



**NATIONAL REVERSE  
MORTGAGE LENDERS  
ASSOCIATION**

**2016 Annual Meeting  
& Expo**

November 14-16, 2016  
Swissotel • Chicago, IL

**SPONSORSHIP  
PROGRAM**

**\*Early Rate applies  
until August 12, 2016.**

**Regular Rate  
begins August 13, 2016**

**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.*

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

*Additional event and collateral items may be added; contact Sarah Aaronson for current availability.*

**If you have any questions,  
please contact Sarah Aaronson,  
209.549.1530  
sarah@irmevents.com**

## 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 \$460 – 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 \$25,000 / Regular Rate \$26,500**

Unique benefits:

- Priority selection of premium booth space – 10' x 20' booth
- Exclusive complimentary meeting room available on Monday, Tuesday and Wednesday of the conference
- (5) Complimentary registrations
- (2) 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 \$14,000 / Regular Rate \$15,500**

Unique benefits:

- Exhibit booth – 10' x 10'
- (3) complimentary registrations
- (2) discounted exhibitor only registration
- Full page ad in the conference book
- Logo placement on the conference website

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

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

## Event Opportunities

### Branded Welcome Reception, Monday, November 14, 2016 – \$5,000 *(Multiple available)*

The opening cocktail reception will feature your company as the host for this event.



### NRMLA's Networking Lounge – \$5,000 *(Multiple available)*

**NEW** – Be a sponsor of the **NRMLA Networking Lounge** designed to allow all attendees a chance to stay connected, charge mobile (or electronic) devices and meet your team. The lounge is centrally located in the meeting space and will have prominent sponsor signage. **Complimentary wi-fi included.**

BENEFITS FOR RECEPTION AND NETWORKING LOUNGE:

- (2) discounted conference registrations at \$460 each for clients or employees
- Signage with sponsor logo
- 1/2 page ad in the conference book
- Conference attendee list with direct mailing addresses and emails
- Recognition in the conference program
- Sponsor provided giveaway distributed in conference bag
- Table display lounge only

## Materials Opportunities

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

All NRMLA convention 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 – \$2,500~~ **Sold**

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 – \$3,000~~ **Sold**

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

### Convention Schedule – \$1,000 *(multiple available)*

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.

### ~~Conference Pens or Notepads – \$1,500 each~~ **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, 2016.

### ~~Convention Schedule At-a-Glance Boards – \$1,500~~ **Sold**

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.

### Conference Event App – \$500 *(multiple available)*

**NEW** – Be a sponsor of the NRMLA Event App. Your company name will be prominently listed in the app sponsor section. Your listing has the ability to click through to your company's website or a landing page with a special message.

*Previous sponsors have a limited time in which to renew Material Sponsor packages marked on hold. All other sponsorship requests will be honored on a first-come, first-served basis.*

### 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 sarah@irmevents.com

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**Early Rate good thru August 12, 2016 | Regular Rate begins August 13, 2016**

## Payment

- Check (payable to NRMLA)  Visa  MasterCard  AmericanExpress
- Must be received within 2 weeks

**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 (sarah@irmevents.com) 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

## **COMPLIMENTARY ATTENDEES** *All attendees must be an associate of the exhibiting firm.*

### **Attendee information based on sponsor level:**

- Diamond** – (5) five complimentary
- Gold** – (3) three complimentary
- Silver** – (1) one complimentary

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

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

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

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

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

## **DISCOUNTED EXHIBIT HALL ATTENDEES** *All attendees must be an associate of the exhibiting firm.*

### **Discounted Fee \$460.00 – Up to (2) two per company for Diamond, Gold and Silver Sponsorships**

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

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

*NOTE: Discounted exhibit hall attendees may have access to the exhibit hall and all social events in the exhibit hall only. This registration does not allow access to any of the conference sessions.*