

# WHERE MARKET MAKERS MEET

# MBA's CREF/MULTIFAMILY FINANCE CONVENTION AND EXPO 2025

## Manchester Grand Hyatt February 9–12 | San Diego, CA

MBA.ORG/CONFERENCES



# Making Your Sales Goals Just Got Easier!

MBA's CREF/Multifamily Finance Convention and Expo connects you with the commercial and multifamily real estate finance industry. No other industry event brings together thousands of decision-makers to learn about solutions. This makes exhibiting with us in San Diego 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 San Diego, CA, February 9–12, for the premier event for commercial and multifamily real estate finance professionals.

## TOP FIVE REASONS TO EXHIBIT AT MBA's CREF/ MULTIFAMILY FINANCE CONVENTION AND EXPO 2025

- We make the marketing rule of three easy to achieve. Connect with attendees before, during and after the show with pre- and post-show mail lists.\*
- 2. We make face-to-face meetings efficient. No other event in our industry brings together the commercial and multifamily real estate finance industry like MBA's CREF/ Multifamily Finance Convention and Expo. Take advantage of the opportunity to make one trip to meet thousands of prospects.

## **3** We bring the leads to you.

MBA hosts receptions, lunches, sessions and activities in our networking center — THE HUB EXPO — which drives attendee traffic to the show floor. **4** We put your brand front and center. We help attendees learn more about what you have to offer by featuring your company description and URL on our convention website and app.

5. We cut to the chase. Reach CEOs, Vice Presidents and Senior Managers of the commercial/multifamily sector's top firms, allowing you unprecedented access to decision-makers

## **SELECT YOUR BOOTH**

BENEFIT	СНОІСЕ		PREMIUM		
BOOTH SIZE	10' × 10'	10' × 20'	10' × 10'	10′ × 20′	20' × 20'
MEMBER PRICE	\$4,500	\$9,000	\$5,500	\$11,000	\$23,500
NONMEMBER PRICE	\$9,000	\$18,000	\$11,000	\$22,000	\$47,000
BACK AND SIDE WALL DRAPE WITH ID SIGN					
# OF COMPLIMENTARY REGISTRATIONS	2	4	4	8	12
OFFICIAL APP AND WEBSITE LISTING					
ELECTRONIC DELIVERY OF ATTENDEE LIST PRIOR TO CONVENTION	ONE		THREE		THREE
COMPLETE POST-CONVENTION ATTENDEE LIST			Lan		

CUSTOMIZED BOOTH SIZES MAY BE ACCOMMODATED UPON REQUEST AT SIMILAR PRICING. CALL (202) 557-2790 OR EMAIL EXHIBITOR@MBA.ORG FOR MORE INFORMATION.

## **RESERVE YOUR BOOTH**

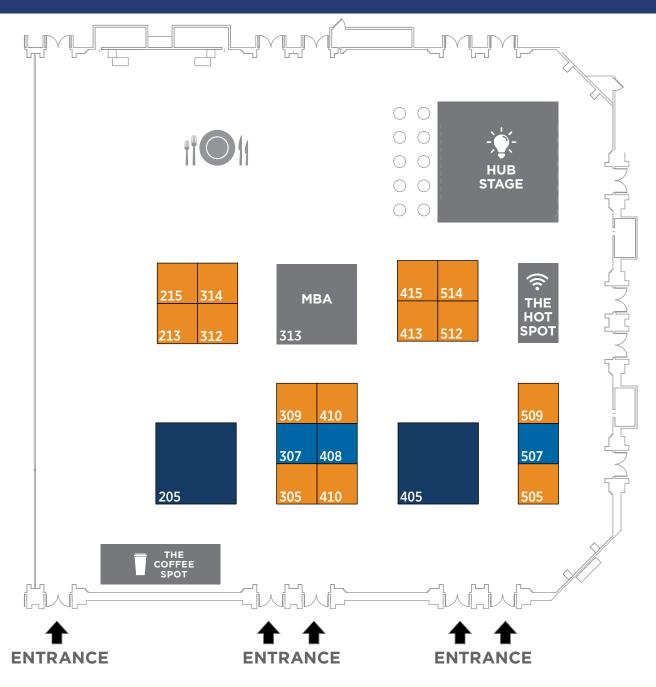
Full payment is required in order to receive a confirmed booth assignment and attendee list(s).

Applications will be accepted until booths are sold out. Assignment of booth space will begin in November 2024. The Exhibit Hall will be assigned on a first-come, first-served basis using the receipt date of fully paid applications with MBA sponsors and members having preference. Your booth confirmation and *Exhibitors Kit* containing shipping guidelines, forms for material handling, labor, electrical services and other exclusive services will be sent electronically to you approximately 6-8 weeks prior to the event.

All exhibit booth personnel must be registered. If you have additional personnel they must be registered at established full convention registration rate.

#### CONTACT

Angie Kocken (202) 557-2790 exhibitor@mba.org MANCHESTER GRAND HYATT | SECOND FLOOR | SEAPORT BALLROOM DE



## THE HUB EXPO HOURS<sup>\*</sup>

### **EXHIBIT SET-UP**

**Saturday, February 8** 1:00 pm-5:00 pm

Sunday, February 9 8:00 AM-2:00 PM \*\*

## THE HUB EXPO OPEN

**Sunday, February 9** 2:00 PM-3:30 PM

**Monday, February 10** 8:00 AM-4:00 PM

**Tuesday, February 11** 8:00 AM-1:00 PM

### EXHIBIT DISMANTLE

### **Tuesday, February 11** 1:00 PM-8:00 PM

- \* Subject to change
- \*\* All booths must be completely set by 2:00 PM on Sunday, February 9.

## Exhibitor's Contract

#### A. Scope, Incorporation by Reference, Terms.

This contract relates to the Exposition presented by the Mortgage Bankers Association ("MBA") in connection with the MBA conference ("Conference") identified in the companion Application to Exhibit ("Application"). The completed Application incorporates by reference all of the terms of this contract. "Exposition" refers to a trade show or group of tabletop exhibits presented in conjunction with the Conference. The term "Contract," as used herein, refers to the terms and conditions set forth in this Exhibitor's Contract. "Exposition Facility" refers to the convention center, hotel or other facility housing an MBA Exposition that is identified in a conference specific Application to Exhibit. "Exhibitor" is an entity whose Application to Exhibit has been accepted by MBA.

#### B. Character of Exposition.

Each Exhibitor agrees to exhibit only products and services made available by the Exhibitor in the regular course of its business to financial institutions or other business organizations that hold membership in, or are eligible for membership in, MBA, and to display such products or services in a manner which is intended to describe and depict the advantages of using such products or services.

#### C. General Terms and Conditions.

It is understood and agreed as follows:

- Subject to the availability of booth space, the Application to Exhibit for a particular Exposition becomes a binding contract upon MBA's issuance of a confirmation notice after receiving a fully completed Application and good funds in the full amount owed for the exhibit space requested, or the full amount of the first installment payment for those Expositions where payment may be made in two installments.
- 2. Classification of exhibits and assignment of space in the Exposition Facility will be determined by MBA in its sole discretion, and due to the great number of companies exhibiting similar or related product lines, MBA cannot guarantee that a company exhibiting similar products (including an exhibitor's competitor) will not be located in a nearby or adjoining booth space.
- 3. MBA reserves the right to take the following actions in its sole discretion: (a.) To prohibit any exhibit, or part thereof, that violates this Contract or is, in any other way, not suitable for, or in keeping with, the character and spirit of the Exposition; (b.) To close any exhibit which is found to be too loud, disruptive, disturbs other exhibits or violates this Contract; (c.) To refuse to permit an Exhibitor who violates this Contract to participate in one or more future MBA Expositions; (d.) To change the floor plan (including but not limited to aisle spaces), without notice, in order to comply with fire, safety and accessibility regulations, or to provide, in MBA's exclusive judgment, a safer, more satisfactory, more balanced, attractive and successful Exposition; and (e.) To enforce strict compliance with any of the terms and conditions of this Contract.

#### D. Booth Displays and Equipment.

 Appearance. Standard booth equipment (back and side wall draping, and identification sign) will be provided by MBA without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part of its display shall so project so as to obscure the view of the adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, except with the specific permission of MBA. All booths must be carpeted. Carpeting shall be limited to the Exhibitor's booth(s) only, and will not be permitted to cross any aisles. Exhibitor shall not use a display that varies in any significant way from its description in the Application for Exhibit Space.

- 2. Installation and Dismantling. The specific requirements as to time for installation and dismantling of exhibits shall be supplied to Exhibitor. Such requirements shall be binding upon the Exhibitor as though fully set forth herein. All displays must be in place and set up at least one hour prior to the official opening of the Exposition. Space not occupied by that time may be re-assigned for other purposes by MBA. If the booth is not set up during official installation hours, MBA may have the booth set up and this cost will be charged to the Exhibitor. No Exhibitor will be permitted to dismantle a booth prior to the official close of the Exposition.
- 3. Contractor Services; Use of Union Labor. MBA has agreements with contractors (hereinafter "Official Contractors") to provide various services to exhibitors. These Official Contractors will provide all Exposition services other than supervision (exceptions may occur in the case of small, tabletop Expositions). Exhibitors will provide only the material and equipment that they own and intend to use in their exhibit space. All other items or Exposition services may be provided only by the Official Contractors, as set forth in the Exhibitor Service Kit, which contains forms and instructions for obtaining the necessary services. All services not ordered in advance must be procured through the Exhibitor Service Desk(s), which will be maintained in the Exposition Facility. Where a union contract covers the Exposition, it will be necessary that all Exhibitors use gualified union personnel for the various services required for material handling within the show. The handling, placing or setting of merchandise that is to be displayed does not require union labor and may be done by the Exhibitor. In addition, the installation or dismantling of a booth which does not require the use of hand tools, or more than one person, and can be accomplished within thirty minutes, may be performed by the Exhibitor. Union rules vary from city to city. Therefore, consult your official Exhibitor Service Kit for union rules relating to the specific Exposition Facility.
- 4. Protection of Exposition Facility. Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the Exposition Facility without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of MBA and the Exposition Facility manager or their assistants.
- 5. Subletting Space. No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to it. Nor shall any Exhibitor exhibit or promote within its booth space any products, materials or services that the Exhibitor does not develop or distribute in the regular course of its business, or allow any other person or party to do so.

E. Booth Operations.

- Hours of Operation. MBA may from time to time promulgate such reasonable regulations governing hours of access to displays and eligibilities for admission thereto as may be found in its judgment to be most practicable.
- Music. MBA must approve the playing of any music within the Exposition Facility which shall be strictly limited to certain Premium Island booths. The playing of music and any other form of sound amplification that has not been expressly approved by MBA is strictly prohibited.
- Food, Beverages and Ancillary Services. Dispensing or serving of beverages, food or providing ancillary services from a booth must be approved by the Exposition Facility and MBA before commencement of the Exposition.
- Balloons. MBA and the Exposition Facility must approve all helium balloons.
- 5. Security. MBA UNDERTAKES NO DUTY TO EXERCISE CARE, NOR ASSUMES ANY RESPONSIBILITY FOR THE PROTECTION OF THE PROPERTY OF THE EXHIBITOR OR ITS REPRESENTATIVES, OR OF PROPERTY USED IN CONNECTION WITH THE EXHIBIT, FROM THEFT OR DAMAGE OR DESTRUCTION BY FIRE, ACCIDENT OR OTHER CAUSE. SMALL AND EASILY PORTABLE ARTICLES SHALL BE PROPERLY SECURED OR REMOVED AFTER EXPOSITION HOURS AND PLACED IN SAFE-KEEPING BY THE EXHIBITOR. ANY PROTECTION EXERCISED, IN FACT, BY MBA SHALL BE DEEMED PURELY GRATUITOUS ON ITS PART AND SHALL IN NO WAY BE CONSTRUED TO CREATE ANY LIABILITY.
- 6. Temporary Personnel. Each Exhibitor participating in the Exposition is expected to use special care wherever it is deemed necessary to hire temporary help to assist the firm in its exhibiting or hospitality activities, so that personnel so selected by Exhibitor will be of an appropriate caliber in keeping with the high standards of the Exposition and the Conference.
- 7. Promotional Materials; Soliciting and Polling. Exhibitors shall not distribute to the persons attending the Exposition and the related conference any printed matter, including without limitation, company specific promotional materials; and complimentary newspapers and other periodicals; samples; souvenirs and the like, except from within rented exhibit space. Special distribution of such material elsewhere must be approved by MBA. Distribution from booth-to-booth, or in the aisles, is forbidden, and Exhibitors must confine their exhibit activities to the leased space.
- 8. Prior Approval of Displays and Demonstrations Outside Exposition. Exhibitors shall not be permitted to provide demonstrations of products and services; display articles, equipment or information concerning services; or show movies/videos of such articles, equipment or services in private suites or rooms during an Exposition and related conference, except in accordance with prior agreements between MBA and officials of the Exposition Facility

9. Exhibitor agrees to comply with all reasonable Covid-19 prevention protocols instituted by MBA or the Exposition Facility. As an Exhibitor, Exhibitor acknowledges that its participation in the Exposition is voluntary and by its participation and attendance it assumes all risks of Covid-19 associated with participation in an event of this type and size.

#### F. Mailing List Usage.

MBA grants to Exhibitor a non-exclusive, non-transferable, revocable limited license to use only once any Conference attendee contact list(s) that MBA provides to Exhibitor in conjunction with its participation in the Exposition ("Contact List"). Exhibitor acknowledges and agrees that any such Contact List shall remain the sole property of MBA. Exhibitor further agrees that it will contact the names on each contact list only once and it will not disclose, directly or indirectly, the list source. Exhibitor will not copy, disclose, distribute (including to Exhibitor's affiliates), lease, sublicense, enter into a computer database for future use, modify or use any Contact List in creating a derivative work, use it for other mass contacts, or use or transfer it in any other form or manner, electronic or otherwise. To prevent the improper use of each Contact List, it is understood and agreed that the usage of the Contact List may be monitored by MBA using a combination of one or more methods of security (such as address seeding), to which Exhibitor agrees. Exhibitor agrees that all Contact List usage will be in compliance with all applicable laws and regulations, including those governing data privacy. Use of any Contact List other than as expressly permitted by MBA may disqualify Exhibitor from future Exhibitor opportunities and may subject Exhibitor to additional usage charges. MBA MAKES NO WARRANTIES AS TO THE CONTENTS OF ANY CONTACT LIST, INCLUDING ITS ACCURACY OR COMPLETENESS. Exhibitor understands and acknowledges that in some cases MBA may require attendees to opt-in to have their contact information provided to third parties and in such cases, the Contact List will contain only those attendees who have done so.

- G. Cancellation, Eligibility for Refunds and Force Majeure.
- 1. Cancellation by Exhibitor. Exhibitor specifically recognizes that MBA will be harmed if Exhibitor cancels its exhibit space after the cut-off date specified in the Application or if any prospective Exhibitor's leasing space fails to make a permitted installment payment by the published cut-off date. By failing to make any permitted installment payment by the cut-off date, Exhibitor forfeits all monies paid and all right to and in any exhibit space. To receive a refund for exhibit space less the service charge set forth below, Exhibitor must cancel this Contract before 5:00 p.m. Eastern Time on the cut-off date, such cancellation to be in effect when written notice thereof is received by MBA. In the event of such cancellation, all rights, duties, liabilities, and obligations hereunder shall terminate, and MBA agrees to return to Exhibitor any rental fees Exhibitor has paid to MBA, minus a 25% service charge per booth. No refund will be made if notice of cancellation is received after the time on the cut-off date set forth above. In addition, if any Exhibitor fails to occupy space contracted for, MBA shall have the right to use such space as it sees fit to eliminate blank space in the Exposition Facility, provided that such booth space remains unoccupied one hour before the official opening of the Exposition Facility. Without limiting the generality of the foregoing, upon cancellation for any reason, and regardless of the timing of such cancellation, Exhibitor will no longer have any right to any complimentary products or services that would otherwise have been provided to Exhibitor in connection with Exhibitor's

exhibit space rental, including without limitation, complimentary conference registrations.

- Cancellation or Relocation by MBA. Upon MBA's cancellation of the conference with which the Exposition is associated, the liability of MBA shall be limited to a refund of the rental fee paid by Exhibitor.
- 3. Force Majeure. Neither MBA nor Exhibitor shall be liable or deemed to be in default of any provision of this Agreement for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, failure of the Internet, fire or other casualty, act of God, riot, strike or labor dispute, war, act of terrorism, or other violence, pandemic or other emergency making it unsafe, impossible or illegal to perform under the Agreement, or any law, order or requirement of any governmental agency or authority, provided that the party experiencing the delay shall notify the other party of the force majeure condition and work diligently to overcome the cause of the delay and resume performance as expeditiously as possible. In the case of a force majeure event which causes the Exposition to be cancelled or postponed more than three months, without a reasonable substitute, Exhibitor will be entitled to a full refund of amounts paid.
- 4. Removal of Exhibitor's Property. Exhibitor shall remove its property in a timely manner from the Exposition and the Exposition Facility upon completion, cancellation or relocation of the Conference. MBA reserves the right to remove from the Exposition Facility premises, without notice, any or all of the property of the Exhibitor if Exhibitor fails to remove its property promptly, or if Exhibitor violates any of the conditions of this Contract. If the Contract is canceled for violation of such conditions, MBA assumes no liability for the return of the rental fee or any part thereof.
- 5. Use of Exhibitor's Name. Exhibitor grants MBA a limited, non-exclusive, revocable license to use Exhibitor's name, acronym, and logo for the purpose of identifying and acknowledging Exhibitor's participation in the Exposition In the event this Contract is terminated following the commencement of the Exposition promotional activities, the parties agree to nonetheless cooperate to the extent necessary to avoid interruption of the Exposition which may include continued use of Exhibitor's name in printed materials related to the Exposition.

#### H. Liability and Indemnification.

Upon the Application for Exhibit Space becoming a binding contract in accordance with Paragraph C.1 above, Exhibitor assumes entire responsibility, and hereby agrees to protect, indemnify, defend and save harmless MBA, and the Exposition Facility, its officers; directors; owners; and affiliated companies; and all employees and agents of all of them (hereinafter collectively called 'Indemnities') against (i) any personal injury to Exhibitor or its officers, agents, employees or guests, or to any other person in attendance at Exhibitor's exhibit; (ii) any damage to, or loss of, any property of the Exhibitor or any of its officers, agents or employees, or of any other person in attendance at Exhibitor's exhibit; (iii) any governmental charges or fines; and (iv) any attorneys' fees arising out of, or caused by, Exhibitor's installation, removal, maintenance, occupancy or use of the Exposition Facility, or a part thereof, excluding any such injury, loss, damage or other liability caused by the gross negligence or willful misconduct of the Indemnities, their employees and agents. In addition, Exhibitor acknowledges that MBA and the other Indemnities do not maintain insurance covering Exhibitor's property, and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering losses by Exhibitor relative to its property and its activities at the Exposition.

I. Compliance with Federal, State and Local Laws. Each party shall comply with all Federal, state and local laws, including but not limited to fire regulations. Neither party has any responsibility for the other's compliance with applicable laws.

#### J. Attendance.

Admission to the Exposition will be available to all registered attendees of the MBA conference associated with the Exposition. MBA's goal is to attract qualified attendees to its Exposition but does not guarantee specific volumes or levels of attendees.

#### K. Complimentary Registrations.

Exhibitor shall receive a specified number of complimentary registrations for the conference associated with the Exposition in which Exhibitor has elected to participate. Badges will be issued in the name of the designated individuals and may not be traded to, and used by, non-registrants. If MBA finds that the Exhibitor's complimentary badges are being traded or otherwise used improperly, MBA may, at its discretion, do one or more of the following — seize the badges, expel Exhibitor from the Exposition Facility and suspend Exhibitor from exhibiting at one or more future expositions.

#### L. Americans with Disabilities Act Requirements.

Exhibitor agrees to comply with applicable requirements of the Americans with Disabilities Act and its regulations and guidelines (collectively "the ADA") and agrees to hold MBA harmless from and against all claims that may be brought against Exhibitor on the basis of Exhibitor's non-compliance with ADA requirements. All Exhibitor personnel who may need special assistance or auxiliary aids pursuant to the ADA should be made known to MBA as soon as possible.

#### M. Right of Entry and Inspection.

MBA or its designees shall retain the absolute right, without limitation, to enter the leased area occupied by Exhibitor at any time and to inspect any material distributed or made available in the leased area at any time.

#### N. Governing Law and Forum.

This Contract shall be governed by, construed and enforced according to the laws of the District of Columbia (excluding its choice of law rules). The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Washington, D.C., which shall be the exclusive venue for any disputes relating to this Contract.

#### O. Amendments, Waiver.

MBA shall have full power in the interpretation and enforcement of the terms and conditions contained in this Contract, and the power to make, from time to time, such reasonable amendments thereto and to set such further terms and conditions as it shall consider necessary for the proper conduct of the Exposition, *provided that such new terms and conditions do not materially alter or diminish the contractual rights of Exhibitor.* The failure of MBA to enforce a term or condition of this Contract in one instance shall not be construed or limit MBA's right to enforce the term or condition in any other instance. Neither shall it be construed to affect a waiver of any other term or condition of this Contract.

## MBA Application for Exhibit Space MBA's CREF/MULTIFAMILY FINANCE CONVENTION AND EXPO 2025

FEBRUARY 9-12 MANCHESTER GRAND HYATT SAN DIEGO, CA

Sign and return this form with payment. Please complete the following information for the exhibit booth contact:

Pailing address City Felephone number Person coordinating exh Please complete the f	-	State Fax number	Zip				
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255 characters maxi	mum, including spa	ces and punctuation).					
Prices — See pricing of	chart on page 3.						
IER LEVEL ANI	D BOOTH PREI	ERENCE					
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Separation from con	npetitors cannot be	guaranteed)					
ull payment is requi		eive a confirmed booth as ment is received. MBA pay	signment. Exhibitor will not receive booth				

Every effort will be made to assign you the booth(s) you select. Should the exhibitor be unable to occupy and use the exhibit space contracted for, and should the association be notified in writing by 5:00 PM Eastern Time on November 8, 2024 (the "cut-off date"), all sums paid by the exhibitor, less a service charge of 25 percent of total cost of booth(s), will be refunded. See paragraph G of the Exhibitor's Contract for complete information. If notice of cancellation is received after 5:00 PM Eastern Time on the cut-off date no refunds will be given.

## **CLICK HERE TO PAY BY CREDIT CARD**

Complete your purchase online.

By submitting a completed application, I acknowledge that I have read and agree to be bound by the terms and conditions outlined in MBA's Exhibitor's Contract, which is incorporated in full herein by reference. This application becomes a binding contract upon MBA's issuance of a confirmation notice.

Signature
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Without limiting the generality of the foregoing, upon cancellation for any reason, and regardless of the timing of such cancellation, Exhibitor will no longer have any right to any complementary products or services that would otherwise have been provided to Exhibitor in connection with Exhibitor's exhibit space rental, including without limitation, complementary convention registrations.

Check up to 5 categories that denote a general description of your product or service: □ Accounting/Finance Systems/Services Appraisal Systems/Services □ Asset Management ☐ Assignments Attorneys nated Property Valuations ss Forms/Automated Solutions ercial Bridge Financing ercial Mortgage Lenders ercial Mortgage Servicers ercial Mortgage Systems it Lenders tants oondent Lending Reporting/Scoring Products Services enders ent Management / Workflow Systems

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ing/Advertising Services ige Bankers

ae Brokers

ge Technology Products/Services

milv Lenders

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- ic Staffing
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- vicers Tax Return Verification Services
- □ Title Insurance / Services

□ Trustees

□ Underwriting Systems / Services

□ Warehouse Lenders

□ Wholesalers

□ Other

#### Please make checks payable to Mortgage Bankers Association.

#### Mail\*

Mortgage Bankers Association PO Box 791419 Baltimore, MD 21279-1419

#### Express Mail\*

Mortgage Bankers Association Attn: Lockbox Number 791419 1000 Stewart Ave Glen Burnie, MD 21061

Fax: (202) 621-1590

Email: exhibitor@mba.org

Use express mail for overnight deliveries to meet cutoff dates when applicable. Express mail only ensures postmark date for exhibit fees.

Please allow 3-5 working days for processing and confirmations. An electronic mailing list of pre-registered attendees will be sent approximately four weeks in advance.

Date

# We put **YOU** in the center of it all.



Our attendees are there to make connections. You're there to connect with them. MBA wants to make sure these connections happen.

That's why we created our networking and expo center, THE HUB EXPO, and placed our exhibitors right in the middle. We want to make sure you have access to thousands of decision makers seeking solutions to today's business challenges and that you're in the heart of the activity taking place at our convention.

Take advantage of all that MBA's CREF/ Multifamily Finance Convention and Expo has to offer by ensuring your products and services are represented at our 2025 event.

## VISIT MBA.ORG/EXHIBIT FOR MORE INFORMATION.



MORTGAGE BANKERS ASSOCIATION

1919 M STREET NW, 5th FLOOR WASHINGTON, DC 20036