\_\_\_\_

Attendee Name \_\_\_\_\_

Email \_\_\_\_\_

Attendee Name \_\_\_\_\_

Email \_\_\_\_\_

Attendee Name \_\_\_\_\_

Email \_\_\_\_\_

**Please make checks payable to NRMLA. Return to:**

NRMLA, Attn: Sponsors  
1400 16th Street, NW, Suite 420  
Washington, DC 20036  
Tel. 202.939.1760 • Fax 202.265.4435

[www.nrmlaonline.org/expo2007](http://www.nrmlaonline.org/expo2007)