

MORTGAGE CONFERENCE

EXHIBITOR / SPONSORSHIP PACKAGE



2024



**FEDERAL HOME LOAN BANK
OF DES MOINES**

Iowa Events Center | Des Moines, Iowa
October 23 - 25, 2024



Federal Home Loan Bank of Des Moines is proud to host our annual Mortgage Conference from October 23-25, 2024 and is excited to offer partnership opportunities at this member-exclusive event.

The Federal Home Loan Bank of Des Moines (FHLB Des Moines) 2024 Mortgage Conference is a high demand, complementary event for our members where we welcome nearly 300 in-person attendees and 300+ virtual guests.

The team at FHLB Des Moines is committed to presenting top mortgage industry events and educational opportunities for mortgage professionals across our district. We are excited to announce new sponsorship opportunities for our exhibitors in 2024.

EVENT HIGHLIGHTS

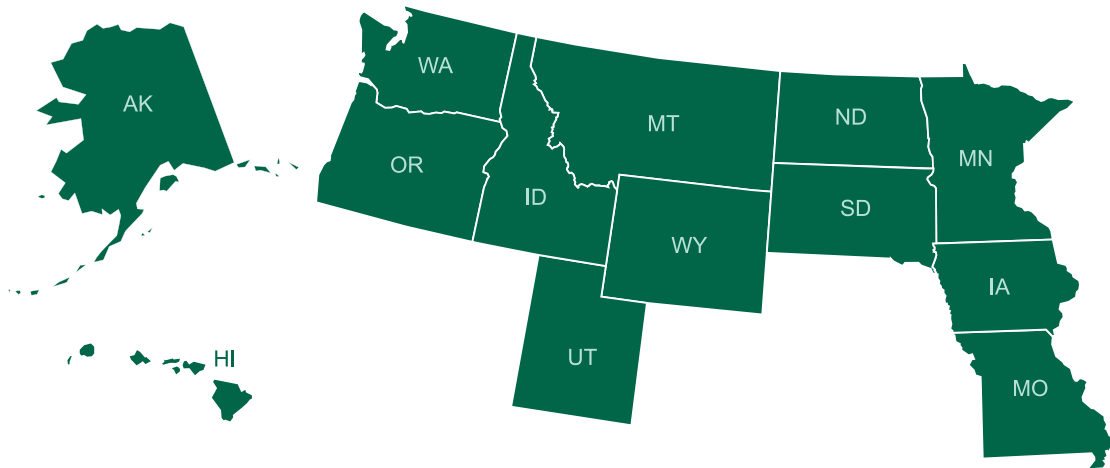
- User-focused learning conference offering twelve breakouts & three keynote speakers
- Wednesday night welcome reception
- Thursday evening networking event
- In-person vendor fair
- Virtual vendor booth through SpotMe App

KEY ATTENDEES

The 2024 Mortgage Conference is open to FHLB Des Moines' entire 1,200-member district, which includes 13 states and three U.S. Pacific Territories. Sessions are geared towards:

- Loan Officers
- Processing Managers
- Underwriters
- Servicing Managers
- Closers
- Operations Managers
- Quality Control

We are proud to offer a dynamic event that brings attendees from all over our district!



AMERICAN SAMOA



GUAM



MARIANA ISLANDS



WHAT OUR ATTENDEES SAY

“I was very pleased with my experience at the FHLB Des Moines Mortgage Conference. We were treated very well, and everything was well-thought out and planned.”

“The FHLB Des Moines team is always up-to-date and knowledgeable. This conference is always fun and educational - keeps us on our toes in this ever-changing industry!”

“I look forward to attending the Mortgage Conference every year! We had new people attend from our team and they loved everything about it - we'll be back next year!”

KEY TOPICS

We're excited to provide relevant industry knowledge during twelve breakout sessions including information on:

- Underwriting scenarios for minority borrowers
- Selling unusual property types – shouse, barndominiums, rural properties
- Expanding your book of business – sales focused lender training
- Servicing and default – most frequently asked questions
- Video marketing – how to expand your reach
- Ways to structure Mortgage Insurance for Mortgage Partnership Finance® (MPF)

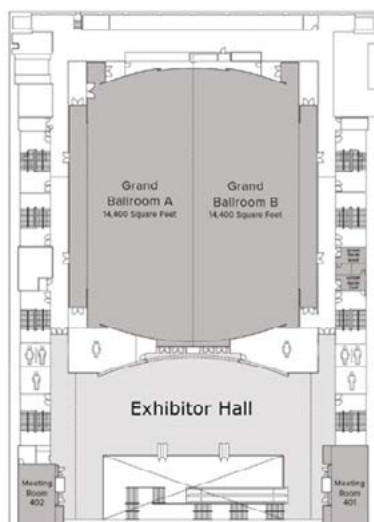


SPONSORSHIP AND EXHIBITOR OPTIONS

The FHLB Des Moines Mortgage Conference vendor experience provides you with the platform to showcase your organization to our members. It also demonstrates your commitment to the industry and allows you to continue to build strong networking relationships with leading industry members.

The exhibition area is integral to conference activities with displays located across the expansive 14,000 square feet of pre-event space directly outside the main conference ballroom. All catering will be served in close proximity to the vendor exhibits ensuring frequent exposure to attendees across the conference.

Booths are available on a first-come, first-served basis. You will be asked for your top three booth preferences during the registration process. If none of your preferences are available, a team member will reach out to you.



IOWA EVENTS CENTER

[Community Choice Convention Center](#)

Centrally located in Downtown Des Moines and minutes from the Des Moines International Airport, the Iowa Events Center provides a state-of-the-art facility and is conveniently connected to the Hilton Des Moines Downtown via a skywalk.



EXHIBITOR PACKAGES

Basic Exhibitor Package	\$1,000
10' x 10' exhibitor booth	
One 8' skirted table with two chairs	
Two standard outlets	
Two complementary registrations	
Up to two attendees at welcome reception and networking event	
Company logo on the conference website and app	
Company profile/bio on the conference app	
Acknowledgement of sponsorship during opening address	

Silver Exhibitor Package + Breakfast Sponsorship	\$1,500 2 Available
10' x 10' exhibitor booth	
One 8' skirted table with two chairs	
Two standard outlets	
Two complementary registrations	
Up to two attendees at welcome reception and networking event	
Company logo on the conference website and app	
Company profile/bio on the conference app	
Breakfast sponsorship recognition with logo prominently displayed	
Recognition and logo on pre-event social media content	
Acknowledgement of sponsorship during opening address	

EXHIBITOR PACKAGES (CONT.)

Gold Exhibitor Package + Lunch Sponsorship	\$1,750 1 Available
10' x 10' exhibitor booth	
One 8' skirted table with two chairs	
Two standard outlets	
Two complementary registrations	
Up to two attendees at welcome reception and networking event	
Company logo on the conference website and app	
Company profile/bio on the conference app	
Lunch sponsorship recognition with logo prominently displayed	
Recognition and logo on pre-event social media content	
Acknowledgement of sponsorship during opening address	

Platinum Exhibitor Package + Networking Lounge Sponsorship	\$2,000 2 Available
10' x 10' exhibitor booth	
One 8' skirted table with two chairs	
Two standard outlets	
Two complementary registrations	
Up to two attendees at welcome reception and networking event	
Company logo on the conference website and app	
Company profile/bio on the conference app	
Recognition & Logo on pre-event social media content	
Acknowledgement of sponsorship during opening address	
Networking Lounge Sponsorship	
New for 2024, attendees will enjoy a casual, relaxed area with soft seating and charging station.	
Logo prominently displayed in lounge area for duration of the conference.	

For pricing and availability for additional booth space, contact FHLBDMEvents@meetings-incentives.com

A la carte sponsorship opportunities	
Refreshment Breaks Logo prominently displayed near refreshment areas during AM or PM session.	\$250.00 3 Available
Hydration Station Logo prominently displayed near hydration station	\$500.00 1 Available

MORTGAGE CONFERENCE SPEAKING OPPORTUNITIES



Federal Home Loan Bank of Des Moines is always looking for dynamic speakers to share their expertise with our Mortgage Conference attendees. Please complete the enclosed form and return to FHLBDMEvents@meetings-incentives.com. Proposals are reviewed on a rolling basis. If we are interested in your proposal, we will reach out for further information.

GUIDELINES

Speakers will be mindful of the fact that attendees at the education sessions are there to learn. This means that presenters may not use any FHLB Des Moines education platform to pitch products or companies and will be asked to provide presentation materials (PowerPoint, etc.) ahead of the conference for final approval.

All Mortgage Conference session topics are determined based on the needs of the industry. If your submission is of specific interest to the industry and we feel it is a good fit for a conference session, we will contact you for further exploration of your participation as a speaker.

SPEAKER FORM

Please complete and submit the included speaker form to FHLBDMEvents@meetings-incentives.com



NAME

COMPANY NAME

EMAIL

PHONE

PROPOSED TOPIC / SESSION TITLE

KEY LEARNING TAKEAWAYS

SELECT A SUBJECT AREA THAT BEST
ALIGNS WITH YOUR PROPOSAL:

Underwriting

Sales/Marketing

Appraisals

Technology

PRESENTATION ABSTRACT (DESCRIBE YOUR PRESENTATION):

PLEASE PROVIDE A BRIEF BIO OF YOUR SELECTED PRESENTER AND THEIR EXPERIENCE WITH THE TOPIC/INDUSTRY:

Subject to the submission and approval on an abstract, Speakers will receive a \$1,000 discount applied towards an exhibitor package.