

LendersConnect 2020

Virtual SBA Lending Conference

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

PRESENTED BY

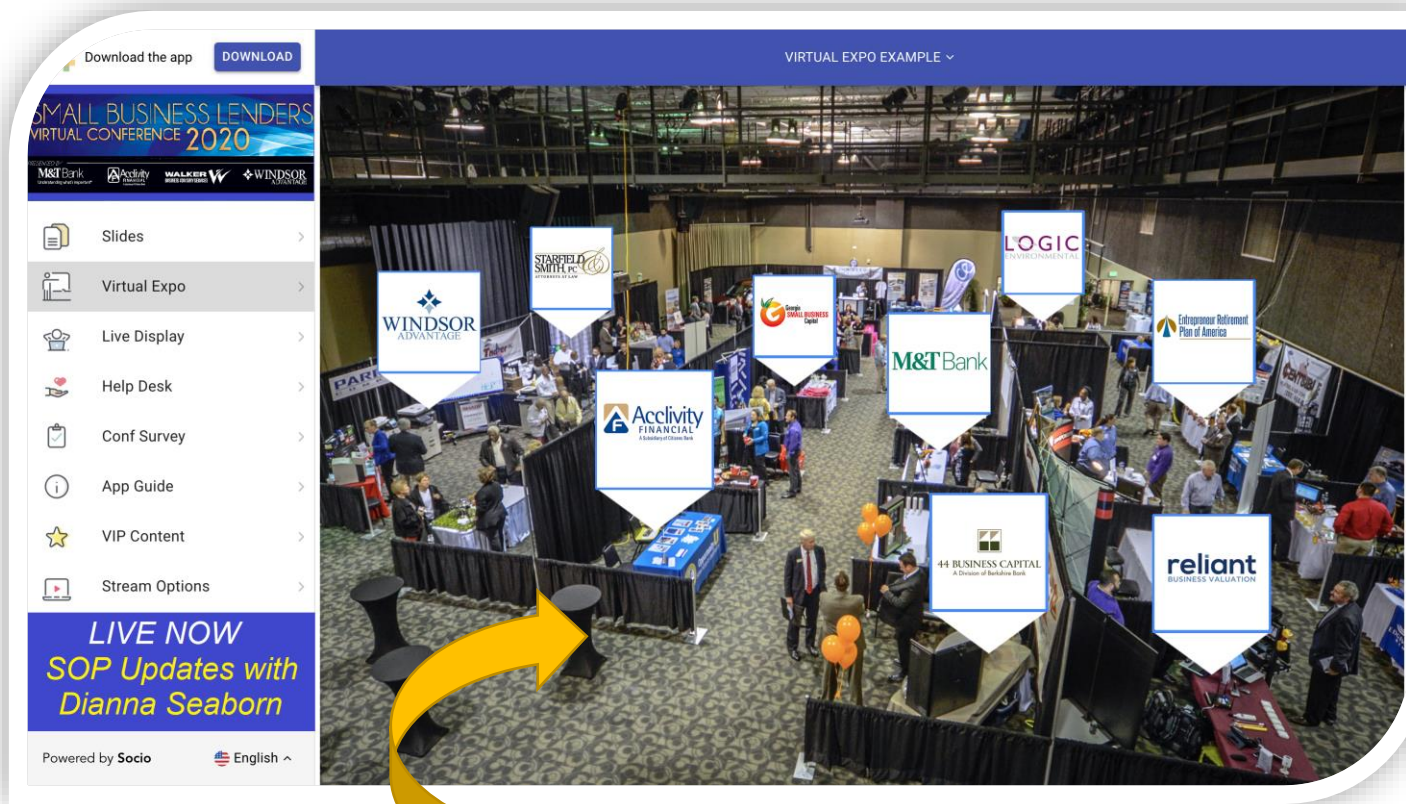
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SPONSORSHIP PROSPECTUS



SEE YOUR LOGO HERE

AUGUST 17-19, 2020

12:30 pm - 5:00 pm EDT

On Your Computer Screen or Mobile Device

www.SmallBusinessLendersConnect.com

This SPONSORSHIP PROSPECTUS is intended to ACCOMPANY the CONFERENCE INFORMATION PACKAGE. The following information can be found within the Conference Information Package and is not included here:

- Conference Agenda
- Attendee Registration Pricing Details
- Program Highlights

This packet details each of the sponsor benefits provided and provides high level specifications and deadlines for sponsor provided items. Read on to see how YOU will stand out!

Questions? Email LendersConnect@eventfullyyourz.com or call our event team at 844.887.6477.

SPONSORSHIP PROSPECTUS

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!

	Presenting \$4,500 Exclusive by Conference	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 Sponsors – 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

UNIQUE SPONSOR OPPORTUNITIES

This is **NOT** your average webinar – this is your opportunity for brand recognition and relationship-building in the absence of in-person meetings. Take advantage of these opportunities to make the best of your conference experience and ROI.

Network with 500-1,000 Lenders

Due to three conferences combining forces, additional attendee allowances for sponsors, and deeply discounted attendee registration, we anticipate between 500-1,000 LENDERS to attend – this does not include vendors. We are opening the conference to ALL SBA regions across the country with no limitations.

Multiple Networking Options

Our event platform provides many ways for you to network with potential customers:

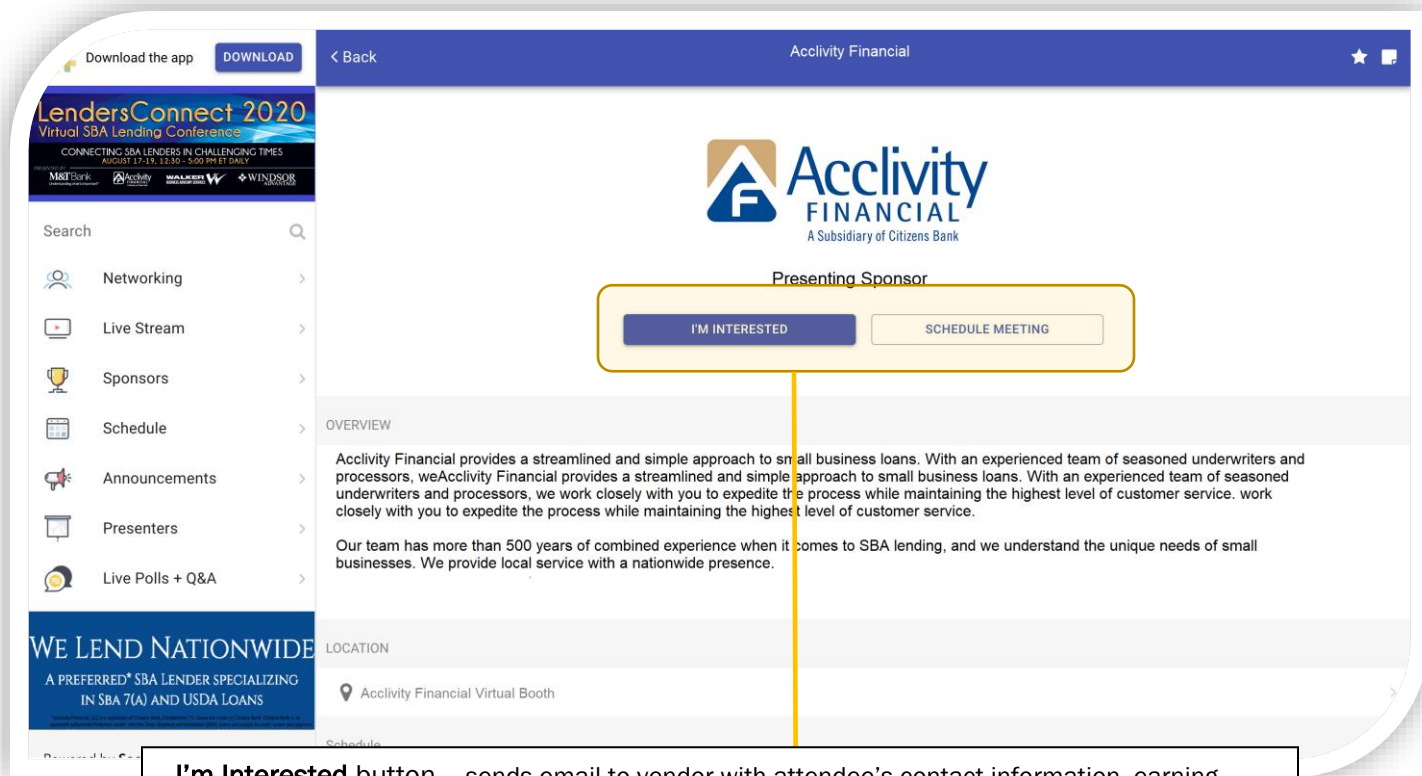
- **Virtual Exhibit Booth** – our virtual exhibit hall will prominently show sponsor logos sized according to sponsorship level (see further details about virtual exhibit booths below)
- **Private Meeting Rooms** – show demos or have private meetings with potential customers in dedicated Zoom rooms, accessible right within your booth. Control entry into your room from the waiting room without worrying about competitors being just a few feet away!
- **Shake Hands** – A Virtual Business Card Exchange of sorts. While we can't physically shake hands over the interwebs, we CAN shake our PHONES.... Anyone else that is also shaking their phone at the same time, will pop up, giving you an opportunity to say Hi and download contact information! So don't be shy – shake away!

Virtual Exhibit Booths

Our virtual exhibit hall will be open daily from 11:00am-5:00pm. Attendees are free to visit any time of day and as often as they wish. Attendee challenges will award badges for visiting 10 or more vendors per day, visiting with every vendor, etc.

Capturing attendee information is as easy as a click of a button. Attendees click your logo, visit your profile page, and have access to any promotional material you've provided (can be PDFs, videos/ads, or any other collateral), and can enter your dedicated meeting room where they can talk with you LIVE.

Here's a better look at a sample Sponsor Profile Page:



I'm Interested button – sends email to vendor with attendee's contact information, earning them points for badges.

Schedule Meeting button – Enables scheduling of meetings in 15-60 minute increments based on your pre-set availability. You control your booth's dedicated meeting room. Enabling a waiting room will give you control to bring them in once you've completed your last conversation, for example, or you can set the room to be completely open, in which case, people can pop in and out just like they would at an actual exhibit hall. Use your meeting room to conduct 1:1 or group demos or interact with customers just as you would at your exhibit booth. Meeting rooms are included within the Presenting and Diamond levels and can be added for just \$25 for Platinum, Gold and Exhibitor only levels.

Sponsor Matchmaking

Attendees will be encouraged to complete a survey 2-weeks before the conference so that we can curate an experience just for them! By completing the survey, this will allow us to match attendees with sponsors to provide their responses to you, allowing you to target hot leads or potential interest in your products. By submitting their survey results, this will (1) enter attendees into our Grand Prize drawing and (2) ship their Virtual Conference Care Package to their home! Have a question you'd like us to ask? Email it to us at lendersconnect@eventfullyourz.com.

Logo Inclusion & Brand Recognition

Branding is super important, which is why we want to give you as many areas to advertise as possible. Here are all the ways attendees will view your branding:

- **Conference Registration Website** – logos for all levels will be displayed
- **Virtual Conference Portal** – logos displayed in Sponsors page, Exhibit Hall and for all associated sponsored sessions & events
- **Digital Banners** – Rotating banner ads on the portal with exposure/rotations based on level
- **Digital Ads** – Prior to sessions beginning, a looping presentation will display with Presenting, Diamond and Platinum sponsor-provided ads
- **Physical Banner Backdrops** – Material backdrops will be printed and shipped to most if not all speakers to be displayed behind them during their session(s), which will contain repeated logos for our Presenting, Diamond and Platinum sponsors
- **Email Campaigns** – Logos with links to your website are displayed for all levels in all future email campaigns for the Virtual conference
- **Sponsor Recognition** – Slides will be shown at the start and end of the conference recognizing all contributing sponsors, with logos shown for all levels other than exhibitor only, and verbal recognition for Presenting, Diamond and Platinum

Sample Backdrop with repeating sponsor logos (ours will be a smaller size and will be placed directly behind each speaker for his or her session.



Virtual Care Package

Who says you can't receive something 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 their experience the best it can be – sponsored by our Presenting sponsors. Packages include:

- A. **Souvenir Branded tee-shirt** (see sample below) with logos of Presenting and Diamond sponsors on back
- B. **Virtual Conference Survival Kit** – includes orientation/how to guide for surviving a virtual conference and any sponsor promotional items you'd like to contribute – this can be cute ideas such as toilet paper with your business card on it, hand sanitizer, personalized mask with your logo, etc. *Presenting sponsors only.*
- C. **Presenting Sponsor Welcome Reception Toasting Kit** – will include mixers and recipe for making a drink for our toast during our Welcome Reception/Happy Hour on Monday. Gift wrapped and tagged with presenting sponsor logos.
- D. **Sponsor Collateral** – Presenting, Diamond and Platinum can send us business cards, pamphlets, postcards, etc. to include. *This does not include promotional items.*



Sponsored Breaks

Our PLATINUM sponsors are eligible to host a themed BREAK to save attendees from Zoom 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. Need help with ideas? We have LOTS of creative ideas for you, and a professional service to help create and host your break if desired. Your themed break will be advertised on the agenda (choose which timeslot you would like to host – first come, first served – up to 5 options per break time).

Happy Hours

Our end of day Happy Hours will offer a relaxed atmosphere to unwind and be entertained. Our Welcome Reception on Monday evening is sponsored by our Presenting Sponsors and will include a special twist – all attendees will be encouraged to arrive wearing their souvenir T-shirt, and prepare their cocktail based on the recipe included in their Virtual Care Package. Following our celebratory toast, we will welcome our Professional Game Show Host for a fun and hilarious variety game show experience where everyone gets to participate!

Tuesday's Happy Hour will offer Live Music by a variety of Nashville-based musicians, sponsored by our Diamond sponsors. Invite your family or your entire neighborhood (via social distancing of course) to listen in – all are welcome!

Pre-Recorded “Ted” Type Talks

Have you ever watched a “Ted Talk”? They are intentionally less than 20 minutes long, as that is scientifically the maximum attention span for the average adult for educational content. And while the talks are educational, they are thought-provoking, uniquely delivered *anti-presentations*. We're giving our Presenting and Diamond sponsors the opportunity to pre-record a Ted-type talk of 15 minutes or less that has some educational value and is NOT a commercial for your product or service. It can be something you sponsor (perhaps a motivational speaker on staying active during quarantine) or something you personally deliver (such as your five recommended ways to stay organized in your home office). They can be serious, dramatic or funny. Topics must be submitted in advance for committee approval, as only one of each topic will be permitted. Think outside the box! Pre-recorded talks will be available for viewing during the entire conference, and for up to 30 days following the conference.

DON'T WORRY – WE WILL TRAIN YOUR TEAM!

Your sponsorship includes an opportunity to attend one of our Sponsor/Exhibitor training sessions in advance of the conference where we will show you the best ways to interact with attendees, how to increase your ROI, manage your virtual exhibit booth, control your dedicated meeting room, and more! Information for trainings will be sent to all registered sponsors as we get closer to the conference date.

HOW TO SPONSOR

Visit our Website to Sponsor by August 1st

www.SmallBusinessLendersConnect.com

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.

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.