

Exhibitor/Sponsor Prospectus

MID-ATLANTIC LENDER/BROKER CONFERENCE

THURSDAY, OCTOBER 14, 2010
Waterford at Fair Oaks
12025 Lee Jackson Memorial Highway
Fairfax, VA 22033
10:00 am - 4:00 pm



Tabletop Exhibits
Free wireless access
Free electricity
available to exhibit tables

PRICE INCREASE
AFTER
August 1.
RESERVE YOUR
TABLETOP EXHIBIT
TODAY!

The showcase for companies serving the residential real estate finance industry

22 tabletop exhibits available

Exceptional educational sessions

The perfect place to connect with industry peers



Mortgage
Bankers
Association of
Metropolitan
Washington

www.mbamw.org

info@mbamw.org

General Exhibitor Information

- New Location -

MID-ATLANTIC LENDER/BROKER CONFERENCE

Thursday, October 14, 2010

Waterford at Fair Oaks, 12025 Lee Jackson
Memorial Highway, Fairfax, VA 22033



Mortgage
Bankers
Association of
Metropolitan
Washington

www.mbamw.org
info@mbamw.org

Conference Schedule

Thursday, October 14, 2010

8:00 am - 9:30 am.....Exhibitor Tabletop Set Up
9:30 am..... Registration Opens
10:00 am - 4:00 pm.....Conference & Exhibits
4:00 pm - 5:00 pm.....Exhibitor Tear Down

Exhibitor Prices

This year's exhibitor opportunities are for table-top exhibits only. The price includes one 8 ft draped table, two chairs and two registrations.

Companies that exhibited at the 2009 conference may deduct \$50 from their exhibit price if MBA/MW receives this application & payment by August 1, 2010.

By 8/1/10

- \$500/tabletop exhibit for MBA/MW members
- \$750/tabletop exhibit for Nonmembers

After 8/1/10

- \$600/tabletop exhibit for MBA/MW members
- \$850/tabletop exhibit for Nonmembers

Exhibit Details

Exhibitors Receive:

- One skirted 2' x 8' table for tabletop exhibit
- Two chairs
- Wireless access at no additional charge
- Electrical access at no additional charge. Please bring your own power cord/extension cord and tape for securing cords to floor.

Conference Registrations: Two badges per exhibit will be provided. Additional badges can be ordered. See Exhibitor Name Badge Order Form for details.

Assignment of Tables: Exhibitor tables will be assigned by MBA/MW on a first come, first serve basis. Full payment must accompany the application. Exhibitor tables will not be assigned if payment has not been received. Requests for neighboring tabletop exhibits must be indicated on the applications. There must be an individual application from each company that wants to exhibit. MBA/MW shall attempt, but shall not be responsible for accommodating such requests.

Exhibitor Checklist/Deadlines

- Reserve Exhibit Tabletop.
Price increases after August 1, 2010
- Reserve sponsorship opportunity
(See Sponsorship page for details)
- Reserve hotel sleeping room. Local hotels are listed below:
Hyatt Fair Lakes
1277 Fair Lakes Circle, Fairfax, VA
(703)818-1234 www.fairlakes.hyatt.com

Fairfax Marriott at Fair Oaks
11787 Lee Jackson Memorial Highway
Fairfax, VA
(703)352-2525 www.marriott.com
- Order from MBA/MW two complimentary name badges for individuals staffing your booth. Additional badges can be ordered online.
- Set up exhibit on October 14 from 8 am - 9:30 am. All exhibit displays must be ready by 9:30 am. Breakdown from 4:00 - 5:00 pm. No breakdown will be permitted prior to 4 pm.

Directions:

From the Capital Beltway (I-495) and I-66 West: Take I-66 West to the Rte. 50 West (Exit 57B). Stay to the right and take the exit ramp for Fair Oaks Mall. Bear left, and turn left at the stop sign. Turn left at the Extended Stay America Hotel. Waterford at Fair Oaks is next to the hotel.

From I-66 East:

Take the Rte. 50 West (Exit 57B) to the Fair Oaks Mall ramp (on your left). At the first fork, bear right, then turn right at the stop sign (following signs for "Lord & Taylor"). Proceed counter-clockwise on the ring road around the mall, through one stop sign. Turn right at the Extended Stay America Hotel. Waterford at Fair Oaks is next to the hotel. next right into the Fair Oaks Mall property. Turn right at the stop sign. Turn right at the Extend Stay America Hotel. Waterford at Fair Oaks is next to the hotel.

Questions: Contact the Mortgage Bankers Association of Metropolitan Washington (MBA/MW)
info@mbamw.org • www.mbamw.org
phone: (301)924-0633 • fax (301)924-4124

Exhibitor Application

MID-ATLANTIC LENDER/BROKER CONFERENCE

Thursday, October 14, 2010

Waterford at Fair Oaks, 12025 Lee Jackson Memorial Highway,
Fairfax, VA 22033



Mortgage
Bankers
Association of
Metropolitan
Washington

www.mbamw.org
info@mbamw.org

◆ Company Information - PLEASE COMPLETE ALL INFORMATION

Company Name (as it is to appear on all printed materials)

Address _____

City _____ State _____ Zip _____

Contact Name _____ Title _____

Phone _____ Fax _____

Email _____

Web Site _____

MBA/MW Member:

Yes No

Exhibitor at Last Year's
2009 Mid-Atlantic
Lender/Broker Conference:

Yes No

◆ Exhibit Preference (see Exhibit Layout for Table Numbers):

____ 1st Choice ____ 2nd Choice ____ 3rd Choice

◆ Type of Business:

- | | |
|--------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Appraisal Company | <input type="checkbox"/> Mortgage Insurance Co. |
| <input type="checkbox"/> Attorney | <input type="checkbox"/> Mortgage Consulting |
| <input type="checkbox"/> Closing | <input type="checkbox"/> Real Estate Service |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Title Insurance Co. |
| <input type="checkbox"/> Credit Bureau/Reporting | <input type="checkbox"/> Wholesale Mortgage Co. |
| <input type="checkbox"/> Mortgage Broker | <input type="checkbox"/> Other _____ |

◆ Provide a brief description of services or products you plan to exhibit:

Tabletop Exhibit Prices (per 8 ft table)

	By 8/1/10	After 8/1/10
MBA/MW members:	<input type="checkbox"/> \$500	<input type="checkbox"/> \$600
Nonmembers:	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850

Companies exhibiting at last year's 2009 conference may deduct \$50 from their exhibit price if we receive this application and payment by August 1, 2010.

1. Return this Form with Payment.

2. Complete Payment Details

Checks should be made payable to MBA/MW

Check enclosed \$ _____

Charge Amount \$ _____

Mastercard Visa

Credit Card # _____

Exp Date _____

Name on Card _____

Signature _____

Fax: (301)924-4124

Mail to: MBA/MW
PO Box 1522, Olney, MD 20830-1522

Questions:
info@mbamw.org; phone (301)924-0633

For Office Use: Date Rec'd _____ Assigned Booth # _____ COI Rec'd _____

Exhibitor Contract

- New Location -



Mortgage
Bankers
Association of
Metropolitan
Washington

www.mbamw.org
info@mbamw.org

MID-ATLANTIC LENDER/BROKER CONFERENCE

Thursday, October 14, 2010

Waterford at Fair Oaks, 12025 Lee Jackson
Memorial Highway, Fairfax, VA 22033

1. Agreement to Terms

MBA/MW reserves the right to determine the eligibility of any company, product or service, and the right to restrict, prohibit or evict any exhibit or product that, in the opinion of MBA/MW detracts from the character of the conference or for any violation of the following "Terms and Conditions." In an effort to maintain a high quality of professionalism at this event, exhibitors, sponsors and attendees are asked to refrain from recruiting. In the event of a restriction or eviction, MBA/MW Show Management shall not be held liable for the refund of exhibit fees or any other costs incurred by the exhibitor.

2. Exhibitor Details

All exhibitor displays must fit on a 2' x 8' tabletop. Exhibitors will be provided with one one skirted 2'x8' table and two chairs, wireless access at no additional charge and Electrical access at no additional charge. **Please bring your own power cord/extension cord and tape for securing cords to floor.**

Public address, sound-producing, or amplifying devices are prohibited. No exhibitors will provide or distribute alcohol at the conference facility.

3. Exhibit Table Assignment

Tables will be assigned on a first come, first served basis. Full payment must accompany the application. Exhibit tables will not be assigned if payment has not been received. Requests for neighboring exhibit tables must be indicated on the applications. There must be an individual application from each exhibitor. MBA/MW shall attempt, but shall not be responsible for accommodating such requests.

MBAMW reserves the right to rearrange or adjust the floor plan in the best interest of the show. Subleasing and sharing of exhibit space is prohibited. All signs, displays, and exhibit products must be related to the exhibiting company as the name appears on the contract.

4. Payment Terms

Payment in full must be received with your Exhibitor Application form. MBA/MW will not assign a tabletop exhibit to any exhibitor without payment in full. Double tabletop exhibits are available at twice the rate of a single. Only tabletop exhibits are available at this event.

5. Cancellations and Refunds

Notice of cancellations and request for refunds must be made in writing to the Mortgage Bankers Association of Metropolitan Washington. Cancellations received on or before noon August 30, 2010 will receive a full refund. No refunds will be made after August 30, 2010.

Upon cancellation of the meeting, the liability of MBA/MW shall be limited to a refund of the tabletop exhibit cost only.

6. Distribution of Printed Matter

Exhibitors may distribute advertising materials, literature, souvenir items or promotional materials only within the confines of their own reserved space.

7. Default Occupancy

Any Exhibitor failing to occupy space contracted and paid for, within one hour of the conference opening, forfeits that space and how that space is to be used. MBA/MW reserves the right to use such space as it sees fit to enhance the overall appearance of the conference.

8. Contractual Agreement

MBA/MW reserves the right to finalize all contractual agreements with exhibiting companies. All reservations from companies wishing to exhibit will be considered by MBA/MW as long as the vender agrees in writing to abide by the decisions of MBA/MW relating to tabletop exhibit locations and activity. Signature of the company agent on the contract implies acceptance on the part of that exhibiting company of all policies and regulations as set forth herein.

Exhibitors agree that they, their employees, and their agents will observe all MBA/MW policies and regulations herein. Exhibiting companies will be held responsible for the actions of the individuals affiliated with that company. Violators will be penalized in the assignment of tabletop exhibit space at future MBA/MW conferences and/or financial recompense to MBA/MW to recover monetary damages.

9. Liability

Exhibitors assume responsibility and liability for all claims of any type relating to or arising from its display or exhibitor's operation or materials displayed or distributed, and for all damage, loss and injury to property and persons relating to or arising from the erection, movement, content or operation of company's exhibit, and hereby agrees to indemnify MBA/MW for any loss or liability insurance with respect to same.

SPONSORSHIPS

- New Location -

MID-ATLANTIC LENDER/BROKER CONFERENCE

Thursday, October 14, 2010

Waterford at Fair Oaks. Fairfax, VA



Mortgage
Bankers
Association of
Metropolitan
Washington

www.mbamw.org
info@mbamw.org

► **Stand out from the crowd!** Reach more people, maximize your visibility and position your company as a leader in the industry.

► Sponsorship . . .

- enhances your corporate image through marketing to a target audience.
- guarantees exposure before, during and after the conference
- helps enable MBA/MW to continue providing needed products and services to the industry.

Diamond Sponsor \$2,500: Includes top listing and large logo in conference marketing and handout materials, top listing on signage at the conference, ten conference registrations, tabletop exhibit, and sponsorship of your choice -- either networking luncheon or keynote speaker.

Platinum Sponsor \$1,500: Includes listing and logo in conference marketing and handout materials, listing on signage at the conference, six conference registrations and tabletop exhibit.

Gold Sponsor \$1,000: Includes listing and logo in conference marketing and handout materials, listing on signage at the conference, four conference registrations and tabletop exhibit.

Host Sponsor \$500: Includes listing and logo in conference marketing and handout materials, listing on signage at the conference, and four conference registrations.

Nametag Sponsor \$1,000: Includes listing and logo in conference marketing and handout materials, listing on signage at the conference, six conference registrations and tabletop exhibit. Nametag sponsor supplies nametag holders promoting sponsor name.

Company Information

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Payment

Sponsorship Category: Diamond Platinum Gold Host Nametags

Check Enclosed (made payable to MBA/MW) \$ _____

MasterCard Visa Amount \$ _____

Account # _____ Exp. Date _____

Cardholder's Name _____

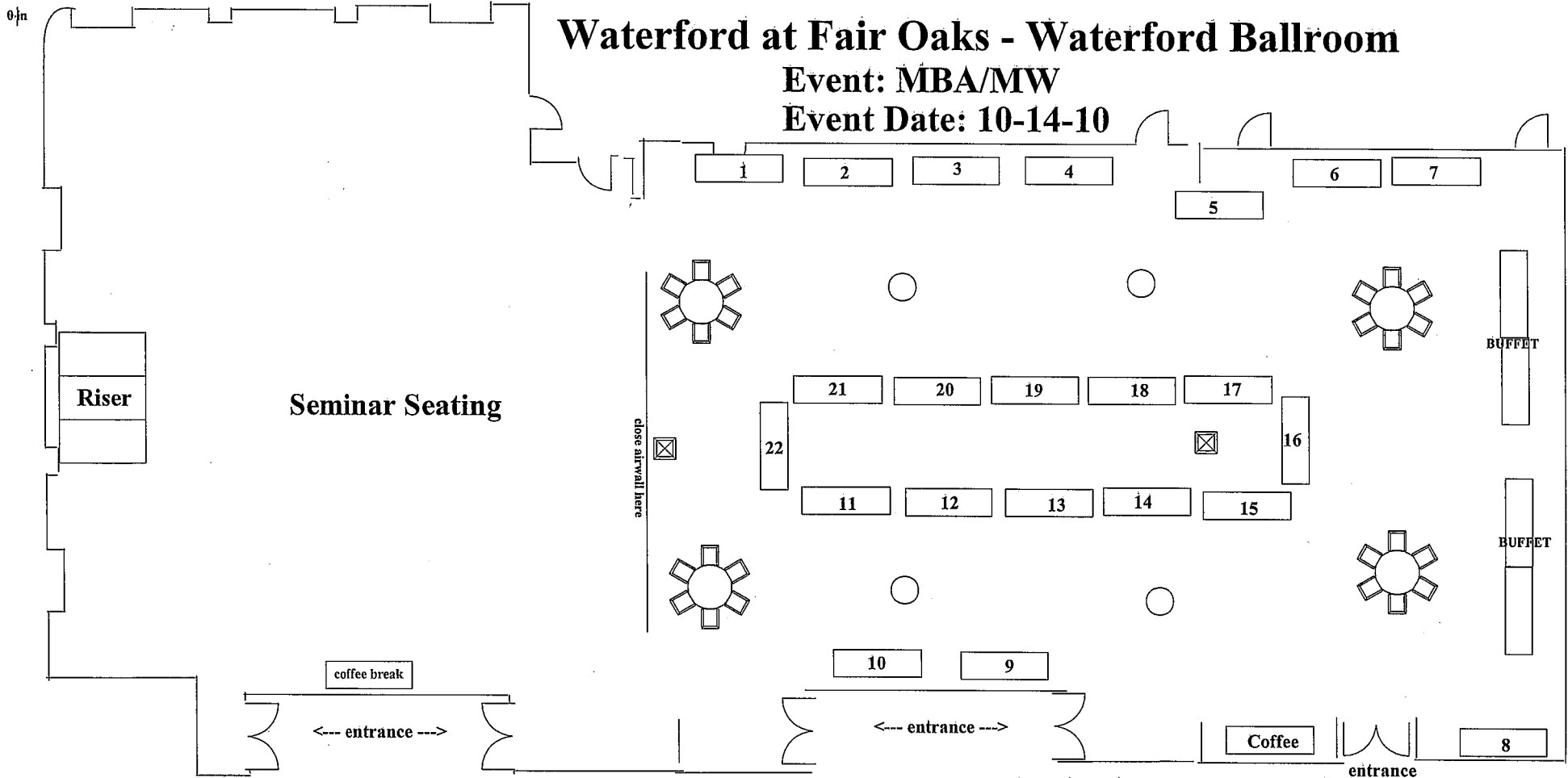
Cardholder's Signature _____

Return With Payment to MBA/MW • P.O. Box 1522 • Olney, MD 20830-1522
phone (301)924-0633 • fax (301)924-4124 • email: info@mbamw.org

Waterford at Fair Oaks - Waterford Ballroom

Event: MBA/MW

Event Date: 10-14-10



*Vendor tables 1-10 and 14-16 will have access to electricity.