

Forum
JUNE 11-13 | PHOENIX

USFN *Industry*

**MEMBER
TOOLKIT**

FOR USFN MEMBERS

USFN AMERICA'S
MORTGAGE BANKING
ATTORNEYS®

USFNDustry Forum is our biggest and most comprehensive event of the year focusing on all your industry-related educational needs. There is no substitute to attending a live conference event where you can meet face-to-face with other professionals, learn from industry thought leaders, and bring the latest tools and techniques to implement into your business. We want to see you at this year's USFNDustry Forum, so we've provided some tools to help you get there. The information found in this Member Toolkit is intended to aid in your event planning and help you spread the word about this year's USFNDustry Forum to increase the value of participation for USFN members and servicers.

About USFNDustry Forum

USFNDustry Forum is designed for America's leading mortgage banking attorneys and servicers. This year, USFNDustry Forum is more than a conference – it's a convergence of innovation, collaboration, and forward-thinking strategies designed to guide you on the path to future success. Join us for thought-provoking sessions and collaborative discussions with industry leaders to equip you with the knowledge and tools necessary to navigate the evolving landscape ahead.

Why Attend?

- **NEW THIS YEAR!** For the first time, USFNDustry Forum attendees can earn much-needed CLE credits during four of the general sessions at this year's event.
- Professional development you can trust. USFNDustry Forum offers timely and actionable information presented by industry leaders from across the country.
- Powerful industry connections. More networking opportunities than ever allow USFN members and clients to meet in one place, share ideas, and develop collaborative solutions together.
- Discover innovative tools and resources. Industry-leading content is focused on finding efficiencies, growing effectiveness, and responding to the current environment in processing files. Gain insights into emerging trends, innovative strategies, and best practices in the profession.
- Customizable agenda to fit your unique professional needs. The flexible schedule allows you to choose from a variety of session formats and topics that appeal to you most, ensuring a customized journey that aligns perfectly with your interests and professional goals.

Who Should Attend?

USFNDustry Forum is open to all USFN members, mortgage servicers, government-sponsored enterprises, investors, banks, lenders, and other financial institutions involved in the servicing of defaulted loans. Content is structured to provide educational opportunities from a legal perspective for professionals of all experience levels. Bookmark [USFNevents.org/forum24](https://usfnevents.org/forum24) for updates on speakers, sessions, schedule, activities, and more.

Cost-Saving Travel Tips

The best way to minimize costs is to plan early. [Register](#) before May 11, and you will qualify for the early bird discount, saving \$300. If you are in need of housing, booking within the USFN housing block can help you find the best rates. USFN has negotiated special rates for Forum attendees at the Sheraton Phoenix Downtown. [Book your room](#) before May 11, and you will be eligible for the discount room rate.

As you are planning your travel to and from Phoenix for this year's USFNDustry Forum, make sure to arrive Tuesday, June 11 by 4 p.m. MT to attend the Member Town Hall. Stay until 1 p.m. MT on Thursday, June 13 so you don't miss the closing brunch and the final general session featuring an agencies panel with representatives from HUD, Fannie Mae, Freddie Mac, and VA.

USFN Member Event Cost Analysis

EXPENSE	WHAT'S INCLUDED	COST
Member Registration Fee	<ul style="list-style-type: none"> • Admission to all sessions and session materials • Breakfast (Wednesday) • Lunch (Wednesday) • Brunch (Thursday) • Dinner, Entertainment, and Community Service Project (Tuesday Night) • Offsite Networking Dinner Event (Wednesday Night) • 10+ Hours of Content • 5 General Sessions • 22 Educational Breakout Sessions • 20 Networking Events • Members Only: Member Town Hall 	\$1,699 (Early Bird) \$1,999 (Standard Rate)
Airfare	Average cost to and from Phoenix Sky Harbor International Airport	\$450
Hotel	Estimated costs for 2 nights including tax	\$550 (Discounted Rate)
Transportation Costs	Ground transportation service average costs to and from hotel	\$20-\$40
Miscellaneous Food	Additional meals on travel days	\$60-\$80
	TOTAL	\$2,779-\$3,119

2024 USFN Industry Forum Hotel

Sheraton Phoenix Downtown

340 North 3rd Street

Phoenix, AZ 85004

Discounted Rate: \$239/nightly (plus tax)

Discount Rate Deadline: Reserve by May 11

Member Resources

USFN has created several tools you can utilize to help spread the word about the 2024 USFN Industry Forum. We encourage you to use these tools in your social media and communication with servicers leading up to the event in June.

Social Media

Click [here](#) to download any of these social media graphics (all sizes are optimized for LinkedIn) and share to your individual or company pages to let the industry know you're attending a USFN event. Tag clients, colleagues, or other speakers. Make sure you tag the USFN LinkedIn page too ([USFN-AMBA](#)) and use our hashtag #USFNForum24 when posting.



Email Signature

Let everyone know you are attending USFN Industry Forum by including one of these graphics in your email signature leading up to the event. [Click here](#) to download any of the three available graphics and follow the directions below to include it in your email.



Right-click on any image, select "Copy" and then "Paste" it into your email below your signature. Next, right-click the selected image in your email, select "Hyperlink" and paste the following URL (www.usfnevents.org/forum24) into the address or destination box. If you would like to add the image to your email signature in Outlook, simply follow the instructions below:

1. Right-click the image and select "Copy"
2. Open Outlook
3. Click the "Insert" tab and select "Signatures"
4. Place the image in your desired signature by pasting it in the "Edit signature" field.

Sample Email Invitation to Servicers

Join us for USFIndustry Forum, the industry's go-to forum for exchanging ideas and views on issues facing the mortgage servicing industry today. This year's Forum is June 11-13 at the Sheraton Phoenix Downtown in Phoenix, AZ. For a limited time, you can take advantage of the 2-for-1 Servicer Registration Offer, and send two team members for the price of one. Also, please be sure to book your hotel before the housing cut-off on May 11, as rooms usually book quickly.



USFIndustry Forum is where the mortgage servicing industry comes together each year for new education sessions on topics that matter most to you led by industry leaders, including Engagement Accelerators, Case Studies, and Topical Roundtables. Plus, meet with colleagues from across the country during 20 networking activities designed to make valuable connections and expand your network, including:

- Opening night dinner, entertainment, and community project
- Arizona Diamondbacks off-site event
- First-time attendee orientation
- USFNclusion reception
- Downtown Phoenix morning walk/run
- Closing brunch

To view the complete schedule, travel details, and registration information, visit USFNevents.org/forum24. If you have a colleague that would also benefit from attending this event, let me know or feel free to forward this email. I look forward to seeing you in Phoenix in June!