

CMLA MORTGAGE LENDERS EXPO  
APRIL 9, 2020 | HYATT REGENCY DTC  
[cmla.com/expo](http://cmla.com/expo)



CMLA MORTGAGE LENDERS  
**expo**  
2020

The main graphic for the expo features a stylized house icon on the left, composed of dark blue, orange, and teal geometric shapes. To the right of the icon, the text "CMLA MORTGAGE LENDERS" is written in orange, "expo" is in a large, dark blue, lowercase sans-serif font, and "2020" is in a teal, lowercase sans-serif font.

GROW AND INNOVATE  
**YOUR BUSINESS**  
IN 2020



# MEETING YOUR BUSINESS GOALS JUST GOT EASIER!

## YOU'RE INVITED!

CMLA's Annual Mortgage Lenders Expo connects you with the real estate finance industry. No other industry event brings together hundreds of decision-makers to learn about solutions. This makes exhibiting with us in April a one-stop shop for showcasing your brand, unveiling your products and connecting with your current and future customers. We put your target audience within reach, giving you access and opportunity to meet your sales goals.

**Join us in Denver, CO  
on April 9th, for the premier  
event for real estate finance  
professionals.**

## STAND OUT. LEARN. CONNECT.

The CMLA Mortgage Lenders Expo puts your organization center stage with industry leaders and key decision makers. Bring your team members together to absorb industry knowledge and connect.

## SPONSOR

- Increase visibility
- Demonstrate leadership
- Accelerate awareness

## EXHIBIT

- Be in the heart of the action
- Generate more leads through in-person connections
- Select from multiple booth space options

## AGENDA & ACTIVITIES

Purchase: [cmla.com/expo](http://cmla.com/expo)



TIME	EVENT	
7:00-9:00am	Exhibitor Registration and Setup	Expo Hall (Ballroom)
8:00am	Attendee Registration Opens	Atrium
8:00-10:00am	Keynote Breakfast - Breakfast Buffet (8:00-8:30am) - Keynote Session (8:30-10:00am)	Atrium
10:00am	Expo Hall Opens	Expo Hall (Ballroom)
10:00am-3:00pm	Vendor Meeting Rooms Open	Chasm Creek A & B, Bristlecone and Thunderpass
10:15am-10:45am	Expo Stage Session 1	Expo Hall Main Stage
11:00am-12:00pm	Education Sessions - Cyber Security - DPA and Affordable Housing - Joint Ventures & MNAs	Grand Mesa A Grand Mesa B Grand Mesa C
12:15pm-12:45pm	Expo Stage Session 2	Expo Hall Main Stage
1:00pm-1:30pm	Expo Stage Session 3	Expo Hall Main Stage
1:30pm-3:30pm	Realtor® CE Course	(Education Room)
1:45pm-2:45pm	Education Sessions - Growing Non-QM Business - How POS platforms grow your business - Fannie vs Freddie	Grand Mesa A Grand Mesa B Grand Mesa C
3:00pm-3:30pm	Expo Stage Session 4	Expo Hall Main Stage
3:30pm-5:00pm	Cocktails with the Exhibitors	Expo Hall
4:00pm	Attendee Registration Closes	Atrium
5:00pm	Expo Hall Closes	Expo Hall
5:00pm-7:00pm	Exhibitor Breakdown	Expo Hall

## EXHIBITOR PRICING & INFO



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BOOTH TYPE	BOOTH RATE	INCLUSIONS
Standard Booth	\$2500 / \$3000	8x8 booth space, 2 Expo Day Passes
Premium Booth	\$3500 / \$4000	8x8 booth space in premium location, 4 Expo Day Passes
Demo Booth	\$5000 / \$5500	8x8 booth space in designated "Demo Alley," special booth layout for one-on-one product demo opportunities with clients, special mobile app marketing blast during event, 4 Expo Day Passes and 2 Expo Day Passes with Breakfast
Vendor Room	\$2500	Reserved conference room for hosting vendor meetings from 10am-3pm during the 2020 Expo. *CMLA Members only

## All Exhibitors for the 2020 CMLA Expo receive:

### On-site presence

- Pre-built booth by Freeman
- 8' draped back wall and 3' side rails
- Company ID sign
- Skirted six-foot table and two chairs
- Lead capture device available for purchase

### On-site promotion

- Company logo, description, and digital link displayed in the 2020 CMLA Expo mobile app

### Expo access

- Expo breakout sessions
- Keynote session
- Drinks and refreshments\*
- Partner networking reception/happy hour

\*Keynote breakfast available at an additional cost.

To reserve a booth, visit [cmla.com/expo](http://cmla.com/expo)

### Pre-Expo promotion

- Company logo, link, and description displayed on 2020 CMLA Expo website and mobile app
- Promotional rights to 2020 CMLA Expo logo and trademarks
- Access to pre-conference attendee list through mobile app

### Service Information

- The official general service contractor is Freeman. The Exhibitor Services Kit will be available mid-February.

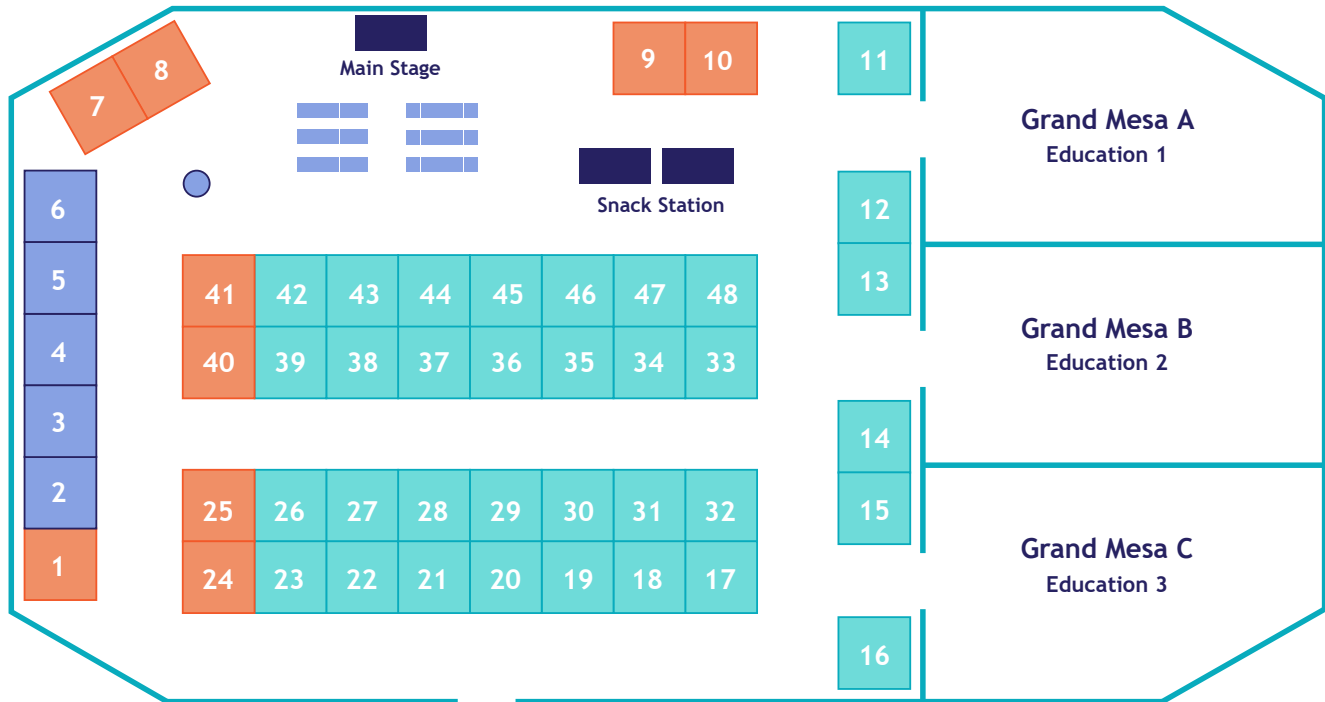
### Hotel Information

- Visit [www.hyatt.com](http://www.hyatt.com) for the latest information. Discounted room block is available.

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Upper Level

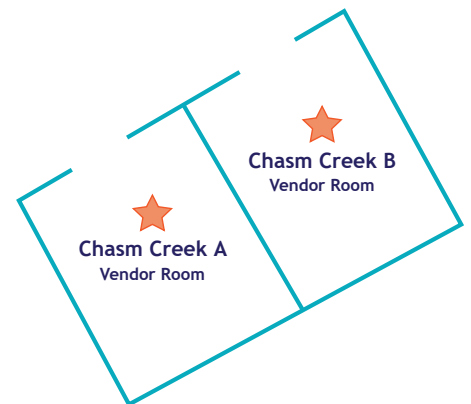
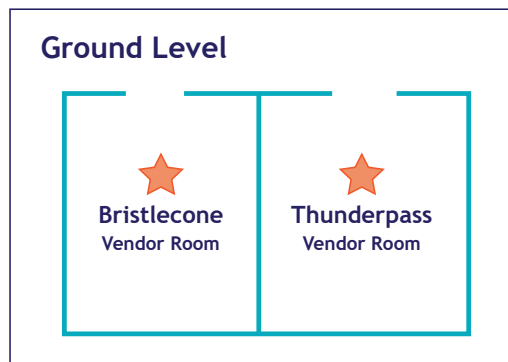
Expo Hall Entrance

## Atrium

Keynote Breakfast and Registration

**Legend**

- Demo Booths
- Premium Booths
- Standard Booths
- ★ Vendor Rooms
- Charging Station



To reserve a booth, visit [cmla.com/expo](http://cmla.com/expo)



## SPONSORSHIP OPPORTUNITIES

Purchase: [cmla.com/expo](http://cmla.com/expo)

## PREMIUM SPONSORSHIPS

CMLA Members Only

All sponsors experience a first-class marketing experience including exposure on the 2020 CMLA Expo website, social media, and general event signage.

### Mobile App - \$3000

1 available, CMLA Members Only

- 2 attendee registrations with breakfast
- Logo on ALL event emails
- Logo on headliner event signage
- Company featured on 2020 Expo mobile app

### Photography - \$2000

1 available, CMLA Members Only

- 2 attendee registrations
- Logo on ALL event emails
- Marketing blast on mobile app during event
- Logo printed on backdrop of the 2020 CMLA Expo photo booth sponsor

### Name Badge - \$2500

1 available, CMLA Members Only

- 2 attendee registrations with breakfast
- Logo on ALL event emails
- Marketing blast on mobile app during event
- Logo printed on attendee name badges

### Mobile App Banner Ad - \$2000

3 available, CMLA Members Only

- 2 attendee registrations
- Logo on ALL event emails
- Custom-deigned banner ad at the top of mobile app

### Keynote Speaker - \$2500

1 available, CMLA Members Only

- 2 attendee registrations with breakfast
- Logo on ALL event emails
- Marketing blast on mobile app during event
- Logo displayed on all keynote tables during keynote breakfast

### Stage Session - \$1000

4 available, CMLA Members Only

- 1 attendee registration
- Includes the opportunity for 30 minutes of presentation time on the main stage of the 2020 Expo hall
- **Sponsor must purchase a premium sponsorship or an exhibit booth to qualify for stage presentation time.**

The 2020 CMLA Mortgage Expo provides an exceptional opportunity to showcase your solutions, while networking with hundreds of attendees from across the region.

Our sponsorships include unique marketing opportunities designed to help you promote your business before, during and after the event. Reserve your space at this comprehensive and exciting mortgage expo!

Would your company be interested in renting a private conference room for meetings during the Expo? For additional information, and for information on our sponsorship opportunities, please call 303-773-9565 or email [marketing@cmla.com](mailto:marketing@cmla.com)

## SPONSORSHIP OPPORTUNITIES



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Member / Nonmember

## STANDARD SPONSORSHIPS

All sponsors experience a first-class marketing experience including exposure on the 2020 CMLA Expo website, social media, and general event signage.

### Recharge Station - \$2000 / \$2300

4 available

- 1 attendee registration
- Logo on charging stations placed throughout 2020 Expo hall

### Cocktail Napkin - \$1200 / \$1500

1 available

- 1 attendee registration
- Logo on cocktail napkins for afternoon happy hour in the 2020 Expo Hall

### Drink Ticket - \$1200 / \$1500

1 available

- 1 attendee registration
- Logo on drink tickets for afternoon happy hour in the 2020 Expo Hall

### Registration/Gift - \$1200 / \$1500

3 available

- 1 attendee registration
- Logo on signage at registration tables
- Choice of branded gift to be given out to attendees at registration table. Logo will be printed on a pen, water bottle, or cleaning cloth

### Education Session - \$1000 / \$1300

6 available

- 1 attendee registration
- Logo on signage at education sessions

### Attendee List - \$750 / \$1050

2 available

- 1 attendee registration
- Logo on website and mobile app attendee list

### Exhibitor Game - \$750 / \$1050

1 available

- 1 attendee registration
- Logo featured on exhibitor game within the 2020 Expo mobile app

### Happy Hour Food - \$500 / \$800

5 available

- 1 attendee registration
- Logo on signage of food tables at happy hour

### Keynote Breakfast - \$500 / \$800

4 available

- 1 attendee registration
- Logo on signage during keynote breakfast

### Happy Hour Bar - \$500 / \$800

5 available

- 1 attendee registration
- Logo on signage of bar during happy hour

### Directional Sign - \$500 / \$800

4 available

- 1 attendee registration
- Logo on signage directing attendees through the 2020 Expo

### Agenda Card - \$500 / \$800

4 available

- 1 attendee registration
- Logo on agenda card placed in the name badges of attendees