

MBA's CREF/Multifamily Housing Convention & Expo 2020

February 9-12, 2020

Manchester Grand Hyatt Hotel San Diego, CA

Sponsorship Packages

MBA offers a wide range of sponsor packages to meet your needs and enhance you company's visibility and brand recognition. If you would like to discuss other opportunities that you do not see below, please reach out to Kim Newell at knewell@mba.org or (202) 557-2791.

Benefits	Millennium	Diamond	Platinum	Gold	Silver	Bronze	Host
Sponsor logo / signage prominently displayed onsite & in Program	✓	✓	✓	✓	✓	✓	✓
Sponsor logo in Conference advance marketing communications	✓	✓	✓	✓	✓	✓	✓
Sponsor listing and logo on the Conference web site	✓	✓	✓	✓	✓	✓	✓
Email delivery of attendee mailing lists, pre- and post-event	✓	✓	✓	✓	✓	✓	✓
Full page display as in the Attendee List Notebook	✓	✓	✓	✓	✓	✓	✓
Complimentary sponsor registrations	7	6	5	4	3	2	2
Priority opportunity for meeting room and exhibit space assignments*	✓	✓	✓	✓	✓	✓	
High-rotation banner ad on Conference web site	✓	✓	✓	✓			
Large-format signage onsite	✓	✓	✓	✓			
Full-page display ad in program guide	✓	✓	✓	✓			

*Bronze sponsors and above — while space is available. Meeting room and exhibit space requests are subject to additional production charges, based on space size and use.

	Millennium Opportunities	\$77,500
	Conference Credentials	SOLD
	Diamond Opportunities	\$67,500
	Conference Bags	SOLD
	Keynote Speaker Monday (TBD)	Available
	Platinum Opportunities	\$50,000
	Daily Highlight Emails	SOLD
	Conference Junior Padfolios	SOLD
	Sunday Opening Reception	SOLD
	Cellphone Charging Stations	SOLD
	Gold Opportunities	\$40,000
	Monday Networking Reception	HOLD
	General Session (Tuesday)	SOLD
	mPower Event	SOLD
	Information Desk	Available
	Bottled Water Delivery at Headquarter Hotel	HOLD
	Panel Sessions	Available
	Conference Hotel Keys (Subject to Hotel's Art requirements)	SOLD
	Conference Mobile App	SOLD
	Cell Phone Wallet	SOLD
	Press Box	Available
	Silver Opportunities	\$29,000
	Continental Breakfast (Tuesday)	HOLD
	Daily Refreshment Breaks in the HUB	SOLD
	Luncheon in the HUB (Tuesday)	1 Available
	Conference Notepads	SOLD
	Conference Pens	HOLD
	Conference Attendee Lists	HOLD
	Coffee Spot in the HUB (Tuesday)	HOLD
	Conference Mints	HOLD
	mPact Event	SOLD
	Bronze Opportunities	\$23,500
	Flyer Insert in the Convention portfolio	
	Host Opportunities	\$16,000
	N/A	

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Sponsorship Level	Base Price*	Opportunity
<input type="checkbox"/> Millennium Sponsorship	\$77,500	
<input type="checkbox"/> Diamond Sponsorship	\$67,500	
<input type="checkbox"/> Platinum Sponsorship	\$50,000	
<input type="checkbox"/> Gold Sponsorship	\$40,000	
<input type="checkbox"/> Silver Sponsorship	\$29,000	
<input type="checkbox"/> Bronze Sponsorship	\$23,500	
<input type="checkbox"/> Contributor Sponsorship	\$16,000	

* Pricing shown is for MBA member firms; a 50% surcharge applies for non-members.

Individual Information Person handling conference logistics.

Mr. Ms. Mrs.

Name

Email Address

Company Information For use in online sponsor listing.

Company Name

Company Address

City

State

Zip

Business Phone

Web site

Payment Method See *Ways to Submit Your Payment* below.

Check (Make payable to **Mortgage Bankers Association**) MasterCard VISA American Express

Credit Card Number

Expiration Date

Amount of Charge

Name as it Appears on Card

Signature

Date

Billing Address (If different from above)

I agree to the terms on pages 4-6 of this document.

Name

Signature

Date

Ways to Submit Your Payment:

Submit your completed application with payment information via:

Fax (Credit card)

(202) 621-1591

Scan and email (Credit card)

knewell@mba.org

Mail

Mortgage Bankers Association

PO Box 791419

Baltimore, MD 21279-1419

Express Mail (Overnight)

Mortgage Bankers Association

Attn: Lockbox Number 791419

1000 Stewart Ave

Glen Burnie, MD 21061

NOTE: All sponsorship requests will be released on a first-come, first-served basis. For more information on MBA's CREF/Multifamily Housing Convention & Expo 2020 sponsorships, please visit mba.org/sponsors or call (202) 557-2791.

Sponsor's Contract

A. Scope. This contract relates to the conference presented by the Mortgage Bankers Association ("MBA") as identified in the companion Sponsorship Program and Application ("Application"). The completed Application incorporates by reference all of the terms of this master Sponsor's Contract ("Contract"). In submitting a signed Application, Sponsor agrees to the terms set forth in this Contract. "Event" refers to the MBA conference referenced in the Application. "Sponsor" is an entity whose Application has been accepted by MBA. Subject to the availability of sponsorships at the level selected, the Application for Sponsorship for an Event becomes a binding contract upon MBA's issuance of a confirmation notice after receiving a fully completed Application and good funds in the full amount owed.

B. Objectives of MBA Events. MBA's primary objective for each Event is to provide a unique educational framework for the dissemination of new ideas in the real estate finance industry. This objective is accomplished through the assembly of leaders from either a broad or targeted range of industry participants and the presentation of program activities to facilitate the exchange of information directed at solving needs related to the financing of either commercial or residential real estate, or both.

C. Terms of Sponsorship.

i) Sponsor agrees to sponsor the Event and to make a contribution in the amount and in the manner specified in the Application for the Sponsorship level selected by Sponsor. It is understood and agreed that Sponsor's sponsorship of the Event is not contingent upon any specific attendance levels or other manner of participation by MBA members and non-members at the Event. The payment schedule for the sponsorship contribution is set forth in the Application. To the

extent that any portion of a payment under this Section C(i) would not (if made as a separate payment) be deemed a qualified sponsorship payment under Section 513(i) of the Internal Revenue Code of 1986 (the "Code"), such portion of the payment shall be deemed and treated as a separate payment.

ii) During the term of this Contract, MBA hereby agrees to identify and acknowledge Sponsor as a sponsor of the Event at the level identified on the Application. Such identification and acknowledgment may include displaying Sponsor's corporate logo and certain other identifying information [as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and the Treasury regulations thereunder] on the MBA Event Website in connection with the Event, and on other appropriate promotional media and materials in connection with the Event, as set forth in the Application.

iii) For those sponsorship levels that include priority opportunity for meeting room and/or exhibit space assignments, as stated in the Application, MBA will process meeting room and exhibit space requests on a first come/first served and space-available basis. Availability will be limited. In addition, meeting room and exhibit space requests will be subject to additional production charges, based on space size and use.

iv) If Sponsor's level includes a specified number of complimentary registrations for the Event, complimentary badges will be issued in the name of designated Sponsor employees only, and may not be traded to, and/or used by, nonemployees or non-registrants. If MBA finds that Sponsor's complimentary badges are traded or otherwise used improperly, MBA may, at its discretion, seize the badges, expel Sponsor personnel from the Event, and/or prohibit Sponsor from future sponsorship opportunities.

D. Name and Logo Usage.

i) Sponsor hereby grants MBA a limited, non-exclusive, revocable license to use Sponsor's name, acronym, and logo for the sole purpose of identifying and acknowledging Sponsor's sponsorship of the Event. The placement, form, content, appearance, and all other aspects of such identification and acknowledgement shall be determined by MBA in its sole discretion, which determination shall not be unreasonable. Notwithstanding the foregoing, MBA will make commercially reasonable efforts to confer with Sponsor before making its decision(s).

ii) On or before applicable deadlines, Sponsor shall provide to MBA all necessary logos and other information, content and materials (in printed, electronic and/or other form) for use in connection with its sponsorship of the Event.

iii) MBA hereby grants to Sponsor a limited, non-exclusive, revocable license to use MBA's name, acronym, and logo for the sole purpose of promoting Sponsor's sponsorship of the Event.

iv) A party's name, acronym, logos and other trademarks ("Marks") are and will remain its property. Each party specifically warrants that it owns and has all necessary rights to the Marks licensed hereunder. Neither party will take any action that jeopardizes the other party's proprietary rights or acquire any rights in the Marks, nor revise or alter the Marks in any way. The Marks must be displayed in the same form (and colors) as provided by each party. Each party's right to use the other's Marks hereunder will terminate upon termination of this Contract.

E. Event Website Hyperlink.

During the term of this Contract, Sponsor shall be permitted to maintain an Internet hyperlink on the MBA Event website. In connection with such hyperlink, Sponsor agrees and acknow-

ledges that MBA does not endorse, approve, certify, or control Sponsor's website and does not warrant, guarantee or make any representations regarding the accuracy, completeness, efficacy, timeliness, merchantability, or fitness for a particular purpose of the content or data located on such site. Reference on the Sponsor website to any specific product, process or service does not constitute or imply endorsement, recommendation or favoring by MBA. MBA is not responsible for, and expressly disclaims all liability for, damages of any kind arising out of use, reference to, reliance on, or performance of such content or data. Sponsor agrees to display a commercially reasonable privacy policy and to employ commercially reasonable data security on its website.

F. Event Mailing List. MBA grants to Sponsor a non-exclusive, non-transferable, revocable limited license to use only once the Event attendee mailing list ("Mailing List"). Sponsor acknowledges and agrees that the Mailing List shall remain the sole property of MBA. Sponsor further agrees that it will contact the names on the mailing list only once and it will not disclose, directly or indirectly, the list source. Sponsor will not copy, disclose, distribute (including to Sponsor's affiliates), lease, sublicense, enter into a computer database for future use, modify or use the Mailing List in creating a derivative work, use it for other mass mailings, or use or transfer it in any other form or manner, electronic or otherwise. To prevent the improper use of the Mailing List, it is understood and agreed that the usage of the Mailing List may be monitored by a combination of one or more methods of security (such as address seeding), to which Sponsor agrees. Use of the list other than as described in this paragraph may disqualify Sponsor from future sponsorship opportunities and may subject Sponsor to additional usage charges. **MBA MAKES NO**

WARRANTIES AS TO THE CONTENTS OF THE LIST, INCLUDING ITS ACCURACY OR COMPLETENESS.

G. Cancellation and Force Majeure.

i) Sponsor specifically recognizes that MBA will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation at any time (except as permitted in Section H (i)(b) due to MBA's material breach) or fail to make any payment that becomes due, Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon MBA's cancellation of the Event for any reason, the liability of MBA shall be limited to a refund of fees paid by Sponsor. In the event of any such cancellation, all rights, duties, liabilities, and obligations hereunder shall terminate.

ii) Neither MBA nor Sponsor shall be liable for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority provided that the party experiencing the delay works diligently to overcome the cause of the delay as expeditiously as possible.

H. General Terms and Conditions.

i) The following shall govern term and termination of this Contract:

a. This Contract shall commence as specified in Section A above and will terminate upon fulfillment of the parties' obligations pertaining to the Event.

b. In the event either party commits a material breach of any provision contained herein, which remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate this Contract. If MBA terminates this Contract due to Sponsor's breach, MBA will not refund any amounts paid.

c. Upon termination of this Contract, each party agrees to return any intellectual property provided by the other party and discontinue use of the other party's intellectual property. In the event this Contract is terminated for material breach of a party following the commencement of the Sponsorship activities, the parties agree to nonetheless cooperate to the extent necessary to avoid interruption of the Event which may include continued use of Sponsor's name in printed materials related to the Event. Such cooperation shall not be construed or operate to waive any claim or defense a party may have.

d. In addition, Sponsor may terminate this Contract upon written notice to MBA if it determines that (I) a governmental, regulatory, or professional entity (including, without limitation, the American Institute of Certified Public Accountants, the Public Company Accounting Oversight Board, or the Securities and Exchange Commission), or an entity having the force of law has introduced a new, or modified an existing, law, rule, regulation, interpretation, or decision, the result of which would render Sponsor's performance of any part of the Contract illegal or otherwise unlawful or in conflict with independence or professional rules; or (II) circumstances change (including, without limitation, changes in ownership of MBA or any of its affiliates) such that Sponsor's performance of any part of the Contract would be illegal or otherwise unlawful or in conflict with independence or professional rules or (III) if, in the professional judgment of those partners responsible for the oversight of independence for Sponsor and its subsidiaries, such termination is necessary to avoid impairing or appearing to impair the independence of Sponsor, any of its affiliates, or other member firms of Sponsor, and their respective affiliates, with respect to the provision of attest services to any client or potential client in accordance with applicable laws, regulations or professional

standards, including, without limitation, the professional standards of the American Institute of Certified Public Accountants and the rules promulgated by the Securities and Exchange Commission to implement the Sarbanes-Oxley Act of 2002.

ii) Sponsor assumes entire responsibility, and hereby agrees to protect, indemnify, defend and save harmless MBA, and the Event facility, its officers; directors; owners; and affiliated companies; and all employees and agents of all of them (collectively, 'Indemnitees') against any personal injury caused by Sponsor or its officers, agents, employees or guests. In addition, Sponsor agrees to indemnify and hold harmless the Indemnitees from any and all claims, damages, losses or exchanges, however incurred, and including reasonable attorneys' fees and costs, arising from any claim resulting, in whole or in part, from (a) Sponsor's material breach of this Contract; (b) the negligent or willful act or omission by Sponsor or any of its employees, agents, vendors, contractors, or subcontractors in connection with the use of the Mailing List; (c) MBA's publication of Sponsor's Marks pursuant to this Contract; and (d) the contents or subject matter of Sponsor's website linked to the MBA Event website.

iii) Sponsor shall, at its sole expense, carry and keep in full force and effect at all times during the term of this Contract appropriate levels of insurance applicable to its activities under this Contract. Sponsor acknowledges that MBA does not maintain insurance covering Sponsor's property, and that it is the sole responsibility of Sponsor to maintain appropriate insurance covering losses by Sponsor relative to its property.

iv) **IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES SUCH AS, BUT NOT LIMITED TO, LOSS OF REVENUE OR ANTICIPATED PROFITS OR**

LOST BUSINESS, WHETHER IN AN ACTION IN CONTRACT OR TORT EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

v) **SPONSOR ACKNOWLEDGES THAT THE MBA EVENT WEBSITE IS OPERATED ON AN "AS IS" BASIS, AND THAT MBA MAKES NO WARRANTY THAT ITS SITE WILL BE ERROR-FREE OR THAT ACCESS THERETO WILL BE UNINTERRUPTED.**

vi) Sponsor shall comply with all Federal, state and local laws and MBA has no responsibility for Sponsor compliance with applicable laws.

vii) It is not the intention of Sponsor or MBA that the parties exchange any confidential information during the term of this Contract. Should either party decide to share such information in its performance of this Contract, it shall so notify the other party, and if such party has no objection to receiving the information the parties will enter into an appropriate nondisclosure agreement.

viii) This Contract and the rights granted to Sponsor hereunder are non-exclusive and, among other things, MBA reserves the absolute right to enter into similar agreements with third parties related to additional sponsorship opportunities for the Event.

ix) This Contract shall be governed by, construed and enforced according to the laws of the District of Columbia (excluding its choice of law rules). The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Washington, D.C., which shall be the exclusive venue for any disputes relating to this Contract.

x) This Contract may be amended or modified at any time by a writing executed by both parties hereto. Notwithstanding the foregoing, MBA shall have the power to make, from time to time, such reasonable amendments thereto and to set such further terms and conditions as it reasonably considers necessary for the proper conduct of the Event, provided, such new terms and conditions do

not materially alter or diminish the contractual rights of Sponsor.

xi) The failure of a party to enforce a term or condition of this Contract in one instance shall not be construed to limit that party's right to enforce the term or condition in any other instance. Neither shall it be construed to affect a waiver of any other term or condition of this Contract.

xii) Sponsor shall not assign or delegate Sponsor's rights or obligations under this Contract without MBA's prior written consent.

xiii) All provisions of this Contract are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the agreement shall remain in full force and effect.

xiv) All rights and remedies herein are cumulative and in addition to all other rights and remedies available at law or in equity.

xv) The representations, warranties, limitation of liability, confidentiality, accrued payment obligations, and indemnities set forth in this Contract shall survive the expiration or other termination hereof.

xvi) This Contract constitutes the sole agreement of the parties with respect to the subject matter hereof and supersedes all previous written and oral agreements and understandings between the parties with respect to such subject matter. This Contract may be executed in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.