

NAMB 2007 Sponsorship Opportunities

Don't forget that sponsorship opportunities abound, including giveaways with your company's logo and advertising in on-site materials such as the convention/conference program. Sponsorship is a great way to increase your exposure at the Annual Convention and NAMB/WEST.

Sponsor an item at both the Annual Convention and NAMB/WEST and save! All sponsors who buy a sponsorship item at the same time for both events will receive up to 20% discount off both sponsorship opportunities.

By becoming a NAMB 2007 sponsor, your company will receive formal recognition of your commitment to the industry through:

- Recognition of the sponsorship in our Advance Registration Program and On-Site Program
- Monthly recognition in NAMB's publication of Mortgage Broker Magazine
- Recognition at General Sessions
- Included in the list of sponsors in convention advertising NAMB website
- Signage at the event featuring the company's name and logo

Don't forget-any exhibitor that also sponsors will get preferential booth assignment (if made prior to deadline—see Assignment of Space)!

Please note that the previous sponsor of the 2006 Annual Convention has right-of-first-refusal to sponsor this same item/event in 2007 (Both the Annual Convention & NAMB/WEST.) Any sponsorship events not committed to by December 1, 2006 will be made available to all parties. Any Exhibitor that wishes to obtain its own giveaway must submit the item in writing for approval to NAMB no later than June 8, 2007 (Annual Convention) and/or October 12, 2007 (NAMB/WEST)

Exhibitors may not provide a giveaway item on their own that is listed as an official NAMB sponsorship opportunity. As sponsorship opportunities are sold they will be posted on the NAMB web site www.namb.org.



Please note any giveaway/prize drawing deemed to be "too similar" to an offered paid/sponsored item, (for example a Vespa as opposed a "NAMB Motor Scooter" or offering the "chance to win a car later this year" instead of the sponsored "NAMB Car Giveaway" at the NAMB 2007 Annual Convention or NAMB/WEST is prohibited.)



NAMB is happy to accommodate any other sponsorship requests. We can design a specific package based on your budget needs. Please contact Jason Hawthorne Petty at jpetty@namb.org with any questions or proposals.

LOOKING FOR SPONSORSHIP ITEMS TO FIT YOUR BUDGET?

\$25,000 & Over

- Gala Showcase and Dinner
- Exhibit Extravaganza
- General Session
- Opening Reception
- Casino Night
- Car Giveaway
- Conference Bags

\$10,000-\$24,999

- Cyber Café
- Pre-Convention Reception
- Broker of the Year
- State Affiliates of the Year
- Shuttle Service
- Lead Retrieval Cards
- Relaxation Station
- Official "NAMB" Shirt
- Pop-up Map
- Printed Nametag Lanyards
- Mini Portfolios
- Pocket Size Programs
- At-A-Glance Schedule Boards
- Hotel Key Cards
- Phone Cards
- Exhibit Hall Lunch

\$5,000-\$9,999

- Shoe Shine Station
- Coat & Luggage Check
- Caricaturist
- Segway
- Mouse Pads
- Plasma TV
- Water Bottles (plus actual costs)
- Exhibitor Snack Box
- Morning & Afternoon Refreshment Breaks
- Morning Broker Session
- Golf Visors
- Golf Lunch
- Breakout Sessions

Under \$5,000

- TV Channels
- WHERE Magazine
- Motor Scooter
- Event Pens
- Key Chains
- His/Hers Columbia® Reign Coats
- Coffee Café
- Education Courses
- Golf Sponsorships:
 - Balls
 - Towels
 - Tees
 - Beverage carts
 - And much more!

THE “GRAND” EVENTS

Gala Showcase and Dinner

Annual Convention Only \$50,000

The highlight of any NAMB convention is the final evening filled with food, drinks, entertainment and lots of fun! Help craft an evening of entertainment using NAMB as your stage. The Gala Showcase and Dinner will be held on Monday evening at the Sheraton Seattle Hotel & Towers, our host hotel. (The Gala Showcase and Dinner may have multiple sponsors.)

Exhibit Extravaganza

Annual Convention \$45,000--SOLD--Argent Mortgage Co.
NAMB/WEST \$45,000
BUY BOTH & SAVE \$72,000

Enjoy the thrill of the opening of the exhibit hall doors! Once you enter you will find the aisles filled with great food, drinks and entertainment. Your company name and logo will appear at each location—including the food and beverage stations and much more!

General Session

Annual Convention \$30,000
NAMB/WEST \$30,000
BUY BOTH & SAVE \$48,000

Be a part of helping shape the general session. This sponsorship allows your company to have great visibility during the heart of the convention including a tailor made two minute video presentation to be shown to all detailing your company and services. (Two sponsorships are available for Annual Convention and one for NAMB/WEST.)

Opening Reception

Annual Convention \$25,000 (plus costs)
NAMB/WEST \$25,000 (plus costs)
BUY BOTH & SAVE \$40,000 (plus costs)

Always a great way to begin any NAMB event, 2007 events will be no different—lots of fun, food, and drinks! Be sure to arrive early because it will be an unforgettable time! (Annual Convention - Friday, June 22 & NAMB/WEST - Sunday, Nov. 3)

Casino Night

Annual Convention Only \$25,000

As the final night winds to an end let it be with fun and games! Following the Gala Showcase and Dinner enjoy a game of black jack, craps, and other games of chance. Attendees will love the great prizes and live music! Your company name and logo will appear throughout the casino.

Cyber Café -- SOLD -- EquiFirst

Annual Convention \$15,000 -- SOLD
NAMB/WEST \$15,000 -- SOLD
BUY BOTH & SAVE \$24,000

Attendees see your company name and logo prominently displayed on the computer screen as they check their email messages. Signage will be placed throughout the cyber café.

Pre-Convention Reception** -- SOLD -- First Magnus Financial Corp

Annual Convention Only \$12,000 -- SOLD

Go from zero to "Wow" in 41 seconds. Guests will enjoy being wined and dined at the optional pre-convention kick-off on Thursday, June 21, 2007 at the Seattle Space Needle 100' skyline level with unmatched 360° panoramic views of the Seattle skyline and Puget Sound. Guests also receive complimentary access Observation Deck 520' above.

AWARDS RECOGNITION

Broker of the Year Award -- SOLD -- Fannie Mae

Annual Convention Only \$15,000

Sponsor the awards for Broker of the Year – the highest honor NAMB bestows upon a member.

State Affiliates of the Year Award

Annual Convention Only \$15,000--SOLD--Freddie Mac

This award provides NAMB with a way to say thank you to our hard-working state association leaders, members, and staff for a job well done in the past year. Three state members (Red, White and Blue) are selected.

Exclusive CMC/CRMS/Medallion Society Reception

Annual Convention Only \$3,000

Open to individuals who have demonstrated a high level of professional proficiency by achieving certification and/or exhibited a dedication to the association by recruiting multiple members to NAMB. This group will be celebrating at a pre-dinner cocktail reception on Monday evening.

OTHER “UNIQUE” OFFERINGS

Lead Retrieval Card

Annual Convention \$20,000
NAMB/WEST \$20,000
BUY BOTH & SAVE \$32,000

Your card to success! Each attendee will receive their own lead retrieval card—exhibitors will instantly gain attendee information. It will be in the hands of everyone and is a superb way to advertise your company logo or message for all to see!

Official NAMB Staff and Volunteer Shirt

One sponsor only \$15,000

Annual Convention and/or NAMB/WEST volunteers and NAMB staff will be wearing the Official NAMB Volunteer Shirt with your company name and logo displayed, not only at the Annual Convention AND NAMB/WEST but also promoting your company's sponsorship at the March NAMB Legislative Conference in Washington, DC!

Relaxation Station

Annual Convention \$13,500
NAMB/WEST \$13,500
BUY BOTH & SAVE \$22,000

Attendees will love taking advantage of a seated-massage. Attendees must first visit your booth to collect a voucher to be redeemed at the massage station. It's the perfect environment to increase sales! You have the option of providing signature clothing such as your company golf shirt/logo to the massage practitioners to wear while they relax hundreds of attendees.

Shoe Shine Station

Annual Convention \$8,500
NAMB/WEST \$8,500
BUY BOTH & SAVE \$13,600

"Polished" professionals will love the extra special touch of a complimentary shoe shine. With all the hustle and bustle of the show, attendees won't be able to pass the chance to sit, relax (and read your literature)...even if just for a few minutes! Vouchers will be available at your booth for redemption at the shoe shine station.

Continued on Back Side

Coat and Luggage Check

Annual Convention Only \$6,000

When attendees check their "reign" coats they won't go away empty handed – put a personalized claim check in their hand with your logo. Strategically located, the coat check will be the first and last area attendees see every day. Your company will reach prospects and customers before they even enter the show and your message will be the last impression before they leave.

Caricaturist

Annual Convention \$5,000
NAMB/WEST \$5,000 -- Sold -- TB&W Mortgage Corp
BUY BOTH & SAVE \$8,000

These witty and whimsical caricatures are always popular! Every person who visits the NAMB Booth will enjoy taking home a special souvenir! The sponsor's logo will be sketched onto each drawing.

Where Magazine

Annual Convention & NAMB/WEST (Prices shown are per show and do not include "Buy Both & Save Discounts")
\$5,500 Cover; \$4,250 Back Cover; \$3,250 Inside Front Cover; and \$2,250 Inside Back Cover

Every attendee will get the most out of their visit by using this highly informative magazine providing an abundance of information about the city and the surrounding area! The magazine includes a four-page wrap-around cover that you create to meet your advertising needs.

NAMB Television Channel**

(Priced per day/per hotel channel)

Annual Convention \$2,000
NAMB/WEST \$4,000

BUY BOTH & SAVE Contact Jason Hawthorne Petty for special offer

Get your message to everyone staying at the official Annual Convention and/or NAMB/WEST hotels. "Beam" your video presentation (pending approval) to each hotel television on your own dedicated TV channel! Turn On, Tune In, and Sell Your Product!

EXTRA SPECIAL GIVEAWAYS

Car Giveaway

Annual Convention \$26,000
NAMB/WEST \$26,000
BUY BOTH & SAVE Contact Jason Hawthorne Petty for special offer

You won't want to miss being a part of one of NAMB's biggest prize giveaways! Each attendee will have multiple chances to collect tickets (with your logo on them) and ten lucky tickets will be drawn. Each of the ten attendees will be given a key and only one will open the door to the car! The car will be displayed inside the exhibit hall with your company's name prominently displayed.

Segway Human Transporter (2 sponsorships available at each event)

Annual Convention \$8,500
NAMB/WEST \$8,500
BUY BOTH & SAVE \$14,000

A truly 21st-century idea, this two-wheeled electric vehicle has been spotlighted in numerous publications and was a huge hit at past Annual Conventions! Ride smoothly on this gyro-balanced platform that is practical, efficient and an undeniably fun way of getting around.

Motor Scooter

(3 sponsorships available at each event)

Annual Convention \$4,750 -- #1 Aegis Mtg
NAMB/WEST \$4,750 -- #1 Aegis Mtg
BUY BOTH & SAVE \$7,500

One of the most popular sponsorships in 2005 AND 2006, these flashy scooters are sure to grab the attention of all! Easy to maneuver and park anywhere the lucky winner will love to ride this everywhere!

Show Bags

Annual Convention -- SOLD -- GreenPoint Mortgage
NAMB/WEST-- SOLD -- Indymac Bank
BUY BOTH & SAVE \$52,000

Tote bags containing convention information will be provided to each attendee at registration. The sponsoring company's logo will be displayed on the bag along with the NAMB logo.

Pop-Out Map

Annual Convention \$20,000
NAMB/WEST \$20,000
BUY BOTH & SAVE \$32,000

Guide attendees to your product and map your company with these highly useful color maps of Seattle and/or Las Vegas. Opened, they more than double in size giving great directions to our host city—with your logo/message on the back cover of each.

Printed Nametag Lanyards

Annual Convention \$20,000 -- SOLD
NAMB/WEST \$20,000 -- SOLD
BUY BOTH & SAVE \$36,000 -- SOLD -- Chase

Keep your company name at eye-level by sponsoring the conveniently worn lanyards by attendees throughout the convention.

Mini Portfolios *

Annual Convention \$18,000
NAMB/WEST \$18,000
BUY BOTH & SAVE \$28,800

Always a popular item, an easy to carry notepad jotter with pen and paper will be provided to each attendee in their conference bag. The sponsoring company's logo will be displayed on the front cover alongside the NAMB logo.

Pocket Size Program

Annual Convention \$18,000
NAMB/WEST \$18,000
BUY BOTH & SAVE \$28,800

Each time an attendee reaches into their pocket to view the conference schedule your company's name and logo will appear along side.

At-A-Glance Schedule Boards -- SOLD -- Decision One Mortgage

Annual Convention \$12,000 -- SOLD
NAMB/WEST \$12,000 -- SOLD
BUY BOTH & SAVE \$21,000

Attendees will see your company's name and logo every time they consult the on-site schedule boards for information.

Hotel Key Cards -- SOLD -- MortgageIT, a subsidiary of Deutsche Bank

Annual Convention	\$11,000 -- SOLD
NAMB/WEST	\$11,000 -- SOLD
BUY BOTH & SAVE	\$19,500 -- SOLD

Attendees staying at any of the Annual Convention or *NAMB/WEST Hotel(s) will enter into their sleeping room using a hotel key card with your company name and a brief message. Watch it open doors to your business! (*MGM will provide customized card sleeves in lieu of key cards.)

Mouse Pad

Annual Convention	\$9,500
NAMB/WEST	\$9,500
BUY BOTH & SAVE	\$16,500

These mouse pads with the official show Logo will get years and years of use by attendees. Your sales will increase by showing off your company logo and message next to the NAMB logo as this item is placed inside each tote bag.

Plasma Television -- SOLD -- 1st Metropolitan Mortgage

Annual Convention	\$6,000 -- SOLD
NAMB/WEST	\$6,000 -- SOLD
BUY BOTH & SAVE	\$10,500

Attendees will dash to your booth for the chance to win this large screen Plasma TV that will be shipped directly to the winner's home. Shipping included.

Water Bottles

Annual Convention	\$5,000 (plus costs)
NAMB/WEST	\$5,000 (plus costs)
BUY BOTH & SAVE	\$9,000 (plus costs)

Attendees won't be thirsty when they receive bottled water with your company logo on it as they head to their next meeting session.

Key Chains

Annual Convention	\$4,000
NAMB/WEST	\$4,000
BUY BOTH & SAVE	\$6,750

Placed inside each convention tote these attractive acrylic key chains are house-shaped and will open the door to lots of business for years to come. Inlaid, your logo/message will be in the hands of all attendees—and a key to success!

Event Pens -- SOLD -- Macquarie Mortgages USA Inc.

Annual Convention	\$3,500 -- SOLD
NAMB/WEST	\$3,500 -- SOLD
BUY BOTH & SAVE	\$6,000

Put your company's name in the hand of everyone! These high quality pens will be placed in each convention tote bag will have your company name/logo sharing the NAMB logo to be handed out to thousands of attendees.

Airline Voucher Give-Away

Annual Convention	\$2,000
NAMB/WEST	\$2,000
BUY BOTH & SAVE	\$3,500

Lucky winners will receive a \$1,000.00 airline voucher that will take them anywhere they wish to fly! (Maybe to your booth in Vegas in November or Indianapolis for the 2008 Annual Convention in June!)

His & Hers Columbia® Reign Coats

Annual Convention Only	\$2,000
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The Columbia Sportswear Company® began its business just down the road from here in Oregon. Columbia® is known as a product innovator and has an unparalleled reputation for quality and value. These waterproof raincoats are great for work and play!

FOOD & BEVERAGE (F&B)**Exhibitor Snack Boxes ** -- SOLD -- Scotsman Publishing Company**

Annual Convention	\$5,000 -- SOLD
NAMB/WEST	\$5,000 -- SOLD
BUY BOTH & SAVE	\$9,500

Direct exhibitor-to-exhibitor marketing that will not only bring comfort to an exhibitor's rumbling stomach but also put your message directly into the hands of other vendors in the Exhibit Hall. We supply the snack—you supply the marketing piece and together NAMB will distribute this to ALL 300+ exhibiting companies along with a tasty treat.

Coffee Café -- SOLD -- Citi

(Per day, plus costs – 2 sponsorships available at each event)

Annual Convention	\$3,500 (plus costs) -- SOLD
NAMB/WEST	\$3,500 (plus costs) --SOLD
BUY BOTH & SAVE	\$5,000 (plus costs)

Attendees will enjoy their drink of choice from the Coffee Cart adjacent the convention center registration area on the day(s) of your choice – Annual Convention, Sunday & Monday and/or NAMB/WEST Monday & Tuesday. You will get all the recognition! The coffee cart will be yours to manage but without all the work—and you'll get the opportunity to distribute your name and logo for all to see.

F&B EVENTS

Your company will be recognized with signs at each food station throughout the convention center and you are also welcome to enhance this sponsorship by providing your own cups, napkins, etc. with logo.

Lunch (Food stations setup in the Exhibit Hall)

Annual Convention Only	\$20,000 (Mon., June 25)
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Afternoon Refreshment Break

Annual Convention	\$8,500 (Sat., June 23)
NAMB/WEST	\$8,500 (Sat. Nov. 3)
BUY BOTH & SAVE	\$13,600

Morning Refreshment Break

Annual Convention	\$6,000 (Sat., June 23)
NAMB/WEST	\$6,000 (Sat., Nov. 3)
BUY BOTH & SAVE	\$9,600