

Direct Response: Business-to-Business Announcement Postcard - NIC



For nearly 35 years, MB Financial Bank has been delivering customized healthcare lending solutions so that owners/operators and investors can provide the highest quality of care to their patients and family members.

- Acquisition financing
- Secured receivables lending
- Bridge-to-HUD solutions
- Capital expenditure / Tenant improvement loans

We take pride in delivering timely, high-quality results, and sharing in the success of our clients.

Visit the MB booth during the "Meet the Capital Providers" reception or contact Brian Robinson at 773.317.4442 to set up a meeting during the conference and talk to us about your healthcare lending needs.



www.mbfinancial.com

mb means business[®]

Member FDIC

Client: MB Financial Bank – Franchise Lending

Objective: To attract prospects to MB booth at various regional franchise conferences.

Strategy: To create a generic announcement that positions MB Financial Bank as a strong financial partner for franchise owners in various industries.

Media: Postcard sent to conference attendees a week before an event.

Results: Client loved the concept and has been using it for every event.