



July 14, 2009

Dear Exhibitor/Sponsor:

Thank you for your participation in MBA's 2009 Commercial Real Estate Finance (CREF)/Multifamily Housing Convention & Expo in San Diego. Your involvement is an essential part of the success of this event and we look forward to your continued support of MBA.

In preparation for the 2010 CREF Convention & Expo in Las Vegas, February 1-4 (please note, our pattern is Monday-Thursday, instead of the usual Sunday-Wednesday), it is imperative that we remind you of MBA's policy in obtaining affiliate function space. The purpose of MBA initiating this policy is to moderate the number of meetings taking place during our event, which conflict with our Program and Exhibits. By doing so, we are recognizing our Exhibitors and Sponsors by giving them special consideration to obtain affiliate space.

To qualify for affiliate space that is to be used 4 hours or more during a consecutive period, your company must be a **Fully Paid Premium Exhibitor and/or Sponsor at the Bronze level or above**. If you are interested in exhibiting or getting more details of the costs and benefits of our sponsorship programs, please contact the following individuals below:

**Exhibits:** Visit our website at [http://events.mortgagebankers.org/cref2010/exhb\\_home](http://events.mortgagebankers.org/cref2010/exhb_home) or contact Kim Newell, (202) 557-2791 or email: [knewell@mortgagebankers.org](mailto:knewell@mortgagebankers.org) or Patty Miller, (202) 557-2792 or email: [pmiller@mortgagebankers.org](mailto:pmiller@mortgagebankers.org).

**Sponsorships:** Visit our website at <http://events.mortgagebankers.org/cref2010/sponsorapplicationform> or Mark Brady, (202) 557-2790 or email: [mbrady@mortgagebankers.org](mailto:mbrady@mortgagebankers.org).

MBA will continue to accommodate affiliate space requests for events less than 3 hours (e.g. breakfast, lunch, receptions). Otherwise, all other requests must meet the eligibility requirements listed above. For your information, the headquarters hotel is the Mandalay Bay Resort & Casino. Please note, all invited guests to your affiliate room must be paid registrants and wearing the official convention badge. Badge checking will be enforced.

Special consideration is given to our top-level convention sponsors (Millennium, Diamond, Platinum) when allocating space. Due to limited space availability, we are **limiting requests to (2) rooms per company**. Once all requests have been fulfilled, additional space requests will be managed on a case-by-case basis. We will try to accommodate your specific room requests, if at all possible.

Please forward your completed form to my attention before the deadline of October 16, 2009. In early December, a contract agreement and invoice for space rental fees will be sent to you confirming your request. Included with this letter are the Affiliate Space Request Form and Space Rental Fees.

If you have any questions, comments, or concerns, please feel free to contact me at (352) 592-4936 or email at [dsantania@mortgagebankers.org](mailto:dsantania@mortgagebankers.org).

Regards,

A handwritten signature in cursive script that reads 'Debbie Santasania'.

Debbie Santasania  
Event Coordinator



MBA's CREF/Multifamily Housing Convention & Expo  
 February 1-4, 2010  
 Las Vegas, Nevada

Affiliate Space Rental Fees

Prices are based on room size and length of usage. For functions over 3 hours, your company must be a fully paid Premium Exhibitor and/or Sponsor at the Bronze Level or above.

**MANDALAY BAY RESORT & CASINO**

<u>Price Category</u>	<u>Length of Event/Room Size</u>	<u>Rental Fee</u>
1A	3 hours or less (Boardroom style-permanent table for up to 20pp)	\$800/per event
2A	3 hours or less (1000-1500 s.f.)	\$1000/per event
3A	3 hours or less (1501-2000 s.f.)	\$1200/per event
4A	3 hours or less (2001-3000 s.f.)	\$1500/per event
5A	3 hours or less (3001-4000 s.f.)	\$1700/per event
6A	3 hours or less (4001++ s.f.)	\$2000/per event

**\*\*Please note, if additional set-up time is required for a special event, then you must utilize the pricing categories listed below.**

**[Only Premium Exhibitors and/or Sponsors at the Bronze Level or Above  
 are eligible for space over 3 hours]**

1B	Over 3 Hours up to 10 Hours (Boardroom style-permanent table for up to 20pp)	\$1500/per day
2B	Over 3 Hours up to 10 Hours (1000-1500 s.f.)	\$2000/per day
3B	Over 3 Hours up to 10 Hours (1501-2000 s.f.)	\$2500/per day
4B	Over 3 Hours up to 10 Hours (2001-3000 s.f.)	\$3000/per day
5B	Over 3 Hours up to 10 Hours (3001-4000 s.f.)	\$3500/per day
6B	Over 3 Hours up to 10 Hours (4001++ s.f.)	\$4000/per day
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7B	24-Hour Hold (1000-1500 s.f.)	\$3000/per day
8B	24-Hour Hold (1501-2000 s.f.)	\$3500/per day
9B	24-Hour Hold (2001-3000 s.f.)	\$4000/per day
10B	24-Hour Hold (3001-4000 s.f.)	\$4500/per day
11B	24-Hour Hold (4001++ s.f.)	\$5000/per day



MBA's CREF/Multifamily Housing Convention & Expo  
 February 1-4, 2010  
 Las Vegas, Nevada  
 Affiliate Space Request Form

Please note: Affiliate space is available only to **fully paid Premium Exhibitors and/or Sponsors at the Bronze Level or above**. Eligible participants, please return completed form by fax or e-mail to me at your earliest convenience. **All companies interested in renting space during the Convention will be charged rental fees as specified on the attached Rental Fee sheet.**

**Fax to:**  
 Debbie Santasania (Fx: 352-597-6972)

**E-Mail to:**  
 dsantasania@mortgagebankers.org

<b>Contact Name/Title:</b>		<b>Company:</b>	
<b>Address:</b>		<b>City:</b>	<b>State:</b>
<b>Telephone Number:</b>	<b>Fax Number:</b>	<b>E-mail:</b>	

**MEETING SPECIFICATIONS (All information must be completed):**

<b>Day(s)/Date(s):</b>		<b>Beginning and Ending Times:</b>	
<b>Type of Function:</b> (e.g., Meeting, Breakfast, Lunch, Reception, Dinner, Hospitality Room)		<b>Room Set:</b> (e.g., Theatre, Classroom, Conference, U-Shape, Hollow-Square, Banquet Rounds of 8 or 10 people, Other-please provide square footage requirement)	
<b>Maximum # of People:</b> _____		<b>Square Footage Preferred/Required:</b> _____	
<b>Will you require any audio/visual equipment?</b>	<b>Circle:</b> Yes or No	<b>If Yes, brief description:</b>	
<b>Will you require advance set-up of room?</b>	<b>Circle:</b> Yes or No	<b>If Yes, how much advance time needed:</b>	

Space requests will be assigned in November. An invoice for rental fees and room assignment will follow in early December. Once rental fees are paid, you will receive a confirmation letter along with hotel contact information. From this point forward, you will coordinate your arrangements directly with the hotel. If a confirmed exhibitor cancels their booth space or a sponsorship is cancelled at any time, the meeting space assigned will be forfeited automatically. A 20% cancellation fee will be applied if your space is cancelled more than (30) days prior to the function date. There will be no refund if space is cancelled less than (30) days prior to the event.