



Charting a New Course

Navigating Servicing's New Landscape

17th Annual
Western States
Loan Servicing Conference
July 29-31, 2012 | Encore Las Vegas

SPONSOR-EXHIBITOR BROCHURE

Scan the QR code with
your smartphone and
add the conference to
your calendar!



*Don't miss our diverse
servicer panel!*

Platinum Sponsors



Exhibitor Information

About CMBA

For over 50 years, The California Mortgage Bankers Association has been the leading statewide advocate for the residential and commercial real estate finance industry, representing its members before all government and regulatory agencies.

Headquartered in Sacramento, California, CMBA promotes fair and ethical lending practices through a wide range of educational programs, services and industry publications.

CMBA provides its members a competitive edge by effectively aggregating political, economic and marketing power.

Its membership of companies includes all elements of real estate finance. For more information, please visit CMBA's website at www.cmba.com.

Exhibitor Information

**Exhibit Hall Set-Up Time:
Sunday, July 29, 2012 at TBA**

**Exhibit Hall Opens:
Sunday, July 29, 2012 at TBA**

**Exhibit Hall Dismantling:
Tuesday, July 31, 2012 at TBA**

Application Procedure

1. Review, complete and sign the Exhibit Application form.
2. Complete the credit card section on the application form, or mail in your payment for receipt before June 29, 2012.
3. If applying for booth space after June 29, 2012, full payment plus a \$100 late payment must accompany your application.
4. Fax your completed application to (916) 446-7105 or mail your completed application with payment to:
Stacey Ward
Meeting Services Director
California Mortgage Bankers Association
555 Capitol Mall, Suite 440
Sacramento, CA 95814

Show hours subject to change. Confirmed exhibitors should check their Exhibitors Kit for final schedule

5. Your attendees will receive hotel reservation instructions after CMBA receives the attendee registration form(s). Hotel rooms are only for conference attendees.. The room rate is **\$169/night**. Attendees will be responsible to make their own hotel accommodations.

6. NOTE: Sponsors/Exhibitors are not automatically registered for the conference. The additional /complimentary registration form must be completed and submitted to CMBA.

7. Watch for your booth information confirmation letter. An exhibitor's kit, which will contain forms for telephone and electrical hookups, drayage and other services, will be mailed to you directly from the exposition services company.

8. Please provide a 25-word description of your company for inclusion in the conference program.

Cancellations & Refunds

Should the exhibitor be unable to occupy and use the contracted exhibit space, and should the Association be notified in writing by Jan. 9, 2012, all sums paid by the exhibitor, less a service charge of \$150 per booth, will be refunded.

Cancellations received after January 9, 2012, but prior to February 9, 2012 shall be entitled to 50% refund. No refunds will be issued after February 9, 2012.

Booth locations are assigned with priority according to the order in which applications are received with payment., as well as sponsorship & CMBA membership status.

Sponsorship

The following sponsorship options are available for the Western States Loan Servicing Conference. Please indicate your sponsorship level & fax the completed form to (916) 446-7105. The sponsorship form **must be received before 6/28/12** for company name to be included in conference program.

PLATINUM SPONSOR - \$10,000

- ◆ Eight Comp Registrations (CMBA Member/Non-Member)
- ◆ 1 Exhibit Space
- ◆ Exclusive sponsorship recognition for all refreshment breaks (includes individual signage at the conference and in the electronic program distributed before and after the conference).
- ◆ Full page ad in electronic conference program (pre- and post-conference)
- ◆ Logo on CMBA website
- ◆ Full page ad in the CMBA quarterly newsletter

GOLD SPONSOR - \$6,500

- ◆ Six Comp Registrations (CMBA Member)
- ◆ Five Comp Registrations (Non-Member)
- ◆ 1 Exhibit Space
- ◆ Recognition as Gold Sponsor on conference signage
- ◆ Full page ad in electronic conference program (pre- and post-conference)
- ◆ Logo on CMBA website

****One additional full conference registration may be purchased for half-price**

SILVER SPONSOR - \$5,000

- ◆ Five Comp Registrations (CMBA Member)
- ◆ Four Comp Registrations (Non-Member)
- ◆ 1 Exhibit Space
- ◆ Recognition as Silver Sponsor
- ◆ Half page ad in electronic conference program (pre- and post-conference)
- ◆ Logo on CMBA website

BRONZE SPONSOR - \$2,500

- ◆ Four Comp Registrations (CMBA Member)
- ◆ Three Comp Registration (Non-Member)
- ◆ Recognition as Bronze Sponsor
- ◆ Quarter page ad in electronic conference program (pre- and post-conference)
- ◆ Listed as event sponsor on CMBA website

Please provide the contact information for the person responsible for all sponsorship correspondence:

Company: _____ Contact Name: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Fax: _____ Email: _____

Please provide the company information to be included in the conference program, and attach a 25-word description:

Company Name: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Fax: _____ Website: _____

***Please use form provided on page 6 to register complimentary attendees.**

Please check sponsorship level

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Please contact Stacey Ward at the CMBA office, or stacey@cmba.com for additional sponsorship information.

**CMBA Tax ID
94-1701188**

Please complete the credit card information below:

Credit Card # _____ Expiration Date: _____
 Signature: _____
 Name on card: _____



Conference Sponsors

PLATINUM SPONSORS

GOLD SPONSORS



SILVER SPONSORS



CONFERENCE SPONSORS



Application for Exhibit Space

General Description of Product/Service: _____

Please provide the company information to be included in the conference program

Firm name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Rep. Coordinating

Exhibit: _____

Title: _____

Two Complimentary Exhibit Registration

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

****To ensure we don't assign you to a booth near your competitor, please give us a general description of the product or service to be displayed.**

Every effort will be made to assign the booth you select.

Please be sure to read the Exhibitor's Contract. In order for your company's name and booth number to be included in the official Conference Program, your application must be received by June 28, 2012.

***Electronic Check Conversion Notice:**

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account as soon as the same day and you will not receive the check back from your financial institution. If your payment is returned due to insufficient funds, you authorize us to make a one-time electronic fund transfer from your account to collect a fee of \$25 as allowed by state law.

Sign and return this form with payment to:

Stacey Ward, Meeting Services Director
California Mortgage Bankers Association
555 Capitol Mall, Suite 440 | Sacramento, CA 95814
Phone (916) 446-7100 | Fax (916) 446-7105

***Price:**

\$995 per Standard Booth for CMBA members

\$1,195 (After June 18, 2012)

\$1,195 per Premium Booth for CMBA members

\$1,395 (After June 18, 2012)

\$1,495 per Standard Booth for non-members

\$1,695 (After June 18, 2012)

\$1,695 per Premium Booth for non-members

\$1,895 (After June 18, 2012)

Includes 8' x 10' booth space, 6' draped table, two chairs, an ID sign, two breakfast, lunch, receptions. Also includes 3 complimentary registrations (CMBA members) or 2 complimentary registrations (non-CMBA member).

***Note:** An additional \$100 late registration fee will be charged for booth reservations received after June 29, 2012.

Booth size:

Booth is 8' x 10' with 3' high side walls.

Please make checks payable to CMBA*, or complete the credit card info below:

Credit Card # _____

Expiration Date: _____

Signature: _____

Please provide the card holder name & address as it appears on the account:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Location Selection

Premium Location _____ Standard Location _____

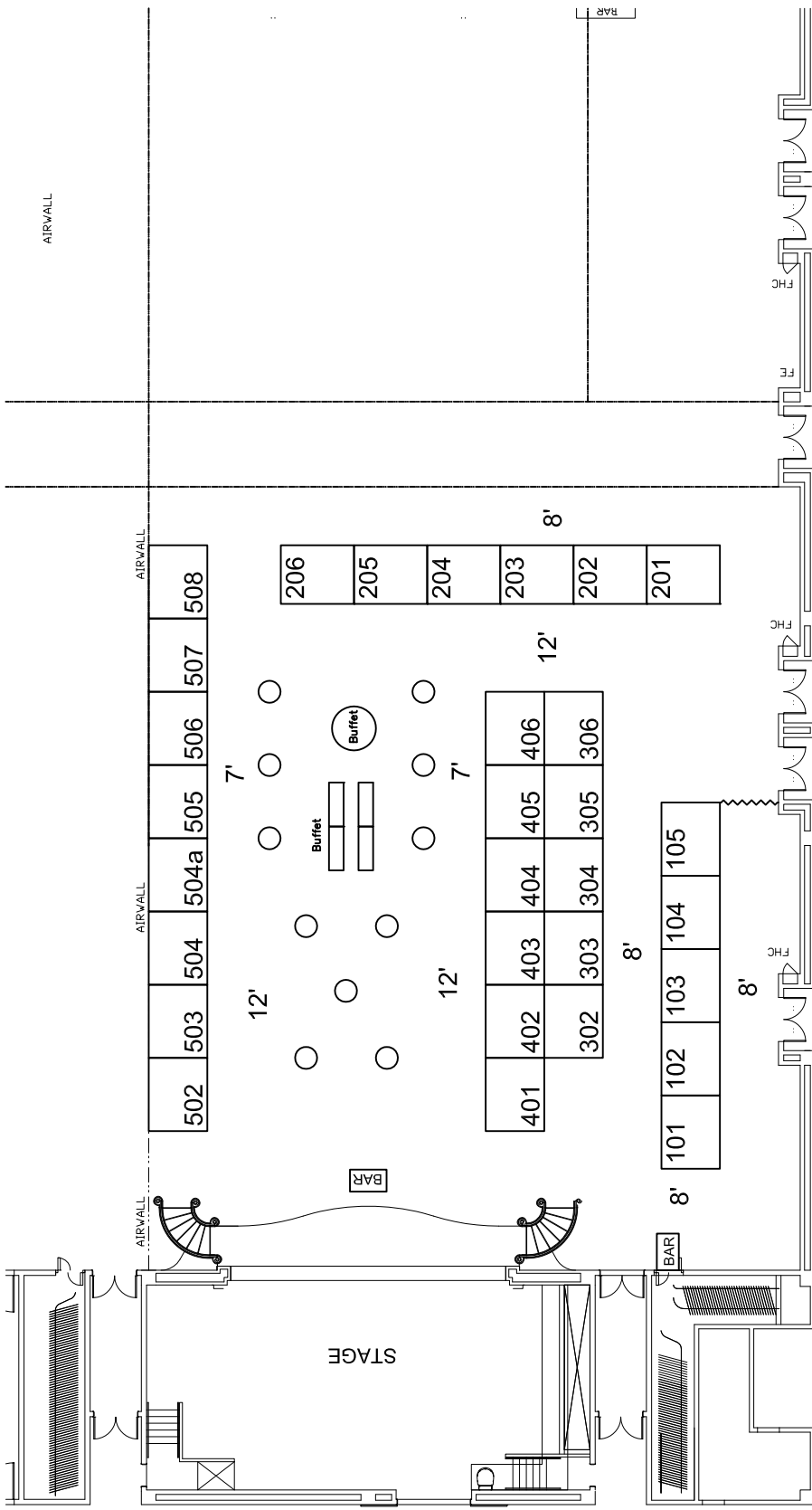
***Exhibit Map Coming Soon**

Exhibitor Authorization

We agree to the conditions set forth in page 6 of this brochure.

Signature _____

Title _____ Date _____



Promenade

Inventory as of 12/27/2011

Dimension	Size	Qty	SqFt
8'x10'	80	30	2,400

Totals: 30 2,400

SHOW NAME: Western States Loan Servicing

SHOW FACILITY: Wynn Hotel - Encore Ballroom 4,5,6,7

DRAWING NAME: 07_western states loan servicing_0000712

DWG START DATE: 12/27/11

SHOW CODE: 0000

ACCOUNT EXEC: Nancy Davis

SCALE: N/A

DRAWN BY cwh

REVISED:
00/00/00



Additional/Complimentary Registration

Please use this form to provide registration information for the complimentary sponsor registrations or for up to one (1) additional individual at the Exhibitor rate of \$300.

Registration #1

Complimentary

Additional Exhibitor - \$300

First Name: _____

Last Name: _____

Company: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Registration #2

Complimentary

Additional Exhibitor - \$300

First Name: _____

Last Name: _____

Company: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Registration #3

Complimentary

First Name: _____

Last Name: _____

Company: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Please complete the credit card information below:

Credit Card # _____ Expiration Date: _____

Signature: _____

Please provide the card holder name & address as it appears on the account:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

**To develop a stronger political voice for the real estate finance industry, \$20 of your registration fee will be donated to CAMPAC. Please check here if you do not want to contribute to CAMPAC. The registration amount is the same whether you choose to contribute to CAMPAC or not.*



Contract

1. AGREEMENT TO CONDITIONS

Each Exhibitor and employees of Exhibitor agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with CMBA.

2. ASSIGNMENT OF SPACE

Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and preferences as to location for each Exhibitor. Exhibitor participation is limited to those companies that regularly provide services and/or products for business organizations or financial institutions that hold membership in or are eligible for membership in the Association.

3. PAYMENT

Payment in full is required and should accompany application. Payment is due on or prior to June 29, 2012. Any cancellation prior to January 9, 2012 shall be entitled to a full refund, less a \$500 processing fee (\$150 for exhibitors). Cancellations received prior to February 9, 2012 shall be entitled to a 50% refund. No refunds shall be issued after February 9, 2012. If applying for a booth space after June 29, 2012, full payment must accompany your application plus a \$100 late registration fee.

4. CANCELLATION OR RELOCATION OF CONVENTION

Upon cancellation of the meeting, the liability of CMBA shall be limited to a refund of the rental fee.

5. CANCELLATION BY EXHIBITOR

Exhibitor is hereby given the right to cancel this agreement, such cancellation to be effective when written notice thereof is received by CMBA. In the event of such cancellation, all rights, duties, liabilities and obligations hereunder shall thereupon terminate and CMBA agrees to return to Exhibitor any rental fees paid by it to CMBA, minus a \$150 service charge per booth if the cancellation is received prior to January 9, 2012. Cancellations received between January 9, 2012 and February 9, 2012 shall be entitled to a 50% refund. No refund will be made if notice of cancellation is received after February 9, 2012.

6. THE ASSOCIATION'S RIGHT TO REMOVE EXHIBITOR'S PROPERTY

The CMBA reserves the right to remove from the hotel premises any or all of the property of the Exhibitor should the meeting be cancelled or relocated or should the licensee violate any of the conditions of the Exhibitor's Contract. If the contract is cancelled for violation of such conditions, the Association assumes no liability for the return of the rental fee or any part thereof. In recognition of the common interest of all Exhibitors and the Association in maintaining the appropriate standards of decorum, THE EXHIBITOR WAIVES ANY AND ALL RIGHTS TO ANY NOTICE OF HEARING PRIOR TO THE REMOVAL OF PROPERTY FROM THE HOTEL OR EXHIBIT HALL FOR THE REASONS STATED ABOVE.

7. LIABILITY

The CMBA 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 exhibition hours and placed in safekeeping by the Exhibitor. Any protection exercised, in fact, by the Association shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the Exhibitor.

The CMBA shall not be liable for the fulfillment of this agreement as to delivery of space, if nondelivery is due to any of the following causes: destruction of or damage to the building or exhibit area by fire or acts of God; acts of a public enemy; strikes; the authority of the law; or any caused beyond its control. The Association will, however, in the event it is not able to hold an exhibit for any of the above named causes, reimburse Exhibitors pro rata on any rental fee paid, less any and all legitimate expenses incurred by the CMBA for advertising, administration, etc. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the California Mortgage Bankers Association, Bellagio, the official exhibit company, and all employees and agents thereof (hereinafter collectively called "Indemnitites") harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnitites and their employees and agents.

In addition, Exhibitor acknowledges that CMBA and the Indemnitites do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain interruption and property damage insurance covering such losses by Exhibitor.

8. PROTECTION OF THE EXHIBIT FACILITY

Nothing shall be posted on, or nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and conformity with direction of the CMBA and hotel Manager or their assistants.

9. BOOTHS

Standard Booth equipment (back and side wall draping, a six-foot draped table, a chair, and identification sign) will be provided by CMBA 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 thereof shall project 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 CMBA. Carpeting shall be limited to exhibitor's booth only, and will not be permitted to cross any aisles.

10. 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 licensee as though fully set forth herein. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by the Association.

11. DEFAULT OCCUPANCY

Any Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and CMBA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not set up by two hours before the official show opening.

12. VIOLATIONS OF THE CONDITIONS

Any of the following actions by Exhibitor shall constitute a violation of the conditions of the Exhibitor's Contract.

- Use of a display which varies in any significant way from its description in the Application for Exhibit Space.
- Violation of any municipal, state, or Federal laws, rules or regulations, including safety codes.
- Failure to follow the procedures in points 8-11 and 13-16.
- Failure to remove its property from the hotel or exhibit hall upon cancellation or relocation of the meeting.

13. ACCESS TO DISPLAYS

CMBA may from time to time promulgate such regulations governing hours of access to displays and eligibilities for admission to thereto as may be found in its judgement to be most practicable.

14. PERSONNEL

All licensees participating in the exhibit area of the CMBA meeting are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that the personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.

15. USE OF SPACE

Exhibits shall be shown only in the official exhibit area. Neither the Exhibitors nor the non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment, or services in private suites or rooms during the meeting, in accordance with prior agreements between the CMBA and officials of hotels and the convention bureau in the locale of the specific meeting. No Exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to it, nor shall it display articles not manufactured or sold normally by it. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission of CMBA.

16. DISTRIBUTION OF PRINTED MATTER

Neither Exhibitors nor non-exhibitors shall distribute to the meeting delegates printed matter, samples, souvenirs and the like, except within rented space. Special distribution of such material elsewhere must be approved by CMBA.

17. HOSPITALITY SUITES AND HOSTED/SPONSORED FUNCTIONS

Any type of company-sponsored function (including Hospitality Suites) will only be permitted if in good standing with CMBA. NOTE: **Any type of company-sponsored function (including Hospitality Suites) is not permitted during official CMBA-sponsored activities (sessions, exhibit hall, receptions, etc.). Any company found in violation will immediately have their 2012 booth closed and will be given last selection/assignment for 2013.**