



NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION

2015 Annual Meeting & Expo

November 16-18, 2015 | The Palace Hotel | San Francisco, CA

Benefits of Sponsorship

NRMLA's Annual Meeting & Expo is the industry's premier event for Reverse Mortgage professionals and service firms across the nation. This meeting has long set the standard for cutting-edge programming and high-level networking. Be part of it! The various levels of sponsorship are listed below. Each package represents excellent opportunities for tailoring your specific marketing needs while positioning your company as a leader in the industry.

All Diamond, Gold and Silver Sponsorships Include:

- Conference attendee mailing lists, pre and post event
- Hyperlink to your company website on the NRMLA conference website
- Sponsor logo on all NRMLA conference advance marketing communications
- Sponsor logo in the conference book
- Sponsor logo prominently displayed on signage at the conference
- Discounted Exhibit Hall only exhibitor only badge \$450 – see benefit allotment for each level below
- Additional benefits as described below

→ Sponsors will appear in all conference marketing communications upon completion of sponsor application and when payment is received within two weeks of application submission.

→ Silver sponsors will be listed on signage, no logo

Each company is limited to one exhibitor package.

Diamond Sponsor *Early Rate \$28,500 / Regular Rate \$30,000

Unique benefits:

- Priority selection of premium booth space – 8' x 20' booth
- Exclusive complimentary meeting room available on Monday, Tuesday and Wednesday of the conference
- (6) Complimentary registrations
- (1) discounted exhibitor only registration
- Full page ad in the conference book
- High rotation logo placement on the conference website AND advance marketing communications
- Choose one of the following opportunities for branding purposes: Monday or Tuesday opening general session, OR Monday or Tuesday Lunch

Gold Sponsor *Early Rate \$13,500 / Regular Rate \$15,000

Unique benefits:

- Exhibit booth – 10' x 10'
- (4) complimentary registrations
- (1) discounted exhibitor only registration
- Full page ad in the conference book
- Choose one of the following opportunities for branding purposes: Monday or Tuesday break out session, networking coffee break

Silver Sponsor *Early Rate \$5,500 / Regular Rate \$6,500

- Exhibit booth – 8' x 10'
- (1) complimentary registration
- (1) discounted exhibitor only registration
- Half page ad in the conference book

***Early Rate applies until July 30, 2015.
Regular Rate begins July 31, 2015**

NOTES:

Booth selection and sponsorship packages are assigned based on a first come, first serve basis. Additional signage with sponsor logos are provided whenever a networking event is sponsored. Previous sponsors receive sponsorship materials in advance of general membership.

If you have any questions, please contact Sarah Aaronson, 209.549.1530, email sarahaaronson@comcast.net

Event & Materials Opportunities

Branded Welcome Reception, Monday, November 16, 2015 – \$5,000 *(Multiple available)*

The opening cocktail reception will feature your company as the host for this event. You will not want to miss this opportunity to showcase your company. Benefits:

- (2) discounted conference registrations at \$450 each for clients or employees
- Signage with Sponsor logo
- Conference attendee list with direct mailing addresses and emails
- Recognition in the conference program, event emails and conference website
- Sponsor provided giveaway distributed in conference bag

Networking Lounge – \$5,000 *(Multiple available)*

NEW – Be a sponsor of the **NRMLA Networking Lounge** designed to allow all attendees a chance to relax on couches or at tables, network, charge mobile (or electronic) devices and meet your team. The lounge is centrally located in the meeting space and will have prominent sponsor signage plus a full-page ad in the conference book.

Hotel Room Keys – ~~\$5,000~~ **Sold**

All NRMLA conference hotel guests will see your company logo and message on the key cards every time they enter their rooms. Your company supplies the hotel key card and is responsible for any hotel associated fees.

Eco Totes, 1 Color Biodegradable – \$2,500

Your company supplies the bag with company logo. Have your printed materials inserted in the bag and in the hands of all attendees.

Conference Lanyard OR Neck Wallet Badge – \$3,000

Your company supplies the lanyard. Company logo on lanyard worn by every attendee.

Convention Schedule – \$1,750

A convention schedule tri-fold brochure will be placed in all conference totes and available at the registration desk. Your company logo will be prominently displayed on the brochure. Multiple sponsorships available.

Conference Pens or Notepads – ~~\$1,500~~ **Sold**

You supply the pens or notepads and have your company logo in front of every attendee at all sessions. Minimum units required will be provided by October 19, 2015.

Convention Schedule At-a-Glance Boards – \$1,500

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

Conference Bag Insert – \$1,000

Provide a single sheet piece to be included as an insert in the conference totes.

Non-member Exhibitor, Advertiser and Sponsor will be charged an additional \$2,750 which will include a one year NRMLA Associate Membership.

Don't see a material item? Contact Sarah Aaronson for sponsorship ideas.

Conference Book Advertising *(All ads are 4-color)*

AD SIZE	DIMENSIONS	PRICE
Back Cover	5" w x 8" h	\$3,000
Inside Back Cover	5" w x 8" h	\$2,500
Full Page	5" w x 8" h	\$1,500
1/2 Page (horizontal only)	5" w x 3.875 h	\$800

Exhibitor Application Form

Fax form to Sarah Aaronson at (202) 265-4435
or email to sarahaaronson@comcast.net

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Early Rate good thru July 30, 2015 | Regular Rate begins July 31, 2015

Return completed application with payment.

Directions: Please provide your contact information below and the items you wish to purchase. As an exhibitor benefit, you receive anywhere from 1-6 complimentary and discounted conference registrations. NRMLA will contact you separately to identify these individuals.

Exhibitor Contact *All information must be completed.*

Name _____

Firm _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone Number _____ Fax Number _____

Email Address _____ Direct Telephone Number _____

Pricing *See Sponsorship Details for more information.*

Early Rate *(until July 30, 2015)*

Program: ☐ Diamond \$28,500 ☐ Gold \$13,500 ☐ Silver \$5,500

Non-Member add \$2,750 *(includes a one year NRMLA Associate Membership)*

Regular Rate *(beginning July 31, 2015)*

Program: ☐ Diamond \$30,000 ☐ Gold \$15,000 ☐ Silver \$6,500

Non-Member add \$2,750 *(includes a one year NRMLA Associate Membership)*

Event and Materials *(Partial Sponsorships Available.)*

Member

Branded Welcome Reception (Mon) ☐ \$5,000

Networking Lounge ☐ \$5,000

Hotel Room Keys **Sold** ☐ ~~\$5,000~~

Eco Totes—1 Color Biodegradable ☐ \$3,500

Conference Lanyards OR Neck Wallet Badges ☐ \$3,000

Convention Schedule ☐ \$1,750

Conference Notepads **Sold** ☐ ~~\$1,500~~

Conference Pens ☐ \$1,500

Convention Schedule At-a-Glance Boards ☐ \$1,500

Conference Bag Insert ☐ \$1,000

Non-Member add \$2,750 *(includes a one year NRMLA Associate Membership)*

Conference Book Advertising *All Ads are 4-color*

Member

Back Cover ☐ \$3,000

Inside Back Cover ☐ \$2,500

Full Page Ad ☐ \$1,500

1/2 Page Ad (horizontal only) ☐ \$800

Non-Member add \$2,750 *(includes a one year NRMLA Associate Membership)*

continued

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Payment

☐ Check (payable to NRMLA)

Must be received within 2 weeks

☐ 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 exhibitor cancellations must be received in writing – fax to (202-265-4435) or email to Sarah Aaronson (sarahaaronson@comcast.net) is acceptable.
- Absolutely no refunds issued after seven days of receipt of the signed application and payment.
- All registrations for complimentary and discounted attendees will be cancelled in conjunction with the application.

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

If Mailing Application Form Send to:

NRMLA • 1400 16th Street, NW, Suite 420 • Washington, DC 20036
Tel. 202.939.1784 • Fax 202.265.4435