

KY SBA LENDERS CONFERENCE

TRAINING SBA LENDERS IN KY & NEIGHBORING STATES



844.887.6477

NOVEMBER 3-5, 2021

For Bank and Non-Bank Lenders and their supporting organizations. 2.5 days of training and networking with fellow lenders of all levels and all roles in SBA lending.

**EARLY BIRD
REGISTRATION ENDS**

MARCH 31st

**SPONSORSHIPS
AVAILABLE THRU**

SEPTEMBER 17th

WWW.KYLENDERSCONFERENCE.COM



KYLENDERSCONFERENCE@EVENTFULLYYOURZ.COM

Our previous lenders conference in Louisville, KY was a success with over 120 attendees from various lending organizations, attracting not only 7(a) and 504 lenders from Kentucky but also those from Indiana, Tennessee, Illinois, Ohio, West Virginia and Missouri.

We are returning to Louisville in 2021 with an even bigger and better conference with some great changes benefitting our attendees, speakers, sponsors and exhibitors. Highlights of this year's changes include:

- **One Location for all Events** – this year, all program events will be held at Hotel Distil in downtown Louisville.
- **Deep-Dive Roundtable Sessions** – attendees will have opportunities for more in-depth conversations with experts beyond the typical breakout session format.
- **Additional 3.5 hours of training time** – we've expanded the schedule to build in 3.5 hours more in educational time by adding more time to Tuesday and another half day of sessions on Wednesday.
- **Larger Exhibit Hall with more networking time** – attendees can visit with exhibitors during our welcome reception on Wednesday, throughout the day on Thursday during various breaks and meal times, and during our newly added reception Thursday evening. All food and beverage will be served in the hall, which also serves as the entrance and exit for the general session room.

Sessions will cover relevant topics for all roles and levels of SBA lending, including:

- Changes to the SOP, PPP Updates & Guidelines
- Closing
- Underwriting
- Servicing
- Historic Properties
- Secondary Market



CONFERENCE AGENDA

Wednesday, November 3rd

1:00 – 4:30 pm	Pre-Conference Training (optional for additional fee)
2:00 – 5:00 pm	Exhibitor Check-In & Setup
2:00 – 6:30 pm	Attendee Check-In
5:30 – 7:00 pm	Welcome Reception

Thursday, November 4th

8:00 – 9:00 am	Breakfast
9:00 – 9:30 am	Conference Welcome
9:45 – 11:00 am	Breakout Sessions & Deep Dive Roundtable Focus Groups
11:00 – 11:15 am	Networking Break with Exhibitors
11:15 – 12:30 pm	Breakout Sessions & Deep Dive Roundtable Focus Groups
12:30 – 1:15 pm	Networking Lunch with Exhibitors
1:15 – 2:15 pm	Keynote Session & KY Awards
2:30 – 3:45 pm	Breakout Sessions & Deep Dive Roundtable Focus Groups
3:45 – 4:00 pm	Networking Break with Exhibitors
4:00 – 4:45 pm	Success Stories
4:45 – 6:45 pm	Evening Reception

Friday, November 5th

8:00 – 9:00 am	Breakfast
9:00 – 11:30 am	Closing Session & SBA Hot Topics
11:30 – 1:00 pm	Exhibitor Breakdown

ABOUT THE VENUE: HOTEL DISTIL

Hotel Distil is designed for those who thirst for new experiences with a timeless approach. Located on the historic Whiskey Row in the center of Downtown Louisville, Hotel Distil is setting the standard for luxury in Louisville hospitality. With 161 king rooms, 33 queen rooms and 11 suites, Hotel Distil is a space with intriguing juxtapositions where you will pass through a historic façade to enjoy modern amenities. The hotel features Repeal, an oak-fired steakhouse and Bitters End, an open-air rooftop bar with a retractable glass roof.

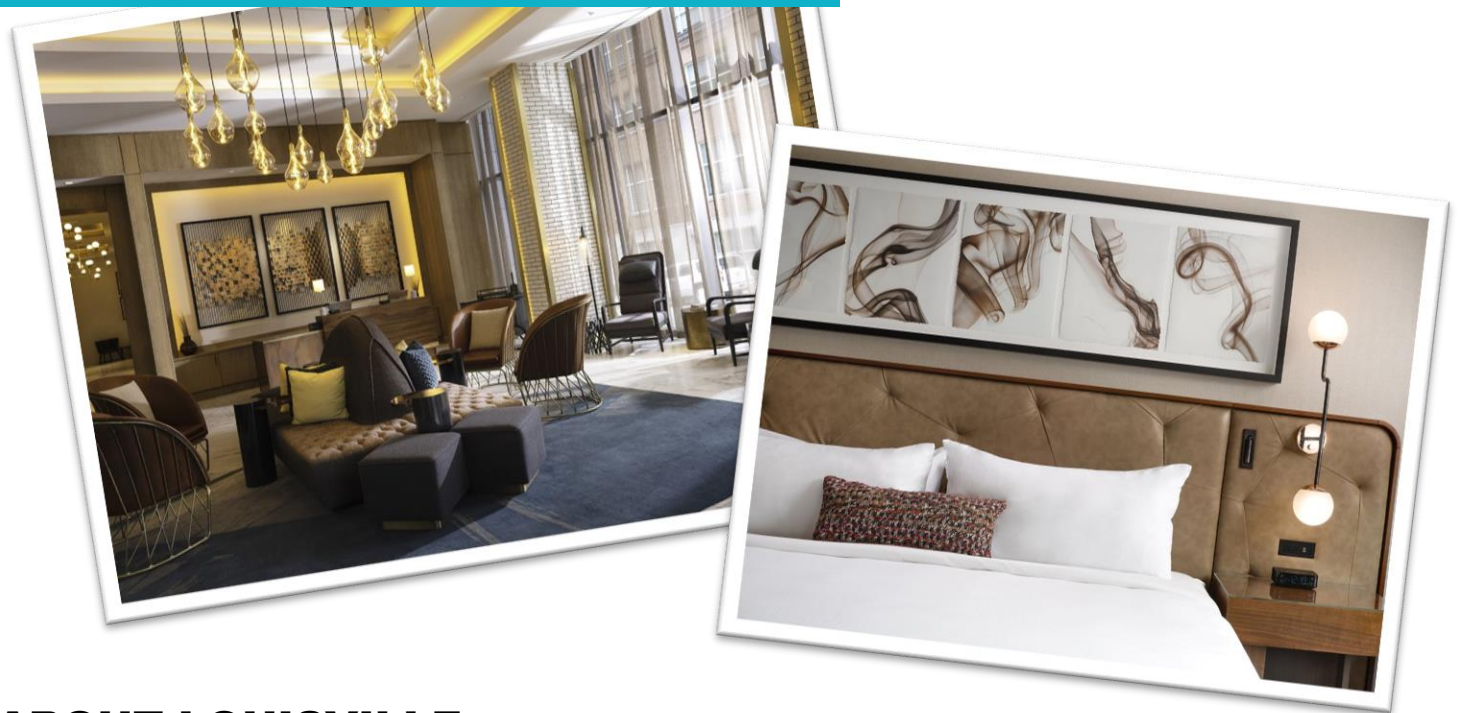


HOTEL DISTIL

AUTOGRAPH COLLECTION®
HOTELS

Group Rate \$189

Reserve your room before the Cutoff Date of October 15th



ABOUT LOUISVILLE

Louisville is an entirely different type of Southern. From boundary pushing twists on Southern cuisine that have made Louisville one of the “10 Best New Food Cities” in America to their one and only Urban Bourbon Experience™, featuring the world’s only, city-wide trail filled with award-winning micro-distilleries, exhibits and craft cocktail destinations. Discover one-of-a-kind attractions like the legendary Churchill Downs, Louisville Slugger Museum & Factory, and the Muhammad Ali Center.

[Explore the Local Area around Hotel Distil](#)

[Explore Louisville](#)



WWW.KYLENDERSCONFERENCE.COM

CONFERENCE NETWORKING EVENTS

Throughout the conference, there will be multiple opportunities to network with colleagues. This year will include not one but TWO evening receptions, which will provide an opportunity to visit with colleagues and vendors while enjoying hors d'oeuvres and drinks. Receptions end early enough in order to plan group dinners around town (sponsors - we ask that you make plans that start after our event end times). In addition to the two receptions, our exhibit hall will be open from Monday evening through Wednesday morning breakfast with chances to win prizes.



Win \$250

Complete your Exhibitor Card by Friday morning for a chance to win!



SBA AWARDS PRESENTATION

Our traditional SBA Awards will be distributed throughout this year's conference. This awards ceremony is a great opportunity to recognize our hard-working lenders for both 7(a) and 504 who have achieved top results in the current Fiscal Year. You could be one of our winners – this year has only just begun!

Congratulations to our 2019 award winners!

Top 3 Regional Banks – Loan Volume

GOLD	U.S. Bank National Association
SILVER	The Huntington National Bank
BRONZE	Branch Banking & Trust Company

Top 3 Community Banks – Loan Volume

GOLD	Community Trust Bank, Inc.
SILVER	Republic Bank & Trust Company
BRONZE	Hancock Bank & Trust Company

504 Lender of the Year

Capital Access Corporation

Microlender of the Year

Community Ventures Corporation

Rural Strong Award

First Financial Bank
Hancock Bank & Trust

Heavy Hitter Award Winners

Winners of our custom Louisville bats!

<i>Joe Wathen</i>	<i>U.S. Bank National Association</i>
<i>Perry Dunn</i>	<i>The Huntington National Bank</i>
<i>Mike Short</i>	<i>Branch Banking & Trust Company</i>
<i>Bob Watson</i>	<i>Community Trust Bank, Inc.</i>
<i>Robert Ruddick</i>	<i>Republic Bank & Trust Company</i>
<i>Kelcey Rock</i>	<i>Hancock Bank & Trust Company</i>
<i>Will Fensterer</i>	<i>Capital Access Corporation</i>
<i>Dan Heffernan</i>	<i>Community Ventures Corporation</i>
<i>Vallorie Henderson</i>	<i>SBDC</i>
<i>Barb Ellerbrook</i>	<i>SCORE</i>



SPONSORSHIP LEVELS & BENEFITS



SOLD OUT!

	Diamond \$1000	Platinum \$3000	Gold \$2000	Silver \$850	Exhibitor \$1200
Exclusivity	Title Sponsor - Only 1 Available	N/A	N/A	N/A	N/A
Payment Schedule (payment #1 due 4/30/21; payment #2 due 8/15/21)	#1: \$2,000 #2: \$2,000	#1: \$1,000 #2: \$2,000	#1: \$750 #2: \$1,250	#1: \$500 #2: \$350	#1: \$250 #2: \$1,000
Loyalty Discount	2019 Sponsors receive 10% off*	2019 Sponsors receive 10% off*	2019 Sponsors receive 10% off*	N/A	N/A
Exhibit Table	INCLUDED	INCLUDED	INCLUDED	+\$550	INCLUDED
Exhibit Table Location	Choice	Choice	Choice	N/A	Assigned
# Attendees Included	4	3	2	1	1
Logo on Marketing Emails	YES	YES	YES	YES	Name Only
Logo on Website	YES	YES	YES	YES	Name Only
Logo on Conference Banners	YES	YES	YES	YES	NO
Logo on all Attendee Materials	YES	NO	NO	NO	NO
Featured Event Sponsor with Signage/Recognition	Opening Session Keynote Session Tuesday Reception	Welcome Reception	Breakfasts	Breaks	N/A
Verbal Recognition during Opening and Closing	YES	YES	YES	NO	NO
Seat on Conference Planning Committee	YES	N/A	N/A	N/A	N/A
Opportunity to Offer Pre- Conference Training (<i>upon committee approval</i>)	YES	YES	NO	NO	NO
Speaking Opportunity	5-Minutes during Opening Session	Introduce a Speaker at a General Session	N/A	N/A	N/A
Digital Sponsor Ad	YES	YES	YES	N/A	N/A
Spotlight Feature in a Conference Email	YES	YES	N/A	N/A	N/A
Advance Copy of Attendee List	4 Weeks Prior and 2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior

*2019 sponsors should register your sponsorship online and choose "Pay by Check" – you will subsequently receive an adjusted invoice showing the 10% discount, which you can then pay by credit card or check.

Register your sponsorship online via www.KYLendersConference.com. Sponsorship closes September 17th.

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	Diamond \$2000	Platinum \$1000	Gold \$750	Silver \$500	Exhibitor \$250
Exclusivity	Site Sponsor - Only Available	N/A	N/A	N/A	N/A
Loyalty Discount	N/A	N/A	N/A	N/A	N/A
Exhibit Booth (virtual) – includes LIVE zoom room to visit with attendees	INCLUDED	INCLUDED	+\$50	+\$50	INCLUDED
# Attendees Included	8	6	4	2	2
Logo on Marketing Emails	YES	YES	YES	YES	Name Only
Logo on Website & Virtual platform app with link to your website	YES	YES	YES	YES	Name Only
Logo on Virtual Speaker Background	YES	YES	YES	NO	NO
Logo on all Attendee Materials	YES	NO	NO	NO	NO
Featured Event Sponsor with Signage/Recognition	Opening Session Keynote Session Networking Rooms	1 Hosted Break	1 Hosted Break	N/A	N/A
Verbal Recognition during Opening and Closing sessions	YES	YES	YES	NO	NO
Seat on Conference Planning Committee	YES	N/A	N/A	N/A	N/A
Opportunity to Offer Pre-Conference Training (<i>upon committee approval</i>)	YES	YES	NO	NO	NO
Speaking Opportunity	5-Minutes during Opening Session	Introduce a Speaker at a General Session	N/A	N/A	N/A
Digital Sponsor Banner Ad	YES	YES	YES	N/A	N/A
Spotlight Article or Feature in a Conference Email	YES	YES	N/A	N/A	N/A
Advance Copy of Attendee List	4 Weeks Prior 2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior

Register your sponsorship online via www.KYLendersConference.com. Sponsorship closes September 17th.

ATTENDEE REGISTRATION INFORMATION



Attendee and sponsorship registration is available starting October 1st online via our website at <http://www.KYLendersConference.com/>. Attendee registration rates and deadlines are below. Don't delay – register today!

Early Bird Lender \$249

Ends MARCH 31st. Non-Lender Early Bird is \$399.

Regular Lender \$349

Through August 6th. Non-Lender Regular rate is \$499.

Late Lender \$449

Through October 15th. Non-Lender Late rate is \$599.

Government rate is \$249 at any time. Online registration will close October 25th or once we sell out. **Walkup registration will NOT be available – advance conference registration is required.**

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've adopted a **risk-free registration policy**. Conference tickets are valid for both in-person and virtual learning formats, and if you need to cancel within 45 days of the conference, we will give you a 100% credit toward a future conference. If and when in-person tickets sell out, a virtual-only ticket option will be made available. See *cancellation policy later in this document*.

Pre-Conference Training Class

Wednesday 1:00-4:30 pm

Hotel Distil (room TBD)

Cost for Conference Attendees (\$49)

Cost for Non-Conference Attendees (\$199)

Watch your email for announcements concerning Wednesday's optional training class from 1:00-4:30 pm at the hotel. This class will be offered to conference attendees for a significant discount of \$49, and to non-conference attendees for \$199. Topic and speakers to be announced – class size will be limited!

QUESTIONS:

For any conference related questions, email us at KYLendersConference@eventfullyyourz.com or by phone at **844.887.6477** and our event team will be happy to help.

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 \$199 for attendees, and \$99 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.

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 KYLendersConference@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, included with your purchased ticket
- 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 and June 15th, a 75% credit** is issued
 - C. If cancelled between June 16th and August 15th, a 50% credit** is issued
 - D. If cancelled on or after August 15th, 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 6 is due by April 30th (or with registration if after April 30th) with remainder due by August 15th 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 or MALC).

INDIVIDUALLY PAID ATTENDEES (not included with sponsorships) may choose to cancel in writing at any time by emailing KYLendersConference@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 with our full-access pass, included with your purchased ticket
3. Cancel entirely without virtual access –
 - a. If cancelled by July 31st, a full refund is issued
 - b. If cancelled between August 1st and September 30th, a full credit* may be received
 - c. If cancelled on or after October 1st, a 50% credit* may be 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 or MALC).

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. 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 or MALC).

If a virtual-only option IS provided, non-sponsor attendees will automatically transfer to the virtual format at a reduced cost of \$199, with the difference in amount paid provided as a monetary refund. Sponsorships will automatically transfer at the revised rates provided on page 7, with applicable refunds provided for difference in amount already paid. Should an attendee or sponsor choose not to attend the virtual conference, additional refunds or credits cannot be provided.

