



CML Sponsorship Opportunities

annual conferences 2011

About us

The Council of Mortgage Lenders is the trade association for the mortgage lending industry, and our members account for around 94% of UK residential mortgage lending.

Our aim is to help to foster a favourable operating environment in the UK housing and mortgage markets. We are the representative voice for the residential mortgage lending industry, and the central provider of economic, statistical, legal, research and other market information.

Our members are banks, building societies and other mortgage lenders. We also have associates, drawn from a variety of related businesses, including lawyers, conveyancers, search companies and management consultants.

Our commercial activities, including our annual conferences, elearning and training workshops, are regarded by the industry as a valuable addition to the service we provide to members and associates.

The Proposition

The CML is hosting a number of annual conferences throughout 2011.

The objective of these conferences is to provide delegates with the latest information on the growing challenges they face on a daily basis. Through a series of large plenary style lectures, and smaller, more personalised breakout sessions, these conferences aim to empower delegates with the knowledge and tools required to develop their awareness of the current issues faced by them and assist in their roles.

We will also run a small exhibition alongside several of the conferences. Details of exhibitor packages are outlined within this proposal.

The annual conferences offer an excellent opportunity to demonstrate your expertise, as well as engage and build positive relationships with up to 100 delegates both from CML member and non-member organisations. The CML has developed a number of sponsorship packages that enable your organisation to:

- Demonstrate your expertise in one or more of the topics for discussion
- Align your brand with the highly regarded CML brand
- Access unique networking opportunities with delegates
- Ensure your organisation's name is aligned with the mortgage industry's flagship events
- Access an audience of senior executive decision makers across the industry
- Exhibit in an area adjacent to the conference hall; no risk of being missed!
- Be promoted via the CML website

Annual conferences planned for January to December 2011

- Annual mortgage risk conference, London - 18 January
- 9th annual legal issues conference, London - 8 February
- Mortgage arrears and possessions conference, Manchester - 17 February
- Mortgage lending and affordable housing conference, London - 1 March
- Responsible mortgage lending conference, London - 6 April
- 3rd annual mortgage IT and data demonstrations conference, London - 21 June
- Future housing conference, London - 5 July
- Mortgage regulation conference (MCOB), London - 13 July
- Mortgage arrears and possessions conference, London – 8 September
- 4th annual mortgage fraud conference, London – 27 September
- 7th annual mortgage funding conference, London - 6 October
- Scotland annual conference, Edinburgh - 25 October
- The Mortgage Industry Conference and Exhibition, London - 3 November
- 6th annual mortgage valuations conference, London – 16 November

Who attends our conferences

The Council of Mortgage lenders prides itself on being able to bring together the highest level of mortgage specialists in the UK with senior stakeholders and decision makers outside of the industry. Our annual conferences are seen as the conferences to attend for senior mortgage professionals. Specialising in particular areas within the mortgage world our conferences are the preeminent place to learn and network

Both our arrears and possessions conferences, held in February and September 2010 attracted over 125 paying delegates. All of our conferences are attended by more than 50 middle to senior management mortgage professionals.

Job titles and organisations have included:

Sample job title	Sample organisation
Chelsea Building Society	Head of Mortgage Customer Services
Cheltenham & Gloucester plc	Head of Collections & Recoveries
Bradford & Bingley plc	Managing Director
Abbey	Operations Director
Nationwide Building Society	Credit & Risk Director
Standard Life Bank plc	Head of Credit
HBOS	Head of lending
Northern Rock	Chief Executive
Lloyds Banking Group	Head of Mortgages
Norwich & Peterborough Building Society	Compliance Director

Sponsorship packages in 2011

Our conferences do differ in size and therefore these packages can be used as a guide for sponsorship.

Gold sponsor (only one per event) – open to CML member and associate organisations only

Face to face / speaking opportunity	<ul style="list-style-type: none">• 'Early Riser' breakfast session – you will have the opportunity to target who you would like to invite from the attendee list and hold a networking session in the format of your choice (not appropriate for conferences of less than 60)• Plenary slot on the programme, no competitor organisation will be permitted to speak or sponsor. The topic must be agreed by the programme manager• 2 x 3m exhibition space (which can be upgraded to a larger stand) in a prime location to include 4 delegate passes and 2 stand staff passes• Opportunity to host a post event drinks reception at your own cost (not appropriate for conferences of less than 60)
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Branding and awareness	<ul style="list-style-type: none">• Conference listed as "In association with" in all diary listings in relevant trade journals such as Mortgage Finance Gazette and Lending Strategy• High visibility branding as 'In association with' on all CML marketing material both on our website and on any printed literature• A click through link to your website on marketing emails sent to approx 3000 contacts per conference• A regular listing and a click through link in CML's electronic newsletters Weekly News and News & Views, sent to core contacts in all CML member and associate organisations• Your logo on the front page of the electronic conference flyer or website page, downloadable from the CML website• Opportunity to include a question in the delegate feedback form
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Cost: £7,500 - £10,000 plus VAT depending on size of conference

Silver sponsor (only one per event) – open to CML member and associate organisations only

Face to face / speaking opportunity	<ul style="list-style-type: none">• Plenary slot on the programme; the topic must be agreed by the programme manager• 2 x 3m exhibition space in a prime location to include 2 delegate passes and 2 stand staff passes• Opportunity to host a post event drinks reception at your own cost (not appropriate for conferences of less than 60)
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Branding and awareness	<ul style="list-style-type: none">• A click through link to your website on marketing emails sent to approx 3000 contacts per event• A regular listing and a click through link in CML's electronic newsletters Weekly News and News & Views, sent to core contacts in all CML member and associate organisations• Opportunity to include a question in the delegate feedback form• Branding as 'sponsor' on all CML marketing material both on our website and any printed or electronic literature
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Cost: £5,000 plus VAT - £7,500 plus VAT depending on size of conference

Other sponsorship opportunities are as follows:

Breakout session speaker

Presents an opportunity to address approximately one third of the delegates in a smaller, workshop style lecture and demonstrate expertise in your field.

Face to face / speaking opportunity	<ul style="list-style-type: none">• Unique opportunity to speak to a smaller more targeted audience of approximately one third of delegates from CML member, associate and non-member organisations. These sessions are dependant on the relevance to delegates• 2 x 3m exhibition space to include 2 delegate passes and 2 stand staff passes
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Branding and awareness	<ul style="list-style-type: none"> • Electronic flyer downloadable from the CML website, or on front page of website featuring your logo • Your logo on the conference programme on the day and send to all delegates
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Cost: £4,000 plus VAT per event for CML members and associates.

£5,000 plus VAT per event for non-members.

Exhibitor

Presents an opportunity to exhibit in front of up to 80 delegates from CML member, associate and non-member organisations.

Face to face / speaking opportunity	<ul style="list-style-type: none"> • 2 x 3m exhibition space to include 2 delegate passes and 2 stand staff passes
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Branding and awareness	<ul style="list-style-type: none"> • Electronic flyer downloadable from the CML website featuring your logo • Your logo on the conference programme
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Cost: £3,000 plus VAT per event for CML members and associates

£4,000 plus VAT per event for CML non-members

Next step

Please note that packages can be tailor made for multiple bookings.

Contact William Thomson on 0207 438 8920 or email william.thomson@cml.org.uk