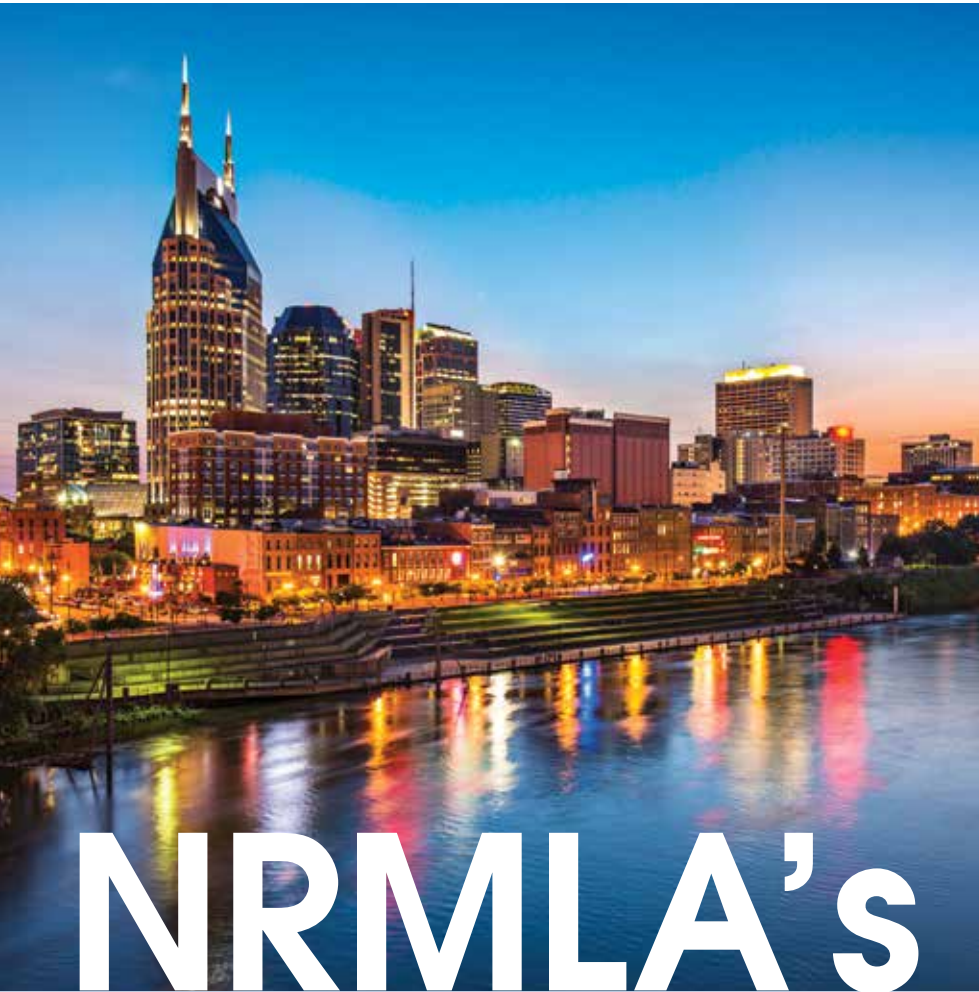


NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION



# NRMLA's

## 2019 Annual Meeting & Expo

November 18-20, 2019 | Omni Nashville Hotel | Nashville, TN

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



# NRMLA 2019 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](mailto:sarah@irmevents.com) or call Sarah Aaronson 209-573-0504

Connections  
Relationships  
Opportunities

# Exhibitor Pricing and Branding Opportunities

## EXHIBIT SPACE

**NRMLA Lender: \$8,500**

**NRMLA Non-Lender: \$4,500**

*Non-Member pricing add \$2,750, includes NRMLA one year membership*

### BENEFITS:

- Tabletop Exhibit Space: (1) 6-foot skirted and draped table and 2 chairs
- (4) Complimentary registrations
- Advance copy attendee list
- Company logo on conference website and Event App

## The following are available to multiple sponsors:

- **NRMLA Welcome Reception with Entertainment**  
Monday, November 18, 2019: \$4,000

- **The Bridge Networking Lounge**  
for Monday-Wednesday: \$4,500



- **Hydration Station** for Monday-Wednesday: \$4,500
- **Coffee Spot** for Monday-Wednesday: \$4,500
- **Luncheon Sponsor** Monday or Tuesday: \$3,500
- **Breakfast Sponsor** Monday or Tuesday: \$3,500
- **CRMP Lunch Sponsor:** \$2,000

### BENEFITS:

- (1) Complimentary conference registration
- Conference signage logo recognition
- Conference book agenda recognition
- Conference website agenda sponsor logo
- Advance copy attendee list

## Session Sponsorships

*Sponsor to provide a brief description of their company and introduce the session*

- **Breakout Session Sponsorship:** \$3,500
- **General Session Sponsorship:** \$5,000
- **Guest Speaker Sponsorship:** TBA

### BENEFITS:

- (1) Complimentary Registration
- Advance copy attendee list

## Meeting Rooms – Limited availability

- **Meeting Room Half Day:**  
7:00am – 12:00pm OR 1:00pm – 6pm: \$1,500
- **Meeting Room One Day:** \$2,500
- **Meeting Room Two Days:** \$4,200
- **Meeting Room Three Days:** \$6,500

*Each Conference room is 952 sq ft - accommodating up to 24 people conference style or 50 people banquet rounds*

## Material Opportunities

- ~~Hotel Key Cards:~~ \$5,500 **ON HOLD**
- ~~Lanyards:~~ \$3,500 **ON HOLD**
- ~~Conference Bags:~~ \$2,750 **ON HOLD**
- ~~Pens:~~ \$2,000 **ON HOLD**

- **Notepads:** \$1,500
- **Conference Bag Insert:** \$1,000 (each)

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

*Material item is provided by the sponsoring company*

## Advertising Opportunities

- **E-Marketing:** \$2,500  
*Sponsor provided company ad in NRMLA's digital marketing for the conference. Ad will run weekly, and company logo will appear in the Event App.*

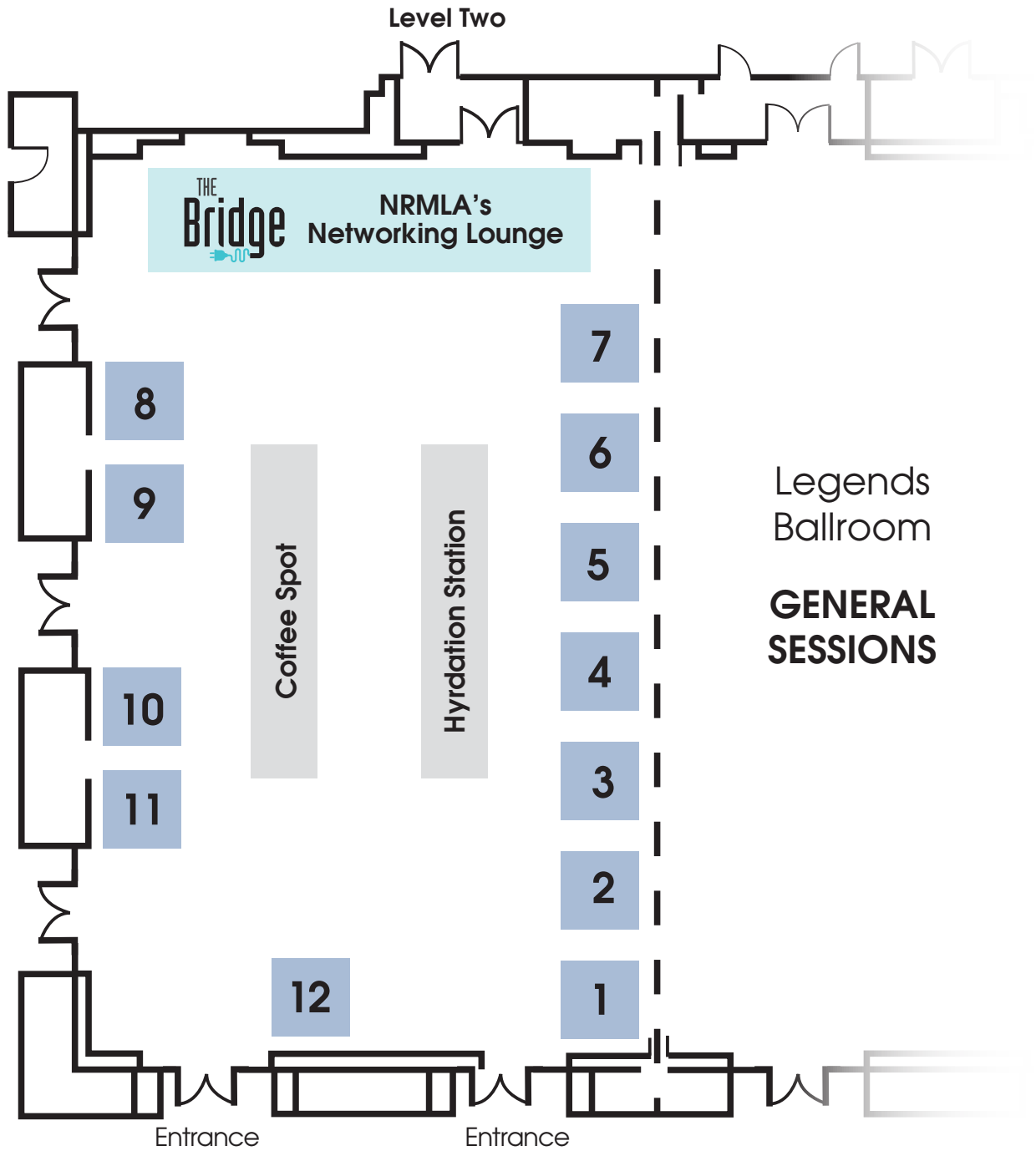
- **Conference Book Ads:**
  - Back Cover: \$3,000
  - Inside Back Cover: \$1,500
  - Full page: \$1,000
  - Half Page: \$800

*All ads include one print and your logo will appear in the Event App*

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

# Omni Nashville Hotel Exhibit Hall

## Legends Ballroom



# 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 23, 2019 (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 the 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 23, 2019. 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 Opportunities

NRMLA's 2019 Annual Meeting & Expo | November 18-20, 2019 | Omni Nashville Hotel | Nashville, TN

Sign and return this form with payment.

## PRIMARY CONTACT FOR EXHIBITS, MATERIALS OR SPONSORSHIPS:

Name	Firm		
Street	City	State	Zip
Telephone Number	Fax		
Email Address	Direct Telephone Number		

### EXHIBIT SPACE: Exhibitor Lender: \$8,500 Exhibitor Non-Lender \$4,500

Booth Preference:  1st Booth Choice \_\_\_\_\_  2nd Booth Choice \_\_\_\_\_  3rd 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 **October 1, 2019** 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 **October 1, 2019** 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 **October 1, 2019**.

### BRANDING OPPORTUNITIES:

- NRMLA Welcome Reception Monday, November 18, 2019: \$3,500
- The Bridge Networking Lounge: \$4,500
- Hydration Station: \$4,500
- Coffee Spot: \$4,500
- Luncheon Sponsor Monday **OR** Tuesday: \$3,500
- Breakfast Sponsor Monday **OR** Tuesday: \$3,500
- CRMP Lunch Sponsor: \$2,000
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- Meeting Room Three Days: \$6,500
- Hotel Key Cards: \$5,500 **ON HOLD**
- Lanyards: \$3,500 **ON HOLD**
- Conference Bags: \$2,750 **ON HOLD**
- Pens: \$2,000 **ON HOLD**
- Notepads: \$1,500
- Conference Bag Insert: \$1,000
- E-Marketing: \$2,500
- Conference Book Ad, Back Cover: \$3,000
- Conference Book Ad, Inside Back Cover: \$1,500
- Conference Book Ad, Full page: \$1,000
- Conference Book Ad, Half page: \$800

### ATTENDEE REGISTRATION:

(4) Complimentary Registrations with Exhibit Space;  
Additional Complimentary Registrations with select sponsorships.

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

Email \_\_\_\_\_

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

Email \_\_\_\_\_

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

Email \_\_\_\_\_

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

Email \_\_\_\_\_

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

Email \_\_\_\_\_

Exhibit Space: \$ \_\_\_\_\_

Branding + Material Items: \$ \_\_\_\_\_

TOTAL PAYMENT: \$ \_\_\_\_\_

Payment: Bill my:  VISA  American Express  MasterCard

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

Name as it appears on card \_\_\_\_\_ Security Code \_\_\_\_\_

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 OPPORTUNITY

### Contact:

Sarah Aaronson  
(209) 573-0504  
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 exhibit 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 exhibit confirmation and materials containing shipping guidelines, 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 the established full conference registration rate.**



Visit [nrmlaonline.org](http://nrmlaonline.org) for more information