



is proud to present

The 19th Annual Lenders Fair

Bigger and Better than Ever!

Expanded to a Full Day Event.

Now including an Educational Expo

Friday, March 5, 2010

9:00 a.m. - 4:00 p.m.

EXHIBITOR PACKET & SPONSORSHIP OPPORTUNITIES

DOUBLETREE HOTEL DENVER TECH CENTER
7801 East Orchard Road • Greenwood Village, CO 80111

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7801 East Orchard Road • Greenwood Village, CO 80111

Exhibit Registration and Sponsorship Package

The Most Effective Mortgage Industry Trade Show in the Nation!

Booth space available on a first-come, first-served basis.

Reserve Your Booth Space Today!

Booth set up: Thursday, March 4, 2010, 4:00 - 10:00 p.m.
Lenders Fair Exhibition: Friday, March 5, 2010, 9:00 a.m. - 4:00 p.m.

Expanded to a full day with breakout sessions

Reduced Booth Pricing!
Cash drawing for attendees!
Food and beverage served during the show!



COLORADO MORTGAGE LENDERS ASSOCIATION

7000 East Belleview Avenue, Suite 203

Greenwood Village, Colorado 80111

Web Site: <http://www.cmla.com>

Email: exhibit@cmla.com

(303) 773-9565 / Fax: (303) 773-8746

a note to exhibitors...

The CMLA Mortgage Lending Fair is the most effective mortgage industry trade show in the nation. Please be assured that as of January 21, 2010 **NO BOOTHS HAVE BEEN PRE-SOLD, RESERVED, OR "HELD."** The first order received by fax will get priority number ONE and first pick of all booth spaces.

So that the CMLA staff can provide the best possible service and so that you can receive the very best booth available, please abide by the following instructions for reserving booth space:

STEP 1

Complete and sign the Exhibitor Registration Form on Page 3 of this package.

STEP 2

FAX your signed and completed form to (303) 773-8746 *or* email it to: exhibit@cmla.com. A priority number will then be assigned to your order.

STEP 3

The CMLA staff will reply by email to confirm your booth number - or - someone will call you to discuss booth availability if the booth(s) you requested are not available.

STEP 4

If paying by check, FAX your signed Exhibitor Registration Form IMMEDIATELY, then mail the check so that it arrives at CMLA no later than Friday, February 19, 2010.

PLEASE DO NOT... call the CMLA office to inquire about space availability. Fax your Exhibitor Registration Form to (303) 773-8746 *or* email it to: exhibit@cmla.com so that you can get the next available priority number.

PLEASE DO NOT... mail your Exhibitor Registration Form - without first faxing a copy to (303) 773-8746. If paying by check, make sure that you **FIRST** fax a copy of your Exhibitor Registration Form. If you mail your registration form without first submitting it by fax, you will lose priority to everyone who faxes their forms to CMLA while your form is in the mail.

**FAX YOUR COMPLETED SIGNED EXHIBITOR REGISTRATION FORM TO
(303) 773-8746 *or* Email it to: exhibit@cmla.com**

exhibitor registration form

19th Annual Mortgage Lenders Fair (now with an Educational Expo) Friday, March 5, 2010

DOUBLETREE HOTEL DENVER TECH CENTER • 7801 East Orchard Road • Greenwood Village, CO 80111

Company: _____

Address: _____ Phone: () _____

City: _____ State: _____ Zip: _____

Exhibit Coordinator: _____ Direct: () _____

Exhibit Coordinator Fax: () _____ Email: _____

Signature of authorized representative (required): _____

Booth Reservations: In order to guarantee or reserve booth space, you MUST submit a SIGNED completed Exhibitor Registration Form to CMLA. In the interest of time, you should fax this form to (303) 773-8746. Orders that are paid in full will prompt an email confirmation of payment and the booth space(s) contracted. Orders that are not paid at the time of receipt will prompt a reminder that booth space will be held until payment has been received. Please refer to the Exhibitor Information section of this package for further details. **If payment is not received within 10 calendar days, booth will released.**

Showcase Booth (A1-A16) CMLA Member \$1,445 CMLA Non-Member \$1,895

Preferred Booth (B1-B23) CMLA Member \$1,145 CMLA Non-Member \$1,595

Tabletop Display (C1-C16) CMLA Member \$645 CMLA Non-Member \$895

Tabletop Display (D1-D12) CMLA Member \$545 CMLA Non-Member \$795

Booth Location Preferences: (1) _____ (2) _____ (3) _____ (4) _____

Primary Type of Business: _____

Solicitation of employment opportunities, including net branch/net compensation plans, is prohibited at this event.

Ticket Order: Prior to the fair, you may purchase attendance tickets for employees, clients, and friends. Tickets will be held at the registration table for pick up. All unclaimed tickets are void and will not be refunded. Exhibitors receive 2 or 4 tickets per space, depending on size of space contracted. **EVERYONE**, including exhibitors, must have a ticket or pay \$20.00 at the door, **no exceptions**. Please refer to "Exhibitor Information" (Page 4) for more information.

Number of Additional Tickets: _____ X \$20.00 = \$ _____

Payment: Exhibit booth charge \$ _____, plus additional ticket order \$ _____ = TOTAL DUE \$ _____

CHECK IN MAIL (**Space will not be confirmed until payment is received within 10 calendar days**)

CHECK ENCLOSED CHARGE MY CREDIT CARD: VISA MASTERCARD AMEX

Card Number: _____ **Expiration Date:** _____

Name on Card: _____ **Three Digit Security Code:** _____

On behalf of the exhibitor, I agree to the terms set forth in the Exhibitor Information section of this package.
Signature: _____

Colorado Mortgage Lenders Association
7000 E. Belleview Ave., Suite 203 • Greenwood Village, CO 80111
(303) 773-9565 • Fax: (303) 773-8746 • Federal Tax ID #23-732336

exhibitor information

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DOUBLETREE HOTEL DENVER TECH CENTER • 7801 East Orchard Road • Greenwood Village, CO 80111

Hotel Accommodations - Sleeping rooms are available. For rooms at the DoubleTree, call 303-779-6161. Mention the CMLA Mortgage Lending Fair when making reservations.

Food and Beverages - Any/all food or beverage items served from your exhibit booth must be purchased from, or approved by, the hotel in which your booth is located. Items not purchased from the hotel are subject to fees that will be charged to you.

Booth Location - You may provide notes on the Exhibitor Registration Form about your booth preferences. Your notes will be taken into consideration. CMLA staff will assign booth space as registrations are received. If you need time to process payment, you should fax your completed Exhibitor Registration Form to (303) 773-8746. Under no circumstances will booth space be held prior to receipt of a completed Exhibitor Registration Form.

Booth Space Availability - Please do not call the CMLA office to inquire about booth space availability. Simply note your location preferences on the Exhibitor Registration Form and fax that form to (303) 773-8746. CMLA staff will then contact you to confirm or discuss booth availability based on order that Exhibitor Registration Forms are received.

What is Included? - Every exhibit space includes back and side draping (except Tabletop Displays), one identification sign, 1 skirted table, 2 chairs, 1 waste basket, and a specified number of entry passes for exhibitor personnel. It is not necessary to order carpet for your exhibit as carpeting covers exhibit areas.

What is NOT Included? - Electricity, telephone lines, audio visual equipment, furniture, floral arrangements, shipping or handling. Confirmed exhibitors will have access to the Decorator Package available via CMLA. That package will include forms to order additional services. Shipping instructions will also be included in that package. Do not ship materials directly to the hotel. Electricity is NOT included with any booth space and must be ordered in advance.

Move-in: Begins at 4:00 p.m., Thursday, March 4, 2010. Exhibits must be in place by 8:00 a.m., Friday, March 5, 2010. The show will be open to attendees from 9:00 a.m. until 4:00 p.m. Tear down runs from 4:00 p.m. until 10:00 p.m.

Showcase Booths (A Locations) - Showcase locations offer greater exposure at entry points and on display row corners. Single booths measure 8' X 8' and include entrance fees for 4 people. All exhibitors must have a ticket to attend - no exceptions.

Preferred Booths (B Locations) - include entrance fees for 2 people and measure 8' deep x 8' wide. All exhibitors must have a ticket to attend - no exceptions.

Double Booths - You may purchase two or more booths along a designated row to form a larger space, price to equal the sum of individual booth costs. Double booths include entrance fees for 4 people.

Tabletop Displays (C & D Locations) - Tabletop Display locations offer economical entry points into the fair. Their locations provide exposure to attendees in both the exhibit area and also in the walkways between the exhibit area and breakout rooms. Tabletops are standard 6' tables, skirted and draped and include entrance fees for 2 people. All exhibitors must have a ticket to attend - no exceptions.

Registration Deadline - Space is available on a first-come, first-serve basis.

Exhibitor Cancellations - CMLA reserves the right to sell any cancelled booth space to a third party, with no refund to the original purchaser. Cancellations received BEFORE February 5, 2010 are subject to a refund of 50%. Cancellations received ON or AFTER February 5, 2010 forfeit their payment.

Event Performance - CMLA is not responsible for poor event performance due to weather, Acts of God, terrorism, personnel strike, or other conditions outside our control. Any lack of performance or loss suffered as a result of such events shall be the responsibility of the exhibitor and no refunds or credits shall be due.

Authority - CMLA reserves the right to refuse sale of exhibit space to any individual, company, organization, or other entity. Exhibitors may not sell, lease, sublet, or otherwise share exhibit space. Solicitation of employment opportunities, including net branch/net compensation plans, is prohibited at this event.

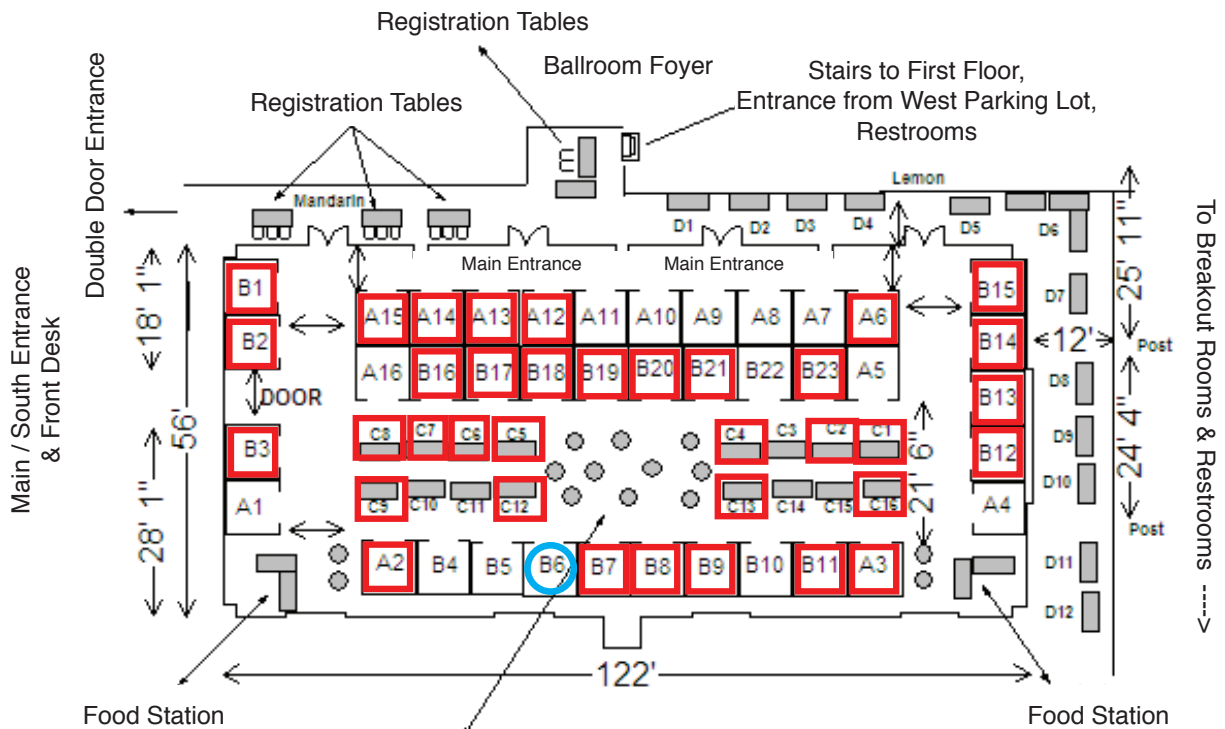
exhibit area floor map

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Exhibit Area Map

Updated 2/18/10



- Confirmed / Paid
- Reserved / Unpaid

Cabaret Tables

Restrooms

Showcase Booth (A1-A16)

Preferred Booth (B1-B23)

Tabletop Display (C1-C16)

Tabletop Display (D1-D12)



SPONSORSHIP OPPORTUNITIES

RESERVATION FORM

Use this form to team up with CMLA and gain exposure to a network of CMLA members and mortgage industry professionals! Help your organization accomplish its goals with a CMLA sponsorship.

19th Annual Lenders Fair

Premium Event Day Sponsorships + eMail blasts

	15% OFF on or before 2/12/10	10% OFF on or before 2/19/10	After 2/19/10
Platinum Level (1 available) + includes free exhibit space	SOLD	\$3150	\$3500
Gold Level (3 available) + includes free exhibit space	2 left	\$2250	\$2500
Silver Level (3 available)	\$1275	\$1350	\$1500
Bronze Level	\$425	\$450	\$500

Event Day Sponsorships

	15% OFF on or before 2/12/10	10% OFF on or before 2/19/10	After 2/19/10
Registration Area (2 available) + includes free exhibit space	\$1487	\$1575	\$1750
Beverage Sponsorship (1 available)	SOLD	\$1350	\$1500
Lunch Sponsorship (2 available)	1 left	\$1125	\$1250
Program Sponsorship (1 available)	SOLD	\$675	\$750

VIP Ticket / Supporting Member

	Price
VIP Ticket / Supporting Member	\$75

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DENVER TECH CENTER
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The Colorado Mortgage Lenders Association reserves the right, at our discretion, to change, modify, add, or remove portions of the terms at any time. Pricing and information are also subject to change at any time.

Company Name

Company Address

Company City State ZIP

Individual Contact Name

Phone Fax

Email

Event Name Event Date

Sponsorship Type \$ Amount

- Check enclosed (Check # _____)
- Please charge my Credit Card (VISA MC AMEX)
- Online via Credit Card www.CMLA.com/sponsorship

Card Number

Expiration Date Three/Four Digit Sec. Code

Name on Card

Signature



SPONSORSHIP OPPORTUNITIES

Event Day Sponsorships

Promote your organization at the State of Colorado's largest and most well attended mortgage event!

Registration Area - 2 available

- ★ Logo on one (1) sign near registration area
 - Four (4) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ One (1) free exhibit space (D Level or 20% off any other level, value up to \$795)***

Beverage Sponsorship - 1 available

- ★ Napkins with your logo at beverage station**
- ★ Logo on one (1) sign near beverage station
- ★ Logo on one (1) sign on cabaret tables (inside the exhibit area)
 - Three (3) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ 20% off exhibit space (value up to \$379)

Lunch Sponsorship - 2 available

- ★ Napkins with your logo at food stations**
- ★ Logo on one (1) sign near food stations
- ★ Logo on one (1) sign on cabaret tables (inside the exhibit area)
 - Two (2) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ 20% off exhibit space (value up to \$379)

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Program Sponsorship - 1 available

- ★ One (1) black and white 1/2 page advertisement in Event Program Guide* (inside front cover)
 - One (1) entrance ticket with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ 10% off exhibit space (value up to \$189)

VIP Ticket / Supporting Member (\$75)

- Includes your entrance ticket fee
- One (1) entrance ticket with lunch
- Access to VIP Member Lounge
- Name on event web page
- Name in Event Program Guide
- Name on sponsorship recognition sign at event

*All advertisements must adhere to CMLA specifications and does not include graphic design. Advertisements not designed by sponsor will incur a \$75 per hour graphic design charge. Placement of advertisement is at the discretion of CMLA. All artwork must be received prior to production deadline.

**CMLA must receive sponsorship agreement and all logo files within appropriate amount of time to allow for production.

*** Exhibit space is assigned based on availability.

★ = exclusive to level

See Page 1 for pricing

Annual / Special Events

Ask Us About Our Special Event Sponsorships

Special Events Include: Annual Lending Fair with Educational Expo (March), Annual Convention (August), Annual Holiday Party (December), Mick Iverson Golf Tournament (Summer), Southern Chapter Golf Tournament (Summer)

We reserve the right, at our discretion, to change, modify, add, or remove portions of the terms at any time. Pricing and information are also subject to change at any time.



SPONSORSHIP OPPORTUNITIES

Premium Event Day Sponsorships + eMail blasts

Extend your sponsorship beyond the event. Receive exposure through our email distribution list as we promote the Lenders Fair.

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Platinum Sponsorship - 1 available

- ★ Logo on two (2) signs
- ★ One (1) full-color 2/3 page advertisement in Event Program Guide* (back cover)
 - Six (6) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ Email Blasts: Logo (large) and Hyperlink (with premium placement) on mass messages associated with event
- ★ One (1) free exhibit space (B Level or 20% off any other level, value up to \$1595)***

Gold Sponsorship - 3 available

- ★ One (1) black and white 1/2 page advertisement in Event Program Guide* (inside back cover)
 - Four (4) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ Email Blasts: Logo (midsize) and Hyperlink on mass messages associated with event
- ★ One (1) free exhibit space (C Level or 20% off any other level, value up to \$895)***
 - ★ = exclusive to level

See Page 1 for pricing

Silver Sponsorship - 3 available

- ★ One (1) black and white 1/4 page advertisement in Event Program Guide*
- ★ Logo on one (1) sign on cabaret tables (inside the exhibit area)
 - Two (2) entrance tickets with lunch
 - Logo and Hyperlink on event web page
 - Logo in Event Program Guide
 - Logo on sponsorship recognition sign at event
- ★ Email Blasts: Logo (small) and Hyperlink on mass messages associated with event
- ★ 20% off exhibit space (value up to \$379)

Bronze Sponsorship

- One (1) entrance ticket with lunch
- Company Name on event web page
- Company Name in Event Program Guide
- Company Name on sponsorship recognition sign at event
- ★ Email Blasts: Company Name on mass messages associated with Lenders Fair
- ★ 10% off exhibit space (value up to \$189)

*All advertisements must adhere to CMLA specifications and does not include graphic design. Advertisements not designed by sponsor will incur a \$75 per hour graphic design charge. Placement of advertisement is at the discretion of CMLA. All artwork must be received prior to production deadline.

**CMLA must receive sponsorship agreement and all logo files within appropriate amount of time to allow for production.

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Ask Us About Our Special Event Sponsorships

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