

Mid America Lenders Conference 2021

Conference Information Package

Arlington, TX

Home of the TX Rangers & Dallas Cowboys

LIVE! BY LOEWS HOTEL

www.MALC-Conference.com

September 8-10, 2021



Keep your eye on the ball and swing for the fences at our 2021 Mid America Lenders Conference. Network with and learn alongside more than 400 industry professionals and respected SBA leaders as we take in the sights of the brand-new Texas Live! complex. Don't miss your chance to catch a game or a behind-the-scenes tour at the new Texas Rangers stadium!

TUESDAY, 9.07		WEDNESDAY, 9.08	
4:00 – 6:00 pm	Early Check-In Available	8:30 – 12:30 pm	Preseason Training Classes*
4:00 – 6:00 pm	Exhibitor Setup Available	9:00 – 12:00 pm	Exhibitor Check-In & Setup
		10:00 – 6:00 pm	"Gates" Open for Check-In
		12:30 – 1:30 pm	Exhibit Hall Open
		1:30 – 4:30 pm	Educational Sessions
		5:30 – 7:00 pm	Let's Play Ball! Welcome Reception
		7:00 –	Dinner on Own
THURSDAY, 9.09		FRIDAY, 9.10	
8:00 – 4:00 pm	"Gates" (Reg Desk) Open	8:00 – 11:00 am	"Gates" (Reg. Desk) Open
7:30 – 8:30 am	Breakfast in Exhibit Hall	8:00 – 9:00 am	Breakfast
8:30 – 11:45 am	Educational Sessions	9:00 – 12:00 pm	Educational Sessions
12:00 – 1:30 pm	Lunch	11:30 – 1:30 pm	Exhibitor Breakdown
1:30 – 5:00 pm	Educational Sessions		
6:00 – 9:00 pm	7 th Inning Stretch Reception		

*Activities with asterisk are optional for an additional fee. All other activities are included with conference ticket.

Get ready to take the field in September of 2021 as our lineup will include a number of heavy hitters – industry experts including local, regional and headquarters U.S. SBA providing updates and critical training for all bank and non-bank SBA lenders. Educational sessions will focus on all roles and levels of SBA lending from underwriting and processing to closing and documentation. Both 7(a) and 504 lending will be covered for management and non-management roles. Join us to find out why SBA Region VI is the BEST!



Accommodations

Live! by Loews Arlington, TX
1600 East Randol Mill Road
Arlington, TX 76011
682.277.4900

Conference Rate: **\$199**
Reserve Your Room at
<https://malc-conference.com/>



Anchoring the new Texas Live! district, Live! by Loews – Arlington offers unparalleled, easy access to Texas Rangers' [Globe Life Park](#), the Dallas Cowboys' [AT&T Stadium](#), the [Esports Stadium Arlington & Expo Center](#), and the area's exciting restaurants and entertainment venues.

Batter Up! Risk-Free Attendee Registration

Our hope is to conduct our conference in-person, but we realize that COVID restrictions may prevent that for some or all attendees, which is why we are offering in-person OR virtual attendance and have adopted a **risk-free registration policy** (see page 5). Conference tickets are valid for both in-person and virtual learning formats and can be changed at any time, based on availability.

If and when in-person tickets sell out, a virtual-only ticket option will be made available. *Single-day tickets will not be available this year.* To register, visit our website at: www.MALCConference.com

		Early Bird	Regular Rate	Late Rate
		<i>Through 1/31/21</i>	<i>Through 7/31/21</i>	<i>On or after 7/31/21</i>
Conference Attendee	Includes all sessions & meals	\$499	\$525	\$595
Government Rate	Includes all sessions & meals	\$349	\$349	\$349
Speaker Rate	For non-sponsoring speakers	\$349	\$349	\$349
Guest Ticket	Includes both evening receptions	\$150	\$150	\$199
Welcome Reception	Includes only Welcome Reception	\$75	\$75	\$75
Tuesday Evening	Includes only Tuesday evening event	\$100	\$100	\$100



If the conference is changed by the organizers to an ALL-VIRTUAL format, attendee ticket fees will be adjusted to account for the reduced cost of \$299 for attendees, and \$149 for government and speakers with an applicable refund provided for the difference in ticket price previously paid.

Virtual guest tickets will not be available, and thus 100% refunds will be provided for all guest tickets previously purchased.

If the in-person conference is cancelled altogether by the organizers for any reason including but not limited to COVID-19 restrictions, and a virtual option is not provided, attendees and sponsors will receive a FULL credit to use toward a future EventfullyYourz-managed conference. This includes both virtual and in-person training or conference events (includes but may not be limited to SESBLC, America East, America West, Music City, Kentucky, FLAGGL, Great Lakes Lenders or MALC). If a virtual-only option is provided, attendees will be transferred to the virtual format with the difference in cost provided as a monetary refund, based on the above pricing structure.

Sponsorship Levels & Benefits

Sponsorships have been streamlined to include more exposure in each package. Payment is not required at time of registration, and exposure begins immediately on our website and email blasts. Our distribution list includes nearly 3,000 SBA lenders and service providers with an estimated conference attendance of 450. Exhibit booth location assignment process may require changes, and we will provide updates on that as received. **Sponsorships close July 15th.**

Benefits	HOME TEAM Diamond <i>(EXHAUSTED)</i> SOLD OUT! \$10,000	GRAND SLAM Platinum \$7,500	HOMERUN Gold \$5,000	TRIPLE Silver \$3,500	DOUBLE Bronze \$2,500	SINGLE Exhibit Booth \$1,300
Payment Schedule (payment #1 due April 15, 2021; payment #2 due July 30, 2021)	#1: 5,000 #2: 5,000	#1: \$3,500 #2: \$4,000	#1: \$2,000 #2: \$3,000	#1: \$1,000 #2: \$2,500	#1: \$500 #2: \$2,000	#1: \$500 #2: \$800
Logo incorporated into Conference Logo as Presenting Sponsor	Yes	No	No	No	No	No
Free conference registration	6	4	3	2	1	1
Exhibit Booth <i>(premier locations will be awarded first to higher level sponsors)</i>	Included	Included	Included	Add for \$600	Add for \$850	Included
Premier Exhibit Booth Placement and/or selection based on sponsor level	Yes <i>1st Choice of Location</i>	Yes <i>Choice of Location after Diamond</i>	Yes <i>Choice of Location after Platinum</i>	Yes <i>Choice of Location after Gold</i>	No <i>Location Assigned</i>	No <i>Location Assigned</i>
Discounted \$300 exhibitor attendees <i>(up to 2)</i>	Yes	Yes	Yes	Yes	Yes	Yes
Baseball-oriented promo item with your logo incorporated into conference logo	Yes	No	No	No	No	No
Logo on Lanyards	Yes	No	No	No	No	No
Logo on conference website with link to your URL	Yes	Yes	Yes	Yes	Yes	Name Only
Event(s) sponsorship	Evening Receptions Welcome Session Mobile App	Lunches Wi-Fi Mobile App	Breakout Sessions	Breaks	Breakfasts	No
Speaking Opportunity	5 Minutes during Welcome Session	Introduce a speaker during a general session	No	No	No	No
Verbal recognition at Opening and Closing Sessions	Yes	Yes	Yes	Yes	Yes	No
Sponsor Logo on Conference Banners Placed at Registration and on Stage	Yes	Yes	Yes	Yes	No	No
Sponsor Logo on Slides during General Sessions	Yes	Yes	Yes	Yes	Name Only	No
Promotional ad, article or feature in conference emails	2 emails	1 email	No	No	No	No
Attendee list availability	Yes 1 month prior 3 weeks prior 1 week prior	Yes 3 weeks prior 1 week prior	Yes 3 weeks prior 1 week prior	Yes 3 wks. prior 1 wk. prior	Yes 1 wk. prior	Yes 1 wk. prior

If the conference is changed to an **ALL-VIRTUAL format only**, sponsorship fees and benefits will be adjusted as follows and an applicable refund will be provided for the difference in cost to already registered/paid sponsors if payment #2 as referenced in the prior page has already been made:

Benefits for ALL-VIRTUAL Format	HOME TEAM Diamond SOLD OUT! \$5,000	GRAND SLAM Platinum \$3,500	HOMERUN Gold \$2,000	TRIPLE Silver \$1,000	DOUBLE Bronze \$500	SINGLE Exhibit Booth \$500
Logo incorporated into Conference Logo as Presenting Sponsor	Yes	No	No	No	No	No
Free conference registration	10	8	6	4	2	2
Exhibit Booth – includes LIVE zoom room to visit with attendees	Included	Included	\$50	\$50	\$100	Included
Discounted exhibitor attendees	Up to 2 FREE to monitor booth	1 FREE to monitor booth	N/A	N/A	N/A	N/A
Baseball-oriented promo item with your logo incorporated into conference logo	Yes	No	No	No	No	No
Logo on Lanyards	N/A	N/A	N/A	N/A	N/A	N/A
Logo on conference website and virtual platform app with link to your URL	Yes	Yes	Yes	Yes	Yes	Name Only
Event(s) sponsorship (includes logo/brand exposure and does not infer speaking opportunity)	Welcome Session 1 Break Virtual Platform App	1 Break & 1 Breakout Session	1 Break OR 1 Breakout	N/A	N/A	N/A
Speaking Opportunity	5 Minutes during Welcome Session	2-minutes during a general session	2-mins. during a general session	No	No	No
Verbal recognition at Opening and Closing Sessions	Yes	Yes	No	No	No	No
Sponsor Logo on speaker Zoom Backgrounds	N/A	N/A	N/A	N/A	N/A	N/A
Sponsor Logo on Slides during General Sessions	Yes	Yes	Yes	Yes	Name Only	No
Promotional ad, article or feature in conference emails	2 emails	1 email	No	No	No	No
Target Lead List (expanded attendee list with additional data and attitudes toward utilizing outside vendors)	Yes	Yes	Yes	No	No	No
Attendee list availability	Yes 1 month prior 3 weeks prior 1 week prior	Yes 3 weeks prior 1 week prior	Yes 3 weeks prior 1 week prior	Yes 3 wks. prior 1 wk. prior	Yes 1 wk. prior	Yes 1 wk. prior

MALC Conference Committee

<p>Jim Kahler GulfCoast Small Business Lending 972-685-6685 JimKahler@gulfbank.com</p>
<p>Jana Rouble Acclivity Financial (214) 732-9952 jana.rouble@acclivityfinancial.com</p>
<p>Greg Dunn Greater Texas Capital Corporation 214-707-9732 greg.dunn@getcdc.org</p>

How to Register or Sponsor

To register as a conference attendee or as a sponsor, visit our website at www.MALC-Conference.com and register online.

Sponsorship recognition will begin from time of registration, with full payment due by July 1st. Payments can be submitted via check or by credit card.

Sponsorship deadline is July 15th.

Questions?

Please contact one of our event administrators via email at MALC@eventfullyyourz.com or by phone at 844-887-6477.

Refund & Cancellation Policy:

We understand we are currently living in somewhat uncertain times and want to ensure our cancellation and refund policies are fair to attendees and sponsors. Please review the policies below prior to registering.

SPONSORS may cancel their in-person participation in writing at any time by emailing MALC@eventfullyyourz.com and will have the following options:

- A. Substitute attendees for any of your included sponsor attendees up until the date of the event
- B. Attend the conference virtually with our full-access pass
- C. Cancel entirely without virtual access and cease any and all promotion –
 - A. If cancelled by April 15th, 2021, a full credit** is issued
 - B. If cancelled between April 16th – May 15th, a 75% credit** is issued
 - C. If cancelled between May 16th – June 30th, a 50% credit** is issued
 - D. If cancelled on or after July 1st, a refund or credit cannot be provided, and full payment is due**

**Sponsor payment is not required upon registering; however, a deposit of the amount listed as “Payment #1” on page 3 is due by April 15th with remainder due by July 30th to avoid loss of benefits. If required payments have not been made before a cancellation is requested, payment will remain due based on date cancelled, amount already paid, and credit applied. Credits are non-transferrable and may be used toward cost for attendee or sponsorship registrations for same sponsoring company within any future EventfullyYourz-managed conference (includes but may not be limited to SESBLC, America East, America West, Music City, Kentucky, FLAGGL, Great Lakes Lenders or MALC).

INDIVIDUALLY PAID ATTENDEES (not included with sponsorships) may choose to cancel in writing at any time by emailing MALC@eventfullyyourz.com, and will have the following options:

1. Substitute an attendee at any time up until the date of the event
2. Attend the conference virtually
3. Cancel entirely without virtual access –
 - a. If cancelled by May 15th, 2021, a full refund is issued
 - b. If cancelled between May 16th, 2021 and June 30th, 2021 a full credit* is issued
 - c. If cancelled between July 1st, 2021 and August 8th, a 50% credit* is issued
 - d. If cancelled on or after August 8th, 2021, a refund or credit cannot be provided, and full payment is due if not already received

*Credits are non-transferrable and may be used toward cost for same attendee for registrations within any EventfullyYourz-managed conference in 2020 or 2021 (includes but may not be limited to SESBLC, America East, America West, Music City, Kentucky, FLAGGL, Great Lakes Lenders or MALC). Refunds/credits cannot be provided after August 8th as per-person event expenses will have already been incurred.

If the in-person conference is cancelled by the organizers for any reason including but not limited to COVID-19 restrictions, and a virtual option is not provided, attendees and sponsors will receive a FULL credit to use toward a future EventfullyYourz-managed conference, including virtual and/or in-person training or conference events (includes but may not be limited to SESBLC, America East, America West, Music City, Kentucky, FLAGGL, Great Lakes Lenders or MALC).

If the in-person conference is cancelled by the organizers for any reason and a virtual-only option IS provided, all sponsors and attendees will automatically transfer to the virtual format with adjusted cost and attendees as shown below, with the difference in amount paid provided as a monetary refund. Should an attendee or sponsor choose not to attend the virtual conference, additional refunds or credits cannot be provided.

	Adjusted All-Virtual Cost	Virtual Attendees Included
General Attendee	\$299	1
Government Attendee	\$149	1
Diamond Sponsor	\$5000	10
Platinum Sponsor	\$3500	8
Gold Sponsor	\$2000 (+ \$50 virtual booth)	6
Silver Sponsor	\$1000 (+\$50 virtual booth)	4
Bronze Sponsor	\$500 (+\$100 virtual booth)	2
Exhibit Booth Only	\$500	2