

# INTO THE BLUE

2018 OPTIMAL BLUE CLIENT CONFERENCE



Renaissance Dallas at Plano Legacy West Hotel  
Plano, TX  
September 18 – 20, 2018

**EXHIBITOR PROSPECTUS**

## IT'S ALL ABOUT EXPOSURE AND OPPORTUNITY.

Showcase your company in the epicenter of it all! Each year, the Optimal Blue Client Conference provides valued vendor partners with a unique and intimate experience to network with hundreds of innovative mortgage originators and decision makers.

We are constantly evolving this dynamic vendor experience, with sponsorship opportunities selling out in record time last year! Due to this growing demand, we've increased the number of available booth sponsorships while simplifying the levels into two tiers – Platinum and Gold. Several supplemental sponsorship packages are also available to booth sponsors.

The available sponsorship opportunities are defined below:

### PLATINUM BOOTH SPONSOR

At the center of the grand ballroom, PLATINUM Booth Sponsors have the premier and most prominent booth location available. Optimal Blue will further drive awareness among our client base by providing PLATINUM Booth Sponsors with the largest presence before and during the conference. Included with this sponsorship:

- + One 10x10 space in a premier, central location of the exhibit hall to ensure networking and dedicated facetime with conference attendees
- + Up to three (3) complimentary conference registrations
- + Executive recognition during commencement of the conference at the Opening General Session
- + Company logo, 50-word description, and full-page advertisement featured in the conference mobile app
- + Promotion of sponsorship via conference website, social media channels, and on-site signage, as well as all conference-related marketing and/or advertising materials
- + Exclusive access to pre- and post-conference attendee lists
- + Opportunity to showcase your unique business solution and/or integration to the Optimal Blue client base in a coveted SPEAKING SESSION (additional details below)
- + 10% discount on additional sponsorship opportunities listed on subsequent page

**TOTAL: \$8,000 – 12 AVAILABLE**

### GOLD BOOTH SPONSOR

GOLD Booth Sponsors are provided an attractive booth location in the exhibit hall and experience the opportunity to network with attendees during conference meals, breaks, and in between sessions. Included with this sponsorship:

- + One kiosk in the exhibit hall
- + Opportunity to showcase your unique business solution and/or integration to the Optimal Blue client base in a coveted SPEAKING SESSION
- + One (1) complimentary conference registration

**TOTAL: \$3,000 – 18 AVAILABLE**

### SPEAKING SESSION

Are you ready to showcase your unique technology solution and/or integration to an audience of decision makers? Optimal Blue will feature five vendor sessions at this year's conference, each with three sponsored speaking opportunities, for a total of fifteen available slots to be awarded on a first-come, first-serve basis.

- + Live opportunity to demonstrate an innovative platform, integration, and/or product(s)
- + Exclusive access and promotion to the Optimal Blue client base of industry decision-makers
- + Available only to those that have committed to a PLATINUM or GOLD Booth Sponsorship

**TOTAL: \$2,000 (COST WILL INCREASE TO \$2,500 AFTER MAY 1<sup>ST</sup>)**

**In addition to the Speaking Session opportunities, several supplemental sponsorship packages are available to Optimal Blue's Platinum and Gold Booth Sponsors.**

### **OPENING KICK-OFF RECEPTION EVENT**

- + Promotion of sponsorship via prominent signage throughout the rooftop terrace during the event
- + Custom-designed, company branded cocktail napkins to be distributed throughout the event
- + A custom-crafted signature cocktail of your choice featured at the event

**Total: \$10,000**

### **OFF-SITE CONFERENCE PARTY**

- + Promotion of sponsorship via prominent signage throughout the event venue
- + Custom-designed, company branded décor displayed throughout the event venue

**Total: \$10,000**

### **CHAIR COVERS: GENERAL SESSION ROOM**

- + Promotion of sponsorship via prominent signage throughout the general session room
- + Company branded chair covers on all chairs in the general session room for the duration of Thursday

**Total: \$10,000**

### **BADGE LANYARDS**

- + Custom-designed, company branded badge lanyards to be distributed to all conference attendees at registration
- + Badge lanyards are required for entrance to all Optimal Blue Client Conference events

**Total: \$10,000**

### **CONFERENCE BREAKFAST (WEDNESDAY)**

- + Promotion of sponsorship via prominent signage throughout the breakfast area, including on-screen logo display
- + Seat drop of sponsoring company's choice on all tables located in the breakfast area

**Total: \$5,000**

### **CONFERENCE BREAKFAST (THURSDAY)**

- + Promotion of sponsorship via prominent signage throughout the breakfast area, including on-screen logo display
- + Seat drop of sponsoring company's choice on all tables located in the breakfast area

**Total: \$5,000**

### **NETWORKING LUNCH (WEDNESDAY)**

- + Promotion of sponsorship via prominent signage throughout the lunch area, including on-screen logo display
- + Seat drop of sponsoring company's choice on all tables located in the lunch area

**Total: \$5,000**

### **BARISTA STATIONS**

- + Promotion of sponsorship via prominent signage throughout the barista stations at breakfast/lunch on Wednesday
- + A custom-crafted signature beverage of your choice featured at the barista stations at breakfast/lunch on Wednesday

**Total: \$5,000**

### **MEETING SPACE WI-FI**

- + Official host of Wi-Fi available to all attendees for the duration of the conference
- + Corporate name and logo prominently featured in the printed agenda and conference mobile app

**Total: \$5,000**

### **ROOM KEY SPONSORSHIP**

- + Custom-designed, company branded room keys to be distributed to all conference attendees upon hotel check-in

**Total: \$5,000**