

LendersConnect 2020

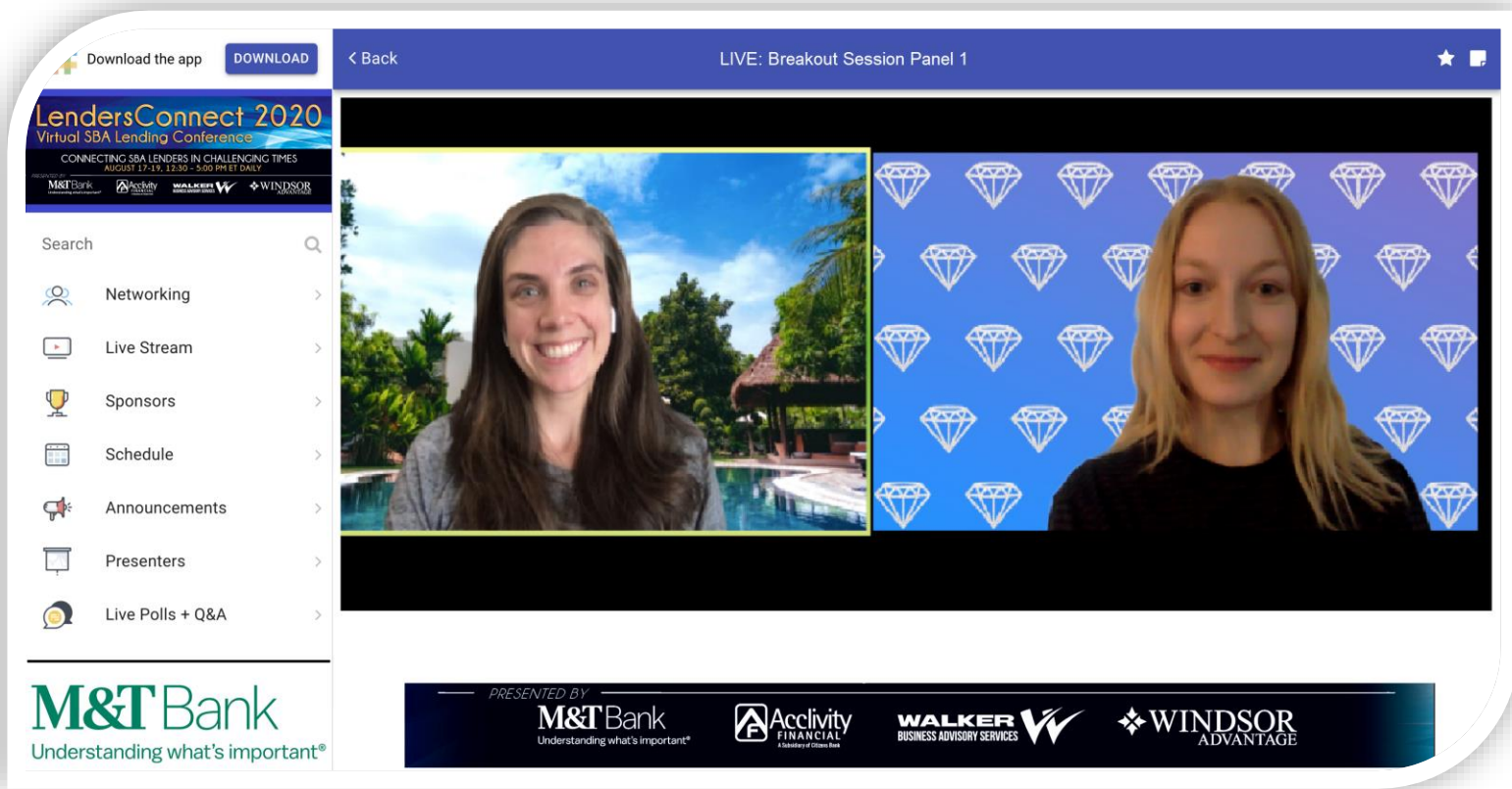
Virtual SBA Lending Conference

CONNECTING SBA LENDERS IN CHALLENGING TIMES
AUGUST 17-19, 12:30 - 5:00 PM ET DAILY

PRESENTED BY



CONFERENCE INFORMATION PACKAGE



AUGUST 17-19, 2020

12:30 pm – 5:00 pm EDT

On Your Computer Screen or Mobile Device

www.SmallBusinessLendersConnect.com

CONFERENCE INFORMATION PACKAGE: LENDERSCONNECT 2020

CONFERENCE

DETAILS

This all-virtual conference is a collaborative partnership between the **Georgia Lenders Quality Circle, America East** and **Music City** small business lenders organizations to provide a robust, interactive, and uniquely engaging conference experience for the small business lending industry amidst gathering and travel restrictions imposed across the country.

Join 500+ SBA lenders in all roles and levels across the country in receiving up-to-date information and training on current issues related to PPP, SOP updates and other relevant topics delivered by U.S. SBA Leadership and other industry experts.

In addition to educational sessions, networking opportunities will be available to connect lenders across various regions to expand existing networks and resources. *Warning* - this is not your average webinar and promises to be interesting!

The Virtual Conference will take place between the hours of 12:30-5:00 pm Eastern Time daily from Monday, August 17th through Wednesday, August 19th, and promises to be *unlike anything you've experienced before!*

Lender Ticket: \$199*

Government Employee Ticket: \$79

**If you've already registered and paid for one or more of the above events, you are eligible to receive a credit equal to the amount you've already paid less the cost of the virtual ticket. Price increases to \$249 as of July 1st.*

Sponsorships Starting at: \$500

Deeply discounted sponsorships and virtual exhibitor spaces are available until August 1st. Sponsors who already sponsored and paid for more than one of the partnering conferences will receive a refund or credit for all overlapping sponsorships, as only one sponsorship is now needed. [Download Sponsorship Prospectus](#)

AGENDA TOPICS

Agenda topics will include updates from the U.S. Small Business Administration regarding updates to the policies and guidelines governing the Paycheck Protection Program (PPP), SOP Updates, and a host of other relevant subjects for both 7(a) and 504 lenders related to underwriting, closing, debt refinance, equity injection, secondary market, environmental, construction, business valuations, and more. A final agenda is expected to be communicated in July.

DAILY AGENDA

All Times are in Eastern Time

Tuesday, August 11th

9:30 – 11:30 am Speaker Training & Technology Readiness
1:30 – 3:30 pm Speaker Training & Technology Readiness

Wednesday, August 12th

1:00 – 2:00 pm Conference Attendee Orientation*
3:00 – 4:00 pm Conference Attendee Orientation*

Thursday, August 13th

10:00 – 11:00 am Sponsor & Exhibitor Orientation
1:00 – 2:00 pm Conference Attendee Orientation*
3:00 – 4:00 pm Sponsor & Exhibitor Orientation

Monday, August 17th

11:00 – 5:00 pm Virtual Exhibit Hall is open
12:30 – 4:00 pm Educational Sessions & Networking
4:00 – 5:00 pm Welcome Reception & Variety Show

Tuesday, August 18th

11:00 – 5:00 pm Virtual Exhibit Hall is open
12:30 – 4:00 pm Educational Sessions & Networking
4:00 – 5:00 pm Live Music Happy Hour

Wednesday, August 19th

11:00 – 5:00 pm Virtual Exhibit Hall is open
12:30 – 5:00 pm Educational Sessions & Networking

**Attendee Orientations provide a hands-on tour of the conference platform functions. Orientations are the same one-hour sessions offered at various times for convenience. Although optional, attending an orientation session will earn points toward prizes!*

PROGRAM HIGHLIGHTS



INVITED KEYNOTE SPEAKER: **Jovita Carranza**

Date/Time TBA

Jovita Carranza serves as the 26th Administrator of the U.S. Small Business Administration (SBA). As a member of President Trump's Cabinet, she advocates on behalf of the 30 million small businesses in America. In her role as Administrator, she leads a team of professionals dedicated to ensuring entrepreneurs located across America have the support and resources they need to start, grow, and expand their small businesses, and recover in the event of a declared disaster.

Prior to leading the SBA, Administrator Carranza served as Treasurer of the United States at the U.S. Department of the Treasury under President Donald J. Trump. In her role as a principal advisor to Secretary Mnuchin, Carranza focused on increasing participation in our vibrant economy by fostering financial capability and sustainability. [Read More about Ms. Carranza here.](#)

KEYNOTE SPEAKER: **William Manger**

Monday, August 17th

William Manger is the Associate Administrator for the Office of Capital Access at the U.S. Small Business Administration. The Office of Capital Access guarantees loans made by banks and other lending partners to small business that cannot otherwise obtain financing on reasonable terms.

After being appointed by Administrator McMahon in March 2017, Manger has taken responsibility over the SBA's loan program policy, technology, operations and oversight. This includes SBA's flagship 7(a) and 504 loan programs, the microloan program and the surety bond program.



GAME SHOW NIGHT

Sponsored by our Presenting Sponsors

COME ON DOWN...IT'S GAME SHOW TIME

Monday, August 17th

This will NOT be your average webinar where you're struggling to stay alert. Be prepared for interactive comic relief to keep you on your toes throughout the conference, and then kick back and relax and join us for a professionally hosted high-energy interactive, and hilarious game show on Monday night when everyone can participate for cash prizes!



LIVE MUSIC: **Nashville Musicians**

Tuesday, August 18th

It will be as great as hearing them perform at *The Stage*, *Tootsies* or *Legends* on Broadway - don't miss our Livestream Concert where multiple musicians from the Music City will perform during Tuesday's Happy Hour.

Sponsored by our Diamond Sponsors



AN EXPERIENCE LIKE NO OTHER

Our goal is to ensure you receive quality educational training, while also being able to network with your peers. Here's what we're doing to make that happen in the Virtual Space.

- **An Experience just for YOU** – We're curating a conference experience just for you. Before the conference, all attendees will complete a brief survey, which will allow us to customize your experience, including recommended sessions, solutions to your most pressing needs, and more.
- **Attend ALL the Sessions** – It's always a struggle trying to figure out which sessions you will attend, since many overlap and don't repeat. Not this time! Our sessions will overlap BUT you can always go back and view any and all sessions you may have missed LIVE to see them in the recorded format within 30 days of the conference end date. This gives you access to more than 20 sessions!
- **Interactive Roundtables** – Experience a small-group setting in our interactive roundtables following each breakout session, where you can engage in a guided discussion with session speaker(s) and colleagues.
- **Virtual Care Package** – Who says you can't receive anything tangible for a virtual conference? We're mailing each of our attendees a Virtual Conference Survival Kit care package with a number of surprises to help make your experience the best it can be! Kit will include a souvenir T-shirt, a Welcome Reception toasting kit, and other goodies!
- **Peer to Peer Matchmaking** – Have you ever wanted to pick up the phone to call another lender to talk something through, but didn't want to call a direct competitor? Well, since this year's conference is a collective effort across regions, you will now have access to lenders within your role in different regions that you can reach out to, and we will help get you started with a suggested networking list.
- **Vendor Matchmaking** – Wouldn't it be great to have a list of vendors you could trust, that other colleagues would recommend? We're providing you a list of vendors at your fingertips, that your colleagues have also used with success. Take time during the conference to get to know them.
- **SHAKE Hands** – While we can't physically shake hands over the interwebs, we CAN shake our PHONES.... Anyone else shaking their phone at the same time, will pop up, giving you an opportunity to say Hi! So don't be shy – shake away!
- **Themed Breaks & Happy Hours** – Each break will give you an opportunity to participate in a sponsored activity to save you from lecture fatigue. Get up and stretch with a yoga session, try your hand at sports trivia, watch a hilarious vignette of movie clips, participate in a fast break scavenger hunt, and more. Or, use the time to grab a snack and network with colleagues or visit our exhibit hall. Our end of day Happy Hours will offer a relaxed atmosphere to unwind and be entertained. Don't miss our professionally hosted Game Show on Monday evening, which promises to be hilariously funny and everyone can participate! And of course, we are bringing you a host of Broadway's best musicians from Nashville during our Live Music hour on Tuesday. So grab the fam, and have them join in on the fun!
- **WIN for Participating** – Each time you participate in a session, a happy hour, a break, connect with colleagues or visit a sponsor's booth in the exhibit hall, you'll earn badges that will enter you into our drawings to win BIG prizes. No, we're not giving away a car... but we are giving you Amazon and Starbucks eGift Cards – everyone could use those, right?
- **Orientation & Training** – We know you've been on TONS of Zoom calls over the past few months and probably have that down pat. But since our platform may be different than what you're used to, we're giving you an opportunity to familiarize yourself with all the features you can use to customize your experience, networking, accessing presentation materials, visiting the virtual exhibit hall, and more! Be sure to attend one of our orientation sessions to get connected, rule out any firewall issues, etc. before the conference begins. We will also offer training specifically for our speakers and sponsors.

SPONSORSHIPS

Nothing compares to in-person relationship building, and we're doing everything we can to get you as close to that as possible. Our sponsorships introduce some unique virtual opportunities beyond the standard logo and link to your website, including Sponsor Matchmaking, Virtual Care Package distribution, private SBA leadership meet and greets, speaking opportunities, interactive gamification, and more. Read on to find out how YOU will stand out! [Download our Sponsorship Prospectus](#) for details on each sponsorship benefit.

	Presenting \$4,500 <i>Exclusive by Conference</i>	Diamond \$3,000	Platinum \$1,500	Gold \$1,000	Exhibitor \$500
Included Attendees	8	5	4	3	2
Virtual Exhibit Booth	YES	YES	YES	+\$250	YES
Private Meeting Room Connected to your Booth	YES	YES	+\$25	+\$25	+\$25
Logo on Emails/Website	YES	YES	YES	YES	YES
Featured Article in Email	YES	No	No	No	No
Rotating Banner Ad	YES	YES	YES	No	No
Digital Ads shown before presentations begin	YES	YES	YES	No	No
Verbal Recognition	YES	YES	YES	No	No
Virtual Care Package Sponsor	YES	No	No	No	No
Tee-Shirt Sponsor	YES	YES	No	No	No
May include Collateral in Virtual Care Packages	YES	YES	YES	No	No
Event Sponsorship – your branding featured throughout session & verbal recognition	Welcome Session Keynote Address SBA HQ Session(s)	Happy Hour(s) Breakouts	Breakouts Breaks	Breaks	N/A
Speaking Opportunity	YES – 5-Min. choice of: Welcome Session Keynote Address SBA HQ Session(s) Trade Organization Updates	Introduce speakers for a breakout	No	No	No
Logo on Conference Banners behind Speakers for all Sessions	YES	YES	No	No	No
Option to Submit Pre- Recorded “Ted” type Talk	YES	YES	No	No	No
Networking Options – official host of a themed happy hour or break	Monday Welcome Reception & GAME SHOW	Tuesday LIVE MUSIC Reception with Nashville Musicians	Break Host	N/A	N/A
Sponsor Matchmaking – includes a hot lead list 1- 2 weeks prior w/targeted leads based on attendee surveys	YES	YES	YES	YES	YES
Advance Copy of Attendee List	4 Weeks Prior + 1 Week Prior	4 Weeks Prior + 1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior

REGISTRATION DETAILS

Attendee and sponsorship registration available online via our website at:

www.SmallBusinessLendersConnect.com

Early Bird	\$199 Through June 30 th
Regular Rate	\$249 Through August 1 st
Late Rate*	\$299 After August 1 st
Government	\$79

All registrations through August 1st include:

- Full conference access for one IP Address/Login from August 17-19th (daily rates are not available)
- One virtual care package including souvenir T-shirt and Welcome Reception toasting kit delivered within two days of the conference start date.
- Access to recorded sessions and materials available through September 30th.

*Registrations after August 1st will not receive virtual care package.

Please help us keep conferences alive! Each conference participant should be registered individually in our system to gain access to the conference materials, even when viewing from one central location. Sharing of conference materials and session viewing is respectfully discouraged without proper registration.

HOW TO SPONSOR

Visit our website at www.SmallBusinessLendersConnect.com and click **Register by August 1st**. Upload your logo, and you're ready to go. For more information on each sponsor benefit, download our [Sponsorship Prospectus](#).

TRAVEL INFORMATION

Roll out of bed. Get dressed (shower optional). Sit at your desk! It's that easy. Of course, if you prefer to have a more quiet place to participate without the at-home distractions of the barking dog and screaming toddler, we can provide some recommendations for some local hotels with discounted rates. Email us at LendersConnect@eventfullyyourz.com.

CONFERENCE QUESTIONS

For all questions, contact us by email at LendersConnect@eventfullyyourz.com or by phone at **844.887.6477** and our event team will be happy to help.

GET INVOLVED

We invite you to participate in one of our partnering associations. Find out what they're about and how to become a member.

Georgia Lenders Quality Circle, Inc.	www.GLQC.org
America East, Inc.	www.AmericaEast.net
Music City Lenders Conference	www.MusicCityConference.com

VIRTUAL CONFERENCE COMMITTEE

From GLQC, Inc.:

Tye Massey, TD Bank

Thomas Rockwood, Atlantic Capital Bank

Kim Eells, Georgia Primary Bank

From America East, Inc.:

Jessica Hart, Strategic Banking Partners

Ethan Smith, Starfield & Smith, PC

Alison Rind, Lerch, Early & Brewer, Chtd.

From Music City Lenders Conference:

Lane Rhodes, Pinnacle Bank

Dwight Bateman, The Bancorp

Keith Hickey, Pathway Lending

STAY CONNECTED

Keep up with event updates as they happen and share with your colleagues:

www.SmallBusinessLendersConnect.com

[Subscribe to our Email List here](#)