



Iowa Mortgage Association

2020 IMA FALL LIVE a virtual event • October 12-16, 2020

Thank you for your overwhelming support as we change the IMA Fall Conference from an in-person event to a virtual event: 2020 IMA FALL LIVE. Nothing is more important to us than the health and safety of the IMA community, which is why we will be hosting 2020 IMA FALL LIVE as a virtual conference.

2020 IMA FALL LIVE will offer engaging keynotes, informative sessions, and some fun — and it will enable us to safely engage with our whole community through a digital experience.

Sponsorship of 2020 IMA FALL LIVE is a unique opportunity to increase brand exposure across the mortgage community and build new alliances. We'd love for you to partner with us, join forces, and inspire today's mortgage professionals as we all learn, grow, and innovate.

Event Schedule:

Monday, Oct. 12

3:00 - 4:30 pm

Opening Event & Happy Hour

Join us for IMA awards including the IMA Presidents Club and Winners Circle Awards, some engaging fun, followed by breakout sessions to network with peers.

Tuesday, Oct. 13

9:00 - 10:00 am

Growth Over Goals, Jordan Montgomery

Jordan breaks down the difference between reaching goals and true growth at both a personal and professional level. Discover four main areas of growth you can work on to not only reach your goals but also to improve your life.

Wednesday, Oct. 14

9:00 - 10:00 am

Messaging that Moves: Strategies for Persuasive Social Media Writing, Greta Perel

Persuasive messaging means using short paragraphs, short sentences and short words. Learn why some struggle with persuasive writing and methods to write messages that effectively convey your views.

Thursday, Oct. 15

9:00 - 10:00 am

Compliance Update, Ronette Schlatter

With an economy in turmoil because of the pandemic, there is always something on the horizon with mortgage compliance. IBA's mortgage compliance expert, Ronette Schlatter, shares what you need to be thinking about in now and for 2021.

Friday, Oct. 16

9:00 - 10:00 am

Failing Forward to Success, Alex Weber

Competing on NBC's American Ninja Warrior, the World Championships of Lacrosse, and setting a first-ever World Record, Alex knows what it means to face fears, embrace challenges, and overcome failures with passion, commitment, focus, and perseverance.

Who is attending and why?

- Mortgage managers and loan officers from across Iowa.
- One low registration price of \$295 will include everyone from the organization, so the audience will be many people throughout the organization.
- Great content with topics critical to success in the mortgage industry and the popular IMA production awards.
- Ease of attending. No travel required and no full-day commitment to participate.





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As a sponsor, you will gain visibility and multiple opportunities throughout the week to promote your company's brand to mortgage professionals across the state. Only a limited number of high-impact sponsorships are available for this event to ensure maximum visibility.

Sponsorship package: \$750 per sponsor

- Logos on promotional materials – printed, email, website, social media
- One minute promo video pre-recorded to play during one of the sessions
- Post event thank you to all attendees with names and logos of sponsors
- Participant list before and after the event
- Recognition with name and logo at the start and end of each session
- One-page handout sent to all registered attendees with speaker handouts
- Free registration to the event and access to virtual breakout rooms

Yes! I would like to sponsor 2020 IMA Fall LIVE.

Name _____

Company _____

Email _____

Phone _____

Address _____

City, State, Zip _____

Description of company for event materials will be included in participant handouts. Please list below:

