



FEBRUARY 8-11
SAN DIEGO, CA

MBA COMMERCIAL/MULTIFAMILY FINANCE CONVENTION & EXPO CAPITAL ALLEY INFORMATION

MBA's CREF Convention has long been "Where Market Makers Meet." To make the most of having this many commercial real estate capital markets firms together in one place, MBA is hosting Capital Alley at the CREF Convention in 2026.

Capital Alley brings meetings between deal makers to one centralized location, re-energizing the conference's ground floor and increasing the connectivity – both planned and ad hoc – you get by being part of the MBA community and convention.

Capital Alley is home to lenders and intermediaries from across capital sources – banks, life companies, GSEs, CMBS, private credit, and more. Space is limited and likely to sell-out early.

An alternative to far-flung suites and other meeting options, Capital Alley consists of a "village" of spaces ranging in size from 10'-by-10' to 10' x30'. Spaces include a base build-out, meeting furniture, and signage with options available for personalization and upgrades. Capital Alley tenants also receive transferable passes, allowing non-registered guests access to Capital Alley.

Amenities at Capital Alley include the Coffee Spot, breakfast, refreshment breaks, lunch, a cash bar, and more, reducing or eliminating food and beverage costs and minimums.

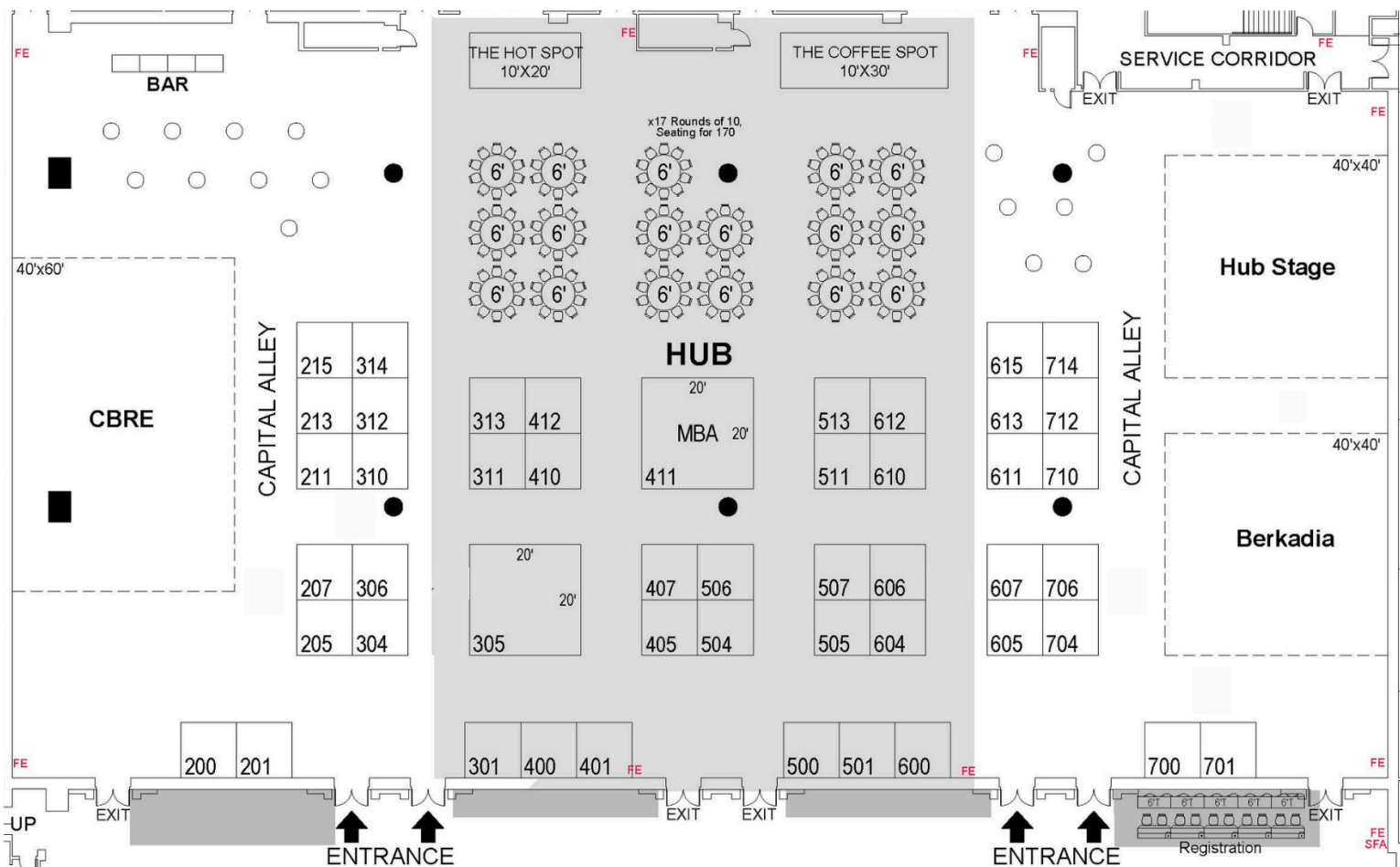
What's included:

- Built out space within Capital Alley, including fixed walls and base signage
- Meeting furniture, including tables and chairs, and carpeting
- Controlled access to Capital Alley for your unregistered clients
- Amenities like the Coffee Spot, breakfast, refreshment breaks, lunch, cash bar, and more

Upgrade opportunities:

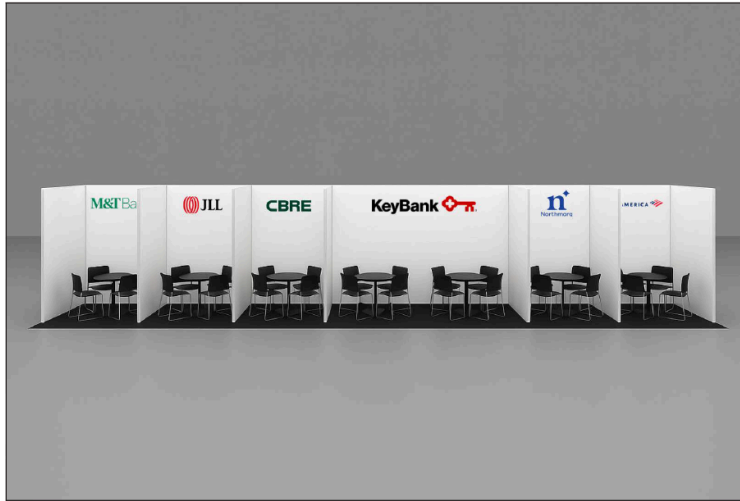
- Build-out finish
- Furniture
- Signage
- Food and beverage

LAYOUT



Located on the ground floor of the Grand Hyatt, right behind registration and in the heart of conference activity, Capital Alley includes a range of meeting space options. The space is largely configurable, starting with a 10'x10' space which combined to create large spaces can be customized. Capital Alley will also include THE HUB EXPO, MBA's traditional exhibit hall, and the activities associated with that space.

IN-LINE SPACE



In-line space in Capital Alley has customizable floorplate sizes of 10'x10', 10'x20', 10'x30', or other.

Single in-line space (10'x10') includes one (1) starbase tables with four (4) chairs, one (1) custom logo graphic, five (5) transferable passes, and access to Capital Alley amenities, with the ability to work with GES to customize at tenant's expense. The base price is \$8,500.

Double in-line space (10'x20') will include two (2) starbase tables with four (4) chairs each, one (1) custom logo graphic, ten (10) transferable passes, and access to Capital Alley amenities, with the ability to work with GES to customize at tenant's expense. The base price is \$15,000.

Triple in-line space (10'x30') will include three (3) starbase tables with four (4) chairs each, one (1) custom logo graphic, fifteen (15) transferable passes, and access to Capital Alley amenities, with the ability to work with GES to customize at tenant's expense. The base price is \$21,000.

CONTACT INFORMATION

Space is available on a limited basis and going fast. To find out more and discuss options for your firm, contact Kim Newell at knewell@mba.org.



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CAPITAL ALLEY ORDER FORM

Please complete the order form and return to sponsor@mba.org. Invoice to follow.

Please include your logo as an AI or EPS file.

NAME _____

COMPANY _____

ADDRESS _____

EMAIL _____

PHONE NO _____

	Cost	Capital Alley Space Size	Furniture	Comps
	\$8500 member \$17000 non-member	Inline 10' x 10'	(1) starbase table w/ 4 chairs and custom logo graphic	5 transferable guest passes + 2 comp registrations for company staff
	\$15000 member \$30000 non-member	Inline 10' x 20'	(2) starbase tables w/ 4 chairs each and custom logo graphic	10 transferable guest passes + 3 comp registrations for company staff
	\$21,000 member \$42,000 non-member	Inline 10' x 30'	(3) starbase tables w/ 4 chairs each and custom logo graphic	15 transferable guest passes + 4 comp registrations for company staff

PRINTED NAME: _____ DATE: _____

SIGNATURE: _____

MBA CREF26 Capital Alley