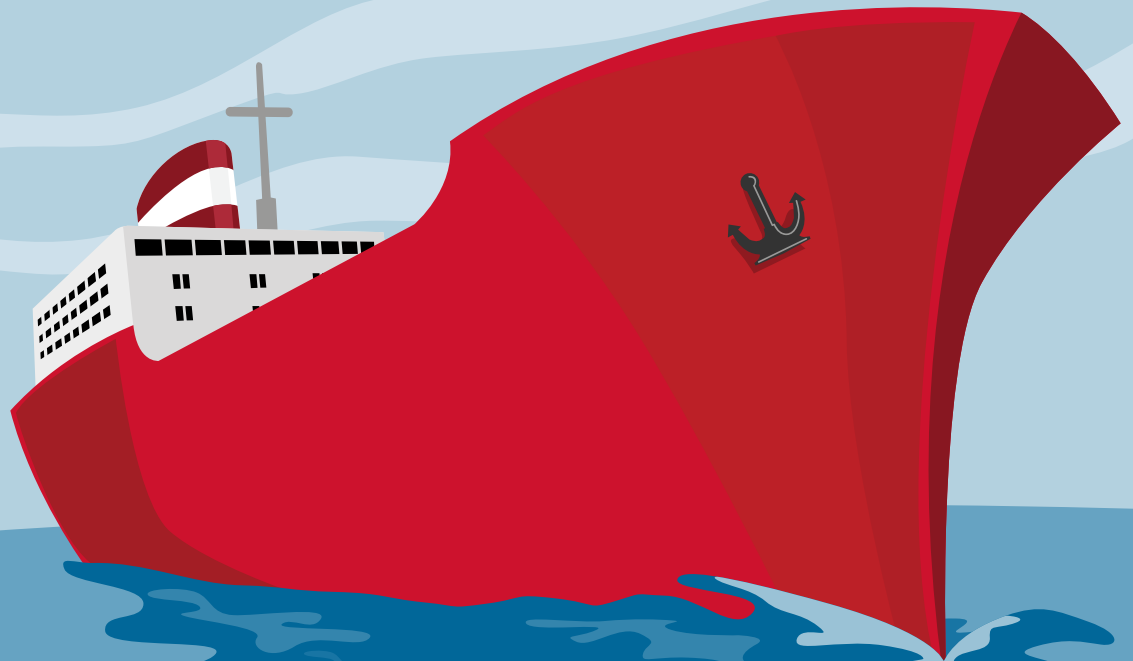




NAVIGATING THE FUTURE



Sponsor Brochure

Annual Convention
September 20-21, 2018



Hilton Norfolk
The Main



About the VMLA Annual Convention

Becoming a sponsor of the Virginia Mortgage Lenders Association Annual Convention is an affordable and convenient way to meet and introduce your company to the decision makers in the Virginia mortgage industry. This is an opportunity you will not want to miss!

- The Keynote Speaker for the 2018 Annual Convention will be Dave Sanderson, survivor of US Airways Flight 1549, or "The Miracle on the Hudson."
- This annual event has historically drawn up to 300 attendees.
- Attendees include mortgage executives, loan originators, servicers, associates, etc.

Agenda At-A-Glance

Thursday, September 20th

8:30-10:00 am	VMLA BOARD MEETING
9:00-10:00	Registration & Exhibit Hall Open
10:00-10:30	WELCOME, INTRODUCTORY REMARKS, AND VMLA ANNUAL MEETING <i>Awards, Recognition, & Election of VMLA Officers</i>
10:30-11:20	KEYNOTE: BRACE FOR IMPACT - HOW TO GROW FROM CHALLENGING LIFE EVENTS <i>Dave Sanderson, "Miracle on the Hudson" Survivor</i>
11:20-11:40	Networking Break in the Exhibit Hall
11:40-12:30	WASHINGTON POLICY & POLITICAL UPDATE <i>Bill Kilmer, Mortgage Bankers Association</i>
12:30-1:30 pm	Networking Lunch
1:30-2:15	Breakout Sessions, choose one: BORROWER OF THE FUTURE <i>Jenneese Worley & Nathan Taylor, Freddie Mac</i> WOMEN IN MORTGAGE LENDING PANEL <i>Panelists TBA</i>
2:25-3:05	Breakout Sessions, choose one: EMOTIONAL INTELLIGENCE: THE TOP PRODUCERS MINDSET <i>Tammy Robinson, Radian Guaranty</i> EMERGING MORTGAGE INDUSTRY LEADERS PANEL <i>Panelists TBA</i>
3:05-3:25	Networking Break in the Exhibit Hall

3:25-4:25	DIVERSITY & INCLUSION IN THE MORTGAGE INDUSTRY <i>Tony Thompson, NAMMBA</i>
4:30-5:30	Networking Reception
5:30-7:30	VAMPAC CASINO NIGHT & SILENT AUCTION
7:30	Dinner on your own - Enjoy!

Friday, September 21st

8:00-9:00 am	Continental Breakfast in the Exhibit Hall
9:00-9:10	WELCOME & REMARKS
9:10-10:10	DEATH BY CLICHE AND OTHER BUSINESS BUZZWORDS <i>Steve Richman, Genworth</i>
10:10-10:30	Networking Break in the Exhibit Hall
10:30-11:20	USING TECHNOLOGY TO GROW YOUR MORTGAGE BUSINESS & IMPROVE YOUR CUSTOMERS' EXPERIENCE <i>Kirk King, Continuity Programs, Inc.</i>
11:20-12:20	THE INNER GAME OF NEGOTIATION AND SELLING <i>Yedda</i>
12:20 pm	Convention Adjourns

**Convention Agenda subject to change.

Location

HILTON NORFOLK THE MAIN
100 E Main Street
Norfolk, VA 23510

At the corner of Main and Granby streets, in downtown Norfolk, discover Hilton Norfolk The Main hotel. Situated within walking distance to over 50 restaurants and 9 miles from Norfolk International Airport, we make it easy to explore the vibrant city of Norfolk.



Sponsor Opportunities



VMLA Partner \$5,000

Non-Members:
\$5,950*

Your sponsorship may be allocated towards one of the following. Please choose one:

- Keynote Speaker (1 available)
- Lanyards (1 available) **SOLD**
- Name Badges (1 available) **SOLD**
- On-site Program (1 available)
- General VMLA Partner Sponsor

Includes:

- 3 Complimentary Full Convention Registrations, 2 additional registrations at \$95 each
- 1 Table-top exhibit booth
- Logo on VMLA website
- Company name and logo on convention signage
- Full-page ad in on-site program
- Recognition at General Session

Gold \$2,500

Non-Members:
\$3,450*

Your sponsorship may be allocated towards one of the following. Please choose one:

- Charging Station **SOLD**
- Hotel Keycards **SOLD**
- Pads & Pens (provided by sponsor) **SOLD**
- Pocket Agendas **SOLD**
- Selfie Backdrop **SOLD**
- Tote Bags **SOLD**
- Wi-Fi (Meeting Space) **SOLD**
- General Gold Sponsor

Includes:

- 2 Complimentary Full Convention Registrations, 3 additional registrations at \$95 each
- 1 Table-top exhibit booth
- Logo on VMLA website from date of payment until October 2
- Company name and logo on convention signage
- Half-page ad in on-site program
- Recognition at General Session

Bronze \$1,000

Non-Members:
\$1,950*

Includes:

- Up to 5 Full Convention Registrations at \$95 each
- Company name and logo on signage
- Company name & logo in on-site program
- Recognition at General Session

Platinum \$3,500

Non-Members:
\$4,450*

Your sponsorship may be allocated towards one of the following. Please choose one:

- Attendee Roster
- Bottled Water **SOLD**
- Casino Night (3 available)
- Friday Breakfast (1 available)
- Networking Reception **SOLD**
- Registration Table **SOLD**
- Thursday Lunch **SOLD**
- General Platinum Sponsor

Includes:

- 2 Complimentary Full Convention Registrations, 3 additional registrations at \$95 each
- 1 Table-top exhibit booth
- Logo on VMLA website
- Company name and logo on convention signage
- Half-page ad in on-site program
- Recognition at General Session

Silver \$1,500

Non-Members:
\$2,450*

Your sponsorship may be allocated towards one of the following. Please choose one:

- General Session Speaker
- Networking Break Coffee & Beverage **SOLD**
- Networking Break Food (3 available)
- Table-top Exhibit Booth
- General Silver Sponsor

Includes:

- 1 Complimentary Full Convention Registration, 4 additional registrations at \$95
- Company name and logo on convention signage
- Quarter-page ad in on-site program
- Recognition at General Session

Friend of the VMLA \$500

Non-Members:
\$1,450*

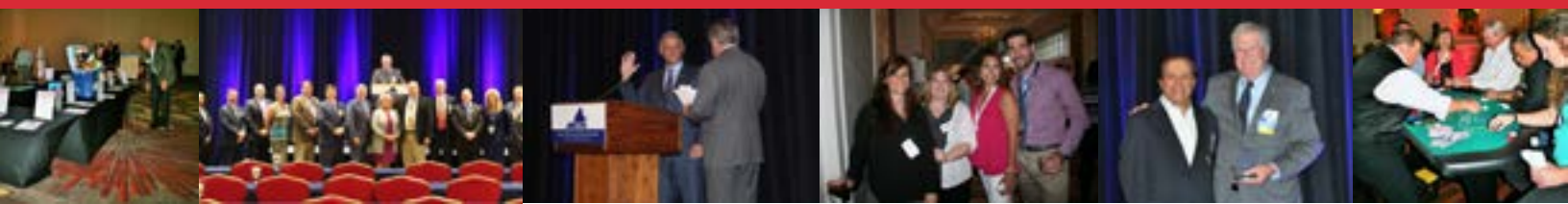
Includes:

- 1 Full Convention Registration at \$95 (total due \$595 or \$1,545)
- Company name and logo on signage
- Company name & logo in on-site program



Please note the following:

- Sponsorships including a table-top exhibit booth will have a skirted 6x30 table with electric.
- For information on joining the VMLA, please contact Tracy Ottinger at tottinger@virginiamla.com or (804) 819-4702.



Sponsor Registration Form



COMPANY NAME: _____

PRIMARY CONTACT: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

Sponsorship Level

PLEASE CHECK ONE.

VMLA Partner - \$5,000 (\$5,950 non-VMLA member)

- KEYNOTE SPEAKER
- LANYARDS **SOLD**
- NAME BADGES **SOLD**
- ON-SITE PROGRAM
- GENERAL VMLA PARTNER SPONSOR

Platinum - \$3,500 (\$4,450 non-VMLA member)

- ATTENDEE ROSTER
- BOTTLED WATER **SOLD**
- CASINO NIGHT
- FRIDAY BREAKFAST
- NETWORKING RECEPTION **SOLD**
- REGISTRATION TABLE
- THURSDAY LUNCH **SOLD**
- GENERAL PLATINUM SPONSOR

Gold - \$2,500 (\$3,450 non-VMLA member)

- CHARGING STATION **SOLD**
- HOTEL KEYCARDS **SOLD**
- PADS & PENS **SOLD**
- POCKET AGENDAS **SOLD**
- SELFIE BACKDROP **SOLD**
- TOTE BAGS **SOLD**
- WI-FI (MEETING SPACE) **SOLD**
- GENERAL GOLD SPONSOR

Silver - \$1,500 (\$2,450 non-VMLA member)

- GENERAL SESSION SPEAKER
- NETWORKING BREAK COFFEE & BEV. **SOLD**
- NETWORKING BREAK FOOD
- TABLE-TOP EXHIBIT BOOTH
- GENERAL SILVER SPONSOR

Bronze - \$1,000 (\$1,950 non-VMLA member)

Friend of VMLA - \$500 (\$1,450 non-VMLA member)

Convention Registration

LIST THE NAMES (AS THEY WILL APPEAR ON THEIR BADGE) AND E-MAIL ADDRESS OF THE APPROPRIATE NUMBER OF PEOPLE INCLUDED IN YOUR SPONSORSHIP LEVEL WHO WILL BE ATTENDING THE FULL CONVENTION. ADDITIONAL REGISTRATION COSTS DETERMINED BY SPONSORSHIP LEVEL.

NAME	EMAIL ADDRESS
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

SPONSORSHIP \$: _____

ARE YOU A VMLA MEMBER? Yes___ No___ IF NO, ADD \$950 \$: _____

ADDITIONAL CONVENTION REGISTRATION (IF APPLICABLE) \$: _____

Grand Total \$: _____

Payment

METHOD OF PAYMENT: CHECK (PAYABLE TO VMLA) CREDIT CARD

CREDIT CARD NUMBER (VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS):

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EXPIRATION DATE: / CSV:

NAME ON THE CARD: _____

BILLING ADDRESS: _____ CITY/STATE/ZIP: _____

CARDHOLDER SIGNATURE: _____

PLEASE SEND COMPLETED FORM TO WALT LYONS AT [WLYONS@VIRGINIAMLA.COM](mailto:wlyons@virginiamla.com) OR FAX TO (804) 495-8495. MAIL CHECKS TO VMLA, C/O WALT LYONS, 4490 COX ROAD, GLEN ALLEN, VA 23060.

Cancellation Policy

CANCELLATION BY THE SPONSOR AFTER AUGUST 17, 2018 OBLIGATES THE SPONSOR TO FULL PAYMENT. NO REFUNDS WILL BE MADE AFTER AUGUST 17, 2018. IF WRITTEN CANCELLATION IS RECEIVED PRIOR TO AUGUST 17, 2018 A FULL REFUND WILL BE ISSUED MINUS A \$75 SERVICE CHARGE.