



VMLA Annual Convention

SEPTEMBER 21-22, 2017

THE ROAD TO SUCCESS 

LODGING



HILTON RICHMOND HOTEL & SPA | SHORT PUMP
12042 WEST BROAD STREET, RICHMOND

Sponsorship Opportunities

THIS WAY



ABOUT THE VMLA ANNUAL CONV

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 2017 Annual Convention will be Kevin Eastman, American basketball coach and former assistant coach and Vice President for Basketball Operations of the Los Angeles Clippers.
- This annual event has historically drawn up to 250 attendees.
- Attendees include mortgage executives, loan originators, servicers, associates, etc.

CONVENTION AGENDA AT-A-GLANCE

THURSDAY, SEPTEMBER 21ST

8:30-10:00 am	VMLA BOARD MEETING
9:00-10:00	Registration & Exhibit Hall Open
10:00-10:20	WELCOME & INTRODUCTORY REMARKS
10:20-11:10	KEYNOTE: CREATING A CHAMPIONSHIP DNA - WHY THE BEST ARE THE BEST Kevin Eastman, former NBA Coach
11:10-11:30	NETWORKING BREAK IN THE EXHIBIT HALL
11:30-12:20	THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME Elizabeth Collins, Arch MI
12:20-1:20 pm	NETWORKING LUNCH
1:20-2:05	Breakout Sessions, choose one: LOAN PRODUCT ADVISOR® PROGRAM TBD, Freddie Mac LINKEDIN STRATEGIES FOR MORTGAGE LENDERS Ben Smidt, MGIC
2:15-3:00	Breakout Sessions, choose one: HOMEREADY® & HOME POSSIBLE ADVANTAGE® TBD, Radian TBD TBD

3:00-3:20	NETWORKING BREAK IN THE EXHIBIT HALL
3:20-4:10	TEAMBUILDING Christine Walters
4:10-4:40	VMLA ANNUAL BUSINESS MEETING Awards, Recognition, & Election of VMLA Officers
5:00-6:00	NETWORKING RECEPTION
6:00-8:00	VAMPAC CASINO NIGHT & SILENT AUCTION

FRIDAY, SEPTEMBER 22ND

8:00-9:00 am	Continental Breakfast in the Exhibit Hall
9:00-9:10	WELCOME & REMARKS
9:10-10:10	DRIVING SUCCESS IN AN EVER CHANGING WORLD Chris DiLorenzo, The James Paul Group
10:10-10:30	NETWORKING BREAK IN THE EXHIBIT HALL
10:30-11:20	TODAY'S POLITICAL ENVIRONMENT Dr. Robert Holsworth, Ph.D., DecideSmart
11:20-12:30	RISING TO THE TOP! Doug Smith, Douglas Smith & Associates
12:30 pm	Convention Adjourns

***Convention Agenda subject to change.*

LODGING

Hilton

RICHMOND HOTEL & SPA / SHORT PUMP

HILTON RICHMOND HOTEL & SPA | SHORT PUMP
12042 WEST BROAD STREET, RICHMOND



The 2017 VMLA Annual Convention will be held at the Hilton Richmond Hotel & Spa in Richmond, Virginia. Located in the bustling area of Short Pump, there are endless dining and entertainment options close by.



SPONSOR OPPORTUNITIES

VMLA PARTNER \$5,000

NON-MEMBERS: \$5,950*

Your sponsorship may be allocated towards one of the following.

Please choose one:

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

Includes:

- Speaker Introduction
- 3 Complimentary Full Convention Registrations, 2 additional registrations at \$85 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

PLATINUM \$3,500

NON-MEMBERS: \$4,450*

Your sponsorship may be allocated towards one of the following.

Please choose one:

- Thursday Lunch (1 available)
- Networking Reception (1 available)
- Friday Breakfast (1 available)
- Casino Night (2 available)
- Hotel Keycards
- General Platinum Sponsor

Includes:

- Speaker Introduction
- 2 Complimentary Full Convention Registrations, 3 additional registrations at \$85 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

GOLD \$2,500

NON-MEMBERS: \$3,450*

Your sponsorship may be allocated towards one of the following.

Please choose one:

- Pocket Agendas
- Tote Bags
- Wi-Fi (Meeting Space) **SOLD**
- Charging Station **SOLD**
- Bathroom Package
- General Gold Sponsor

Includes:

- 2 Complimentary Full Convention Registrations, 3 additional registrations at \$85 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

SILVER \$1,500

NON-MEMBERS: \$2,450*

Your sponsorship may be allocated towards one of the following.

Please choose one:

- Table-top Exhibit Booth
- Networking Break Coffee & Beverage (3 available)
- Networking Break Food (3 available)
- Pads & Pens (provided by sponsor)
- General Silver Sponsor

Includes:

- 1 Complimentary Full Convention Registration, 4 additional registrations at \$85
- Company name and logo on convention signage
- Quarter-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 \$85 each
- Company name and logo on signage
- Company name & logo in on-site program
- Recognition at General Session

FRIEND OF THE VMLA \$500

NON-MEMBERS: \$1,450*

Includes:

- 1 Full Convention Registration at \$85 (total due \$585 or \$1,535)
- 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.

2017 VMLA Annual Convention SPONSOR REGISTRATION FORM



Company Name: _____

Primary Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

SPONSORSHIP LEVEL

Please check one.

VMLA PARTNER - \$5,000

- Lanyards
- Name Badges
- On-site Program
- Attendee Roster
- General VMLA Partner Sponsor

PLATINUM - \$3,500

- Thursday Lunch
- Networking Reception
- Friday Breakfast
- Casino Night
- Hotel Keycards
- General Platinum Sponsor

GOLD - \$2,500

- Pocket Agendas
- Tote Bags
- Wi-Fi (Meeting Space)
- Charging Station
- Potty Package
- General Gold Sponsor

SILVER - \$1,500

- Table-top Exhibit Booth
- Networking Break Coffee & Bev.
- Networking Break Food
- Pads & Pens (provided by sponsor)
- General Silver Sponsor

BRONZE - \$1,000

FRIEND OF VMLA - \$500

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? If not, 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:

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Name on the Card: _____

Billing Address: _____ City/State/Zip: _____

Cardholder Signature: _____

Please send completed form to Walt Lyons at 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 18, 2017 obligates the sponsor to full payment. No refunds will be made after August 18, 2017. If written cancellation is received prior to August 18, 2017 a full refund will be issued minus a \$75 service charge.