



# Sponsorship Prospectus

## **MCT** Exchange 2024

SHARING INFORMATION, BEST PRACTICES & NEW IDEAS

Hard Rock Hotel | San Diego, CA | March 21 - 23, 2024

Questions? Please contact the MCT Exchange Conference Organizer:  
Kim Skulavik | [kskulavik@mctrade.net](mailto:kskulavik@mctrade.net)



Dear friends and colleagues,

The last two years have been some of the most challenging any of us have faced, which makes us that much more proud that so many of you chose to make MCT Exchange a priority. During down markets the natural competitiveness inherent to our industry can soften, leading our community to come together in support and solidarity. This was one of the most heartwarming experiences about last year's conference, and we are eager to rekindle that collaborative spirit at MCT Exchange 2024.

We are switching some things up while keeping others the same. We are excited to be back at the Hard Rock Hotel where we can offer a unique experience while making sure that you, our valued friends and partners, can have the best opportunities during our client conference.

We are bringing back our MCT Exchange app and the engagement has grown since we first started utilizing this bit of tech to enhance our conference. We had over 350+ professionals who attended and over 80% took advantage of the app. Combined, we had over 20k engagements, many of which centered on the Trivia Game which has been so successful driving lenders to engage with our sponsors.

MCT Exchange continuously focuses on different ways to bring people together and we offer an array of exciting sponsorship opportunities at the conference to maximize your company's exposure to our clients - learn more in the following pages.

Sponsoring MCT Exchange is an invaluable opportunity to build excellent working relationships between you and our clients. Highly sought-after sponsorships typically sell out early. We encourage you to make your reservation as soon as possible. Conference attendance will be limited to sponsoring partners to preserve the intimacy and client-focused nature of the event.

On behalf of the entire MCT team, I hope you'll choose to partner with us to make this Exchange our biggest and most exciting yet!

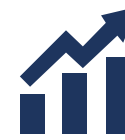
Sincerely,

Ian Miller  
Chief Marketing Officer, MCT

### Navigating Opportunities and Challenges

Challenges are often coupled with opportunities. This year's theme is focused on overcoming challenges and finding new opportunities that are key to driving profitability. We create MCT Exchange to ask:

What are your challenges? What opportunities awaits you? We have a thought:



Improvement



Strategy



Implementation



Target



Schedule



Collaboration

**Conference Venue & Reception:**  
**Hard Rock Hotel**  
207 Fifth Ave, San Diego, CA 92101

Friday, March 22<sup>nd</sup>, 2024  
5:00pm - 9:30pm

**Welcome Reception:**  
**Altitude Sky Lounge**  
660 K Street, San Diego, CA 92101

Thursday, March 21<sup>st</sup>, 2024  
5:00pm - 9:30pm

## Diamond Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsor



**270 +**  
Hedge Advisory  
Clients

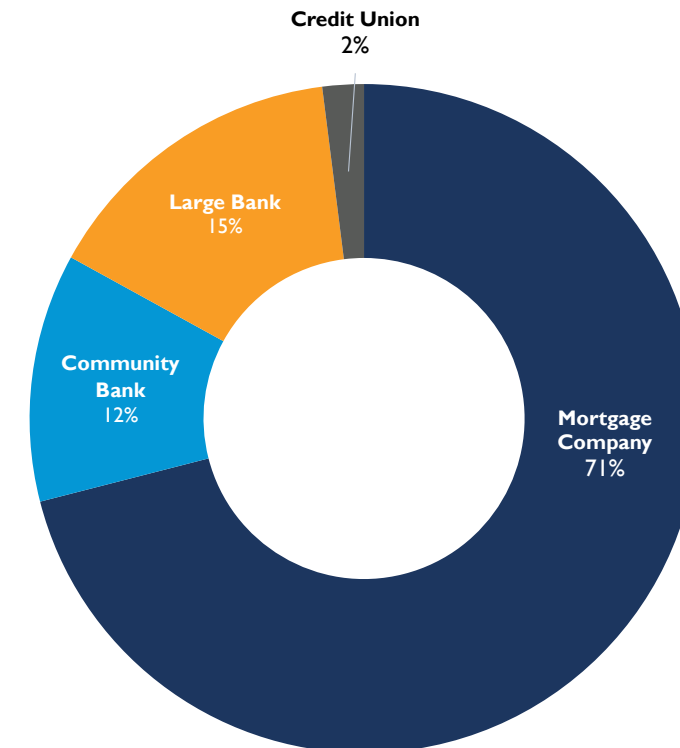
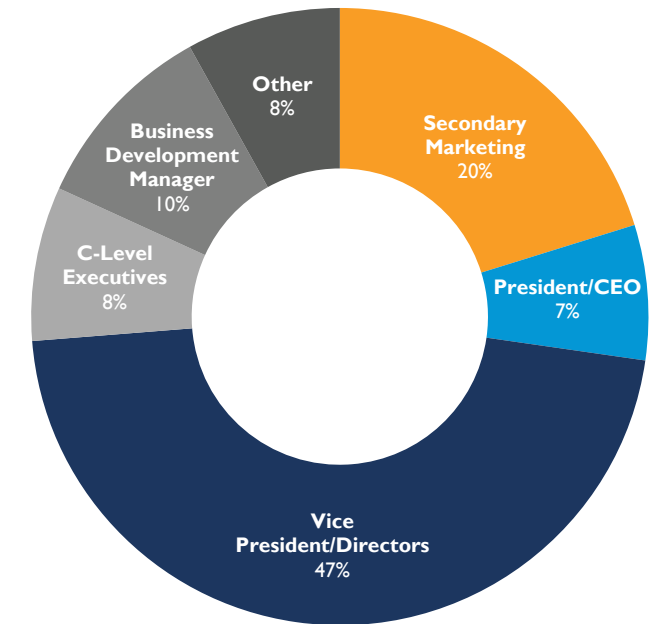
**330 +**  
Unique Clients

**73%**  
Independent  
Mortgage Bankers

**28%**  
Depositories

### Job Role

|                              |     |
|------------------------------|-----|
| Secondary Marketing          | 20% |
| President/CEO                | 7%  |
| Vice President/Directors     | 47% |
| C-Level Executives           | 8%  |
| Business Development Manager | 10% |
| Other                        | 8%  |



### Type of Company

|                  |     |
|------------------|-----|
| Mortgage Company | 71% |
| Community Bank   | 12% |
| Large Bank       | 15% |
| Credit Union     | 2%  |

\* Data is based on MCT Exchange 2023 and is not an inclusive list as attendees varies throughout the years.



**CONNECT**

with prospects and clients after attending meetings virtually throughout the year.



**ENGAGE**

and network with the diversity of clients MCT brings together.



**EXCHANGE**

ideas, values, strategies, and create life-long relationships.

**BONUS!**

See the city view from two roof top bars



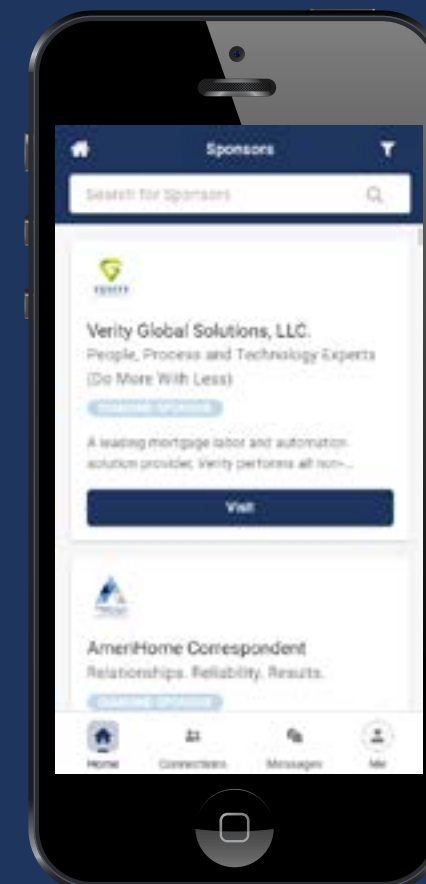
with great friends and colleagues.

(We are hoping for great weather during these dates!)

**Enhancing the Conference**

Our app is back! We love being able to connect with everyone via the app and keep you up to date with changes that happen during the conference. The app brought a whole new level of connection between our clients and our valued sponsors. All sponsors will have their own profile on the mobile app as well as a logo and advertisement where appropriate on physical printed materials such as banners, booklets, and signage.

**Be the MCT Exchange App Sponsor! Only 1 available!**



**YOUR PROFILE ON THE APP**

**Your profile will contain:**

- Company Logo
- Company Description
- Cover Image
- Link to Your Website
- Document Uploads
- Attendee CTA Button
- Attendee Chat

**See the following metrics:**

- Clicks
- Favorites
- Notes Taken
- Requested Follow Up
- Requested Meetings
- Attachment Clicks
- External Link Clicks
- Internal Link Clicks
- Avg. Rating

# MCT Exchange Agenda

## Thursday, March 21, 2024

|                  |  |
|------------------|--|
| 8:00am – 10:00am | Registration/Breakfast                   |
| 8:30am – 12:00pm | Main Conference General Session          |
| 12:00pm – 1:00pm | Networking Lunch                         |
| 1:00pm – 2:00pm  | Breakout Session 1                       |
| 2:15pm – 3:15pm  | Breakout Session 2                       |
| 3:30pm – 4:30pm  | Breakout Session 3                       |
| 4:30pm – 4:45pm  | Break                                    |
| 4:45pm           | Meet at the lobby of the Hard Rock Hotel |
|                  | Walk to the Altitude Sky Lounge          |
| 5:00pm – 6:00pm  | Welcome Reception                        |
| 6:00pm – 9:00pm  | Dinner & Entertainment                   |

\*Agenda not finalized and is subject to change.

## Friday, March 22, 2024

|                  |                                   |
|------------------|-----------------------------------|
| 7:30am – 9:30am  | Registration/Breakfast            |
| 9:30am - 12:00pm | Conference Sessions               |
| 12:00pm – 1:30pm | Networking Lunch                  |
| 1:30pm - 3:30pm  | Client-Only Peer Group Roundtable |
| 3:30pm – 5:00pm  | Free Time // Explore San Diego    |
| 5:00pm – 6:00pm  | Cocktail Reception                |
| 6:00pm – 9:00pm  | Dinner & Entertainment            |

\*Agenda not finalized and is subject to change.

## Saturday, March 23, 2024

|                 |                       |
|-----------------|-----------------------|
| 8:00am – 3:30pm | Networking Activities |
|-----------------|-----------------------|

\*Agenda not finalized and is subject to change.

Saturday activities include golf, TBA, or brunch. You will have the opportunity to select your Saturday activity during your registration. All events will conclude no later than 3:00pm PT with the exception of golfing. For questions about Saturday activities, please contact Kim Skulavik at [kskulavik@mctrade.net](mailto:kskulavik@mctrade.net).



# Sponsorship Tiers

## Diamond Sponsor – \$20,000 (6 Available)

- 4 registrations included\*\*
- Attendee list delivered in advance
- Preferred placement in all conference materials
- Advertising on posters & table tents
- Full page advertisement (supplied by you) in the conference booklet
- Featured logo placement on conference agenda and conference signage
- Featured banner ads and profile on app
- Sponsorship Branding Options:
  - Company-branded hotel room keys
  - Company-branded conference lanyards
  - Conference app
  - Elevator and floor graphics
  - Thursday night's cocktail party & dinner
  - Friday night's cocktail party & dinner

## Gold Sponsor – \$15,000 (9 Available)

- 3 registrations included\*\*
- Attendee list delivered in advance
- Preferred placement in all conference materials
- Advertising on posters & table tents
- Half page advertisement (supplied by you) in the conference booklet
- Logo placement on conference agenda and conference signage
- Featured banner ads and profile on app
- Sponsorship Branding Options:
  - Company-branded swag (TBD)
  - MCT game prize
  - Open meeting space
  - Keynote speaker
  - Thursday breakfast
  - Thursday lunch
  - Friday breakfast
  - Friday lunch
  - Friday Bloody Mary bar

## Silver Sponsor – \$7,000 (10 Available)

- 2 registrations included\*\*
- Attendee list delivered in advance
- Advertising on posters & table tents
- Quarter page advertisement (supplied by you) in the conference booklet
- Logo placement on conference agenda and conference signage
- Profile on app
- Sponsorship Branding Options:
  - Sanitation stations
  - Professional headshots
  - Company-branded conference Wi-Fi credentials
  - Thursday coffee bar
  - Thursday Break #1
  - Thursday Break #2
  - Friday finals - Roundtable mini-toast
  - Saturday poolside brunch
  - Saturday TBA activity
  - Saturday golf

## Bronze Sponsor – \$4,000 (12 Available)

- 1 registration included\*\*
- Attendee list delivered in advance
- Advertising on posters & table tents
- Business card size advertisement (supplied by you) in the conference booklet
- Logo placement on conference agenda and conference signage
- Profile on app
- Sponsorship Branding Options:
  - Educational session
  - Breakout session

**NOTE:**

\*\* All sponsorships purchased are subject to approval. If you are not attending, please fill out your information when prompted and add the name of your representative who is attending on the registration form itself.

### Optional Saturday Activities

Choose one:



Golf



TBD

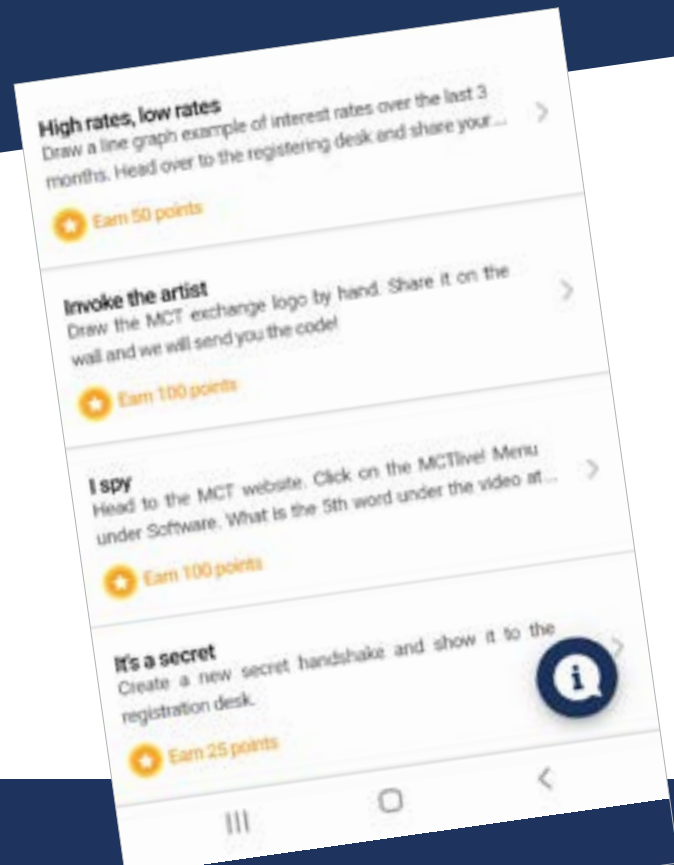


Brunch



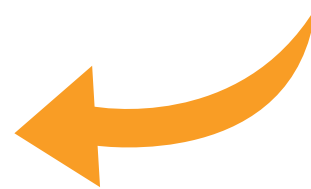
# Sponsorship Checklist

- Purchase Your Sponsorship and Upload Your Logo**  
 Head to <https://mct-trading.com/mct-exchange/sponsorship-prospectus-2024/> and scroll to the bottom. Select a sponsorship tier and go through the checkout process. In order to maintain a client-majority conference attendance, only sponsors of the event will be invited to register attendees based on sponsorship tier. \*Sponsors are subject to approval.
- Submit Your Company Deliverables**  
**Deadline: 02/06/2024**  
 Head to <https://mct-trading.com/mct-exchange/sponsor-marketing/>. Fill out the form in it's entirety. Please email [kskulavik@mctrade.net](mailto:kskulavik@mctrade.net) if you have any questions.
- Register Your Attendees**  
**Deadline: 02/05/2024**  
 After registering your sponsorship, you will be provided a code in email that will allow you to register any persons that will be attending the conference.
- Book Your Hotel Accommodations**  
**Deadline: 02/23/2024**  
 Discounted rate at the Hard Rock San Diego Hotel starts at \$269. \*Links will be sent out at a later time.



## BE A PART OF THE GAME

Submit a question or challenge with a code and clients will talk to you to gain points for prizes!



# Specification and Policies

## Print Advertising Specifications

Your advertisement will be printed in the MCT Exchange 2024 program booklet.



Bronze Sponsors ↑

## Digital Advertisement Specification

You will have a digital booth on our app. The banner will show on the sponsor page.

\*Note: Banner will only show up on the webapp. The mobile app will only show logo and description.



### Example



- **Advertisement must arrive by 2/05/2024. Late materials will not be accepted.**
- Printed Material: PDF Format; CMYK
- Digital Material: PNG or JPG; 300 DPI

**Payment Term:** Payment term is net 30. A penalty of 10% will be charged for late payments.

**Payment Method:** The preferred payment methods are wire and ACH. We also accept credit card, which could be paid through the registration system or through MCT's accounting department with a 3% processing fee, and checks by mail.

**Cancellation by Sponsor:** If the Sponsor decides to cancel the Sponsorship prior to the Event, the sponsorship will be applied to the next scheduled event. There will be no refund. If a Sponsor cancels with an outstanding balance due, the Sponsor remains responsible for the entire balance due, plus reasonable legal fees to collect. Cancellations must be received in writing to the Event Organizer. Upon receipt of the Sponsorship cancellation notice, the Event Organizer shall have the absolute discretion to resell the sponsorship item(s) forfeited.

**Postponement and Cancellation by the Event Organizer:** In the event of force majeure, the Event Organizer may cancel, amend the date of the Event or change the Venue or otherwise alter the Event. Should the Event be canceled, curtailed, or adversely affected by any cause not within the reasonable control of the Event Organizer including but not limited to any of the force majeure events as identified in the preceding paragraph, the Event Organizer shall be under no obligation to refund all or part of the sums paid by the Sponsor in respect of his participation in the Event. The Event Organizer shall be under no liability to the Sponsor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

# MCT Exchange 2024

SHARING INFORMATION, BEST PRACTICES & NEW IDEAS

**THANK YOU**  
We can't wait to see you  
at MCT Exchange!



For Questions, please contact the MCT Exchange Conference Organizer:  
Kim Skulavik | [kskulavik@mctrade.net](mailto:kskulavik@mctrade.net)