

NRMLA's

2017 Annual Meeting & Expo

November 13-15, 2017 | Palace Hotel | San Francisco, CA

nrmlaonline.org



NRMLA 2017 Annual Meeting & Expo

WHY EXHIBIT

Showcase your product or service to an audience of committed reverse mortgage professionals.

Reserve your booth space early!

WHO ATTENDS?

Senior level professionals across the Reverse Mortgage industry. They are the decision makers you've been aiming to reach.

HOW TO SIGN UP?

Complete the attached application. Questions: please email sarah@irmevents.com or call Sarah Aaronson 209-549-1530

Connections
Relationships
Opportunities

Select Your Exhibitor Level

Diamond – 8' x 16' / 8' x 20'

NRMLA MEMBER: \$25,000 / \$26,500

NRMLA NON-MEMBER: \$27,750 / \$29,250

Preferred booth space, price list includes:

- Preferred booth location
- Exclusive complimentary meeting room available (3 conference days)
- Electronic delivery of the advance attendee lists
- Back & side wall drape, table, chair & ID sign
- Seven full conference registrations
- High rotation logo placement on the Conference web site & advance conference marketing communications
- Full page ad in the Conference Program
- Session or Lunch branding opportunity during the conference

Silver – 8' x 10'

NRMLA MEMBER: \$7,500

NRMLA NON-MEMBER: \$10,250

Preferred booth space, price list includes:

- Preferred booth location
- Electronic delivery of the advance attendee lists
- Back & side wall drape, table, chair & ID sign
- Two full conference registrations
- Half page ad in the Conference Program
- Listings on Conference web site and advance conference marketing communication

Gold – 10' x 10' / 8' x 20'

NRMLA MEMBER: \$14,000 / \$16,000

NRMLA NON-MEMBER: \$16,750 / \$18,750

Preferred booth space, price list includes:

- Preferred booth location
- Electronic delivery of the advance attendee lists
- Back & side wall drape, table, chair & ID sign
- Four full conference registrations
- Full page ad in the Conference Program
- Listing on the Conference web site and advance conference marketing communication

Exhibit Only – 8' x 10'

NRMLA MEMBER: \$5,500

NRMLA NON-MEMBER: \$8,250

- Exhibit booth
- Electronic delivery of the advance attendee lists
- Back & side wall drape, table, chair & ID sign
- One full conference registration



Networking Lounge

NRMLA MEMBER: \$5,000

NRMLA NON-MEMBER: \$7,750

Complimentary wi-fi included.

- Table display lounge only
- Electronic delivery of the advance attendee lists
- One full conference registration

Top Reasons to Exhibit

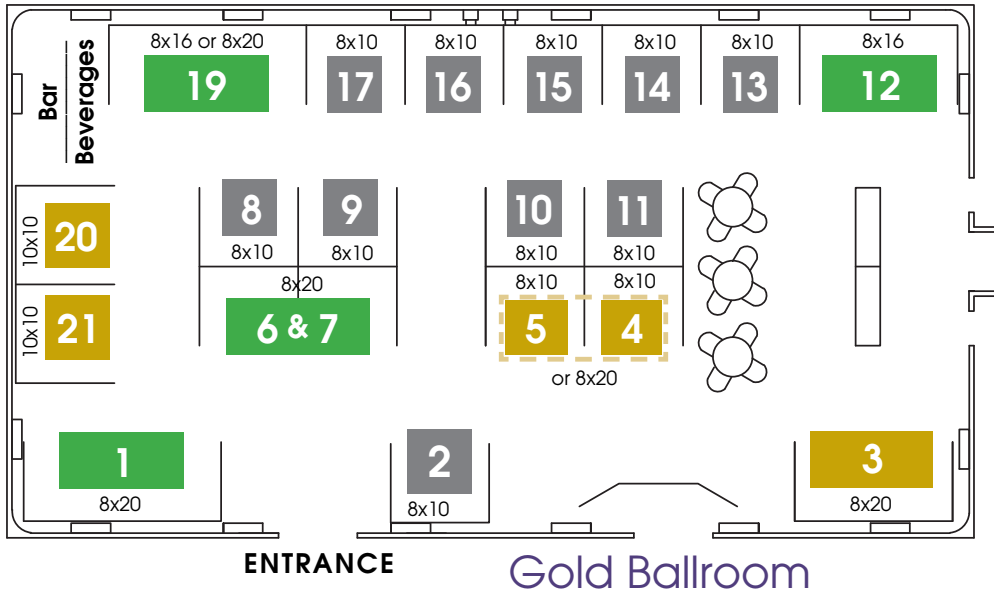
at NRMLA's 2017 Annual Meeting & Expo

- 1. CONNECTIONS.** Connect with attendees before, during, and after the conference. With exclusive access to NRMLA's pre-show mailing list, you'll have time to build excitement for your brand before the meeting even begins.
- 2. RELATIONSHIPS.** Meet face to face with customers old and new in your own branded exhibit space.
- 3. OPPORTUNITIES.** Showcase your products and services to the most committed reverse mortgage professionals at the largest industry gathering of the year.

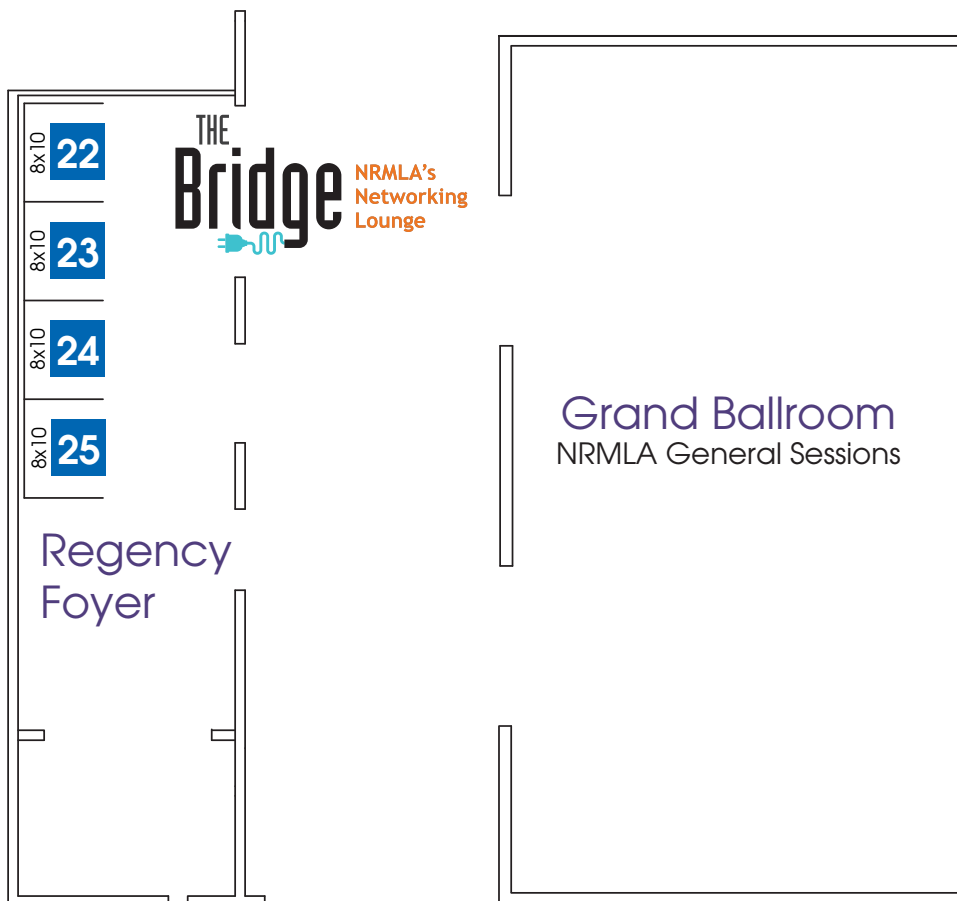
Lock in your space now.

Palace Hotel Exhibit Hall

Gold Ballroom | Grand Ballroom | Regency Foyer



- Exhibit Only
- Silver
- Gold
- Diamond



Lobby Level

Exhibit Hours*

EXHIBIT SET-UP
Sunday, November 12
11:00am - 4:00pm

EXHIBITS OPEN
Monday, November 13
8:00am - 7:00pm*

Tuesday, November 14
8:00am - 5:00pm

EXHIBIT DISMANTLE
Tuesday, November 14
5:00pm - 8:00PM

Wednesday, November 15
11:00am - 2:00pm

**Subject to change*

Sponsorship Opportunities

Welcome Reception, Monday, November 13, 2017 | \$5,000 (multiple available)

- Electronic delivery of the advance attendee lists
- (1) full conference registration
- Recognition in the conference program



NRMLA's Networking Lounge | \$5,000 (multiple available)

New location

- Table display lounge only
- Electronic delivery of the advance attendee lists
- (1) full conference registration

Material Opportunities

- ~~Hotel Room Keys | \$5,000~~ **SOLD**
- Conference Totes | \$2,500
- ~~Conference Lanyard | \$3,000~~ **SOLD**
- Conference Pens & Notepads | \$2,000 each
- Conference Schedule At-a-Glance Boards | \$2,000
- Event App – Logo placement | \$500 (multiple available)

NEW:

The Suite Spot Sponsor | \$3,000

Silver or higher Sponsor may add a suite 'a la carte' for meeting and overnight accommodations.

- One Bedroom Suite (two-night stay) – additional night at hotel discounted rate
- One Complimentary parking pass for conference dates

Welcome Gift | \$4,000-\$7,000

A branded gift will be delivered to each conference guest room in the hotel

- (1) Comp conference registration
- EXAMPLE: Door hanger, Something slid under the door, Newspaper with a sponsor label already attached.

Charge \$3 more if gift is placed in the room.

OR

A branded gift will be handed to each conference attendee upon check-in.

- (1) Comp conference registration
- NRMLA staff will distribute a sponsor pre-purchased item of your choice to each attendee upon check-in at the NRMLA registration desk (*Additional requirements apply, contact Sarah Aaronson at sarah@irmevents.com for details*)

Previous sponsors have a limited time in which to renew a Material Opportunity. They are denoted as "ON HOLD".

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

Conference Book Advertising

Back Cover	\$3,000
Inside Back Cover	\$2,500
Full Page	\$1,500
Half Page	\$800

Exhibitor and Sponsor Contract

- 1. Installation and Dismantling.** The specific requirements as to time for installation and dismantling of exhibits shall be binding upon the Exhibitor/Sponsor. All displays must be in place and set up at least one hour prior to the official opening of the Exposition. Space not occupied by that time will be re-assigned for other purposes. No Exhibitor will be permitted to dismantle a booth prior to the official close of the show.
 - 2. Protection of Exposition Facility.** Nothing shall be posted on, or tacked, nailed or screwed or otherwise attached to columns, walls, floors or other parts of the Exposition Facility without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of NRMLA and the Exposition Manager or their assistants.
 - 3. Food, Beverage and Ancillary Services.** Dispensing or serving of beverages, food or providing ancillary services from a booth must be approved by NRMLA Expo Manager before Commencement of the Exposition.
 - 4. Security.** NRMLA undertakes no duty to exercise care, nor assumes any responsibility for the protection of the property of the exhibitor or its representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by NRMLA shall be deemed purely gratuitous on its part and shall in no way be construed to create any liability.
 - 5. Promotional Materials; Soliciting and Poling.** Neither Exhibitors nor non-exhibitors shall distribute to the persons attending the Exposition and the related conference any printed matter, including without limitation, company specific promotional materials; and complimentary newspapers and magazines; samples, souvenirs and the like, except from within rented exhibit space. Special distribution of such material elsewhere must be approved by NRMLA. Distribution from the aisles, is forbidden, and Exhibitors must confine their exhibit activities to the leased space. Moving advertisements outside of an Exhibitor's assigned space is not permitted.
 - 6. Subject to NRMLA Acceptance.** Exhibitor and Advertiser applications are subject to acceptance by NRMLA in accordance with association membership rules and regulations.
- CANCELLATION, ELIGIBILITY FOR REFUNDS AND FORCE MAJEURE.
- 1. Cancellation by Exhibitor.** Exhibitor specifically recognizes that NRMLA will be harmed if Exhibitor cancels its exhibit space after August 15, 2017 (the "cut-off date"). By failing to make prearranged installment payments by the published cut-off date, Exhibitor forfeits all monies paid and all right to and in any exhibit space. To receive a refund for exhibit space less only a service charge, Exhibitor must cancel this Agreement before 5:00pm Eastern Time, on August 15, 2017 such cancellation to be in effect when written notice is received by NRMLA. In the event of such cancellation, all rights, duties, liabilities, and obligations hereunder shall terminate, and NRMLA agrees to return to Exhibitor any rental fees Exhibitor has paid to NRMLA, minus a 25 percent service charge per booth. No refund will be made if notice of cancellation is received after the time described above. At the time of cancellation all registrations for complimentary attendees will be cancelled in conjunction with the application.
 - 2. Force Majeure.** If an event, including but not limited to, acts of God; acts, regulations, or orders of governmental authorities; fire; flood or explosion; war; disaster; civil disorder (including labor disputes or demonstrations of any kind); acts of terrorism or other violence; curtailment of transportation facilities; or other cause beyond its control, makes it illegal, impractical or otherwise inadvisable for NRMLA or the Exposition Facility to provide the facilities or services contracted for herein, this Agreement shall terminate without further obligation on the part of any party hereto. Upon postponement or disruption of Exposition for any cause beyond the control of NRMLA, NRMLA shall have no obligation whatsoever to Exhibitors. Settlement by adjustment may be made to each Exhibitor on a pro rata (not to exceed 25 percent) for routine commitments that it has found necessary to make for initial organization work.

Application for Exhibit Space and Sponsorship

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Sign and return this form with payment. Please complete the following information for the exhibit booth contact.

Firm _____

Mailing Address _____

City _____ State _____ Zip _____ Telephone Number _____

Person Coordinating exhibit arrangements _____ Email Address _____

Please complete the following information for the conference program:

Firm _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ Web site address _____

Include a brief description of your product or service for inclusion in the exhibitor listings (150 characters maximum, including spaces and punctuation).

Prices – See pricing sheet information on pages 3 and 5. Full payment must accompany your application.

Selection: EXHIBITOR LEVEL _____ BOOTH SIZE _____ SPONSOR ITEM _____
Example: (Diamond, Gold, Silver Exhibit) (8x10, 10x10...) (Suite, Reception, App...)

Booth Preference: 1st Booth Choice _____ 2nd Booth Choice _____ 3rd Booth Choice _____
 4th Booth Choice _____ 5th Booth Choice _____ 6th Booth Choice _____

Exhibitor does not wish to be placed adjacent to: _____

(Separation from competitors cannot be guaranteed)

Every effort will be made to assign you the booth(s) you select. Should the exhibitor be unable to occupy and use the exhibit space contracted for, and should the association be notified by 5:00pm Eastern Time on **August 15, 2017** all sums paid by the exhibitor, less a service charge of 25 percent of total cost of booth(s), will be refunded. If notice of cancellation is received after 5:00pm Eastern Time on **August 15, 2017** no refunds will be given.

In order for your company's name and booth information to appear in the official NRMLA Annual Conference & Expo program, your application must be received and fully paid by **September 15, 2017**.

Bill my: VISA American Express MasterCard

Credit Card Number _____ Expiration Date _____

Name as it appears on card _____

Address if different from above _____

FAX credit card payment to: (202) 265-4435 attention Violet Arthur

By submitting a completed application, I acknowledge that I have read and agree to be bound by the terms and conditions outlined in NRMLA Exhibitor and Sponsor Contract, which is incorporated in full herein reference. This application becomes a binding contract upon NRMLA's issuance of a confirmation notice.

FOR OFFICE USE ONLY

Processed by _____ Date _____

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RESERVE YOUR BOOTH

Contact:

Sarah Aaronson
(209) 549-1530
sarah@irmevents.com

Please send completed application form with your check or credit card to:

National Reverse Mortgage Lenders Association
1400 16th Street, NW, Suite 420
Washington, DC 20036

Fax your credit card registration to
(202) 265-4435 attention Violet Arthur

Full payment must accompany the application form in order to obtain a confirmed booth assignment. The Exhibit Hall will be assigned on a first-come, first-served basis using the receipt date of fully paid applications with NRMLA.

Your booth confirmation and Exhibitors Kit containing shipping guidelines, forms for material handling, labor, electrical services and other exclusive services will be sent electronically to you approximately 6-8 weeks prior to the event.

All exhibit booth personnel must be registered. If you have additional personnel they must be registered at established full conference registration rate.



Visit nrmlaonline.org for more information