

October 11-13, 2022

THE CAMPBELL HOUSE | LEXINGTON, KY



KY SBA LENDERS CONFERENCE

TRAINING SBA LENDERS IN KY & NEIGHBORING STATES



844.887.6477

OCTOBER 11-13, 2022

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**

AUGUST 31st

**SPONSORSHIPS
AVAILABLE THRU**

SEPTEMBER 15th

WWW.KYLENDERSCONFERENCE.COM



KYLENDERSCONFERENCE@EVENTFULLYYOURZ.COM

The KY Small Business Lenders Conference has traditionally garnered over 120 attendees from various lending organizations, attracting 7(a) and 504 lenders from Kentucky as well as surrounding states of Indiana, Tennessee, Illinois, Ohio, West Virginia, and Missouri.

Our 2022 conference in Lexington is expected to draw an even bigger audience than years past with some great benefits for our attendees, speakers, sponsors, and exhibitors including:

- **Historic Location** – this year, all program events will be held at the Campbell House Lexington, Curio Collection by Hilton, a historic hotel located in the heart of horse country. Our exhibit hall, meals, welcome reception, and sessions will all be held onsite.
- **Horse Racing at Keeneland** – Our offsite networking event at the renowned Keeneland Racetrack is included with conference admission.

- **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, Wednesday and another half day of sessions on Thursday.
- **Larger Exhibit Hall with more networking time** – attendees can visit with exhibitors during our Mic & Mingle on Tuesday, and throughout the days on Wednesday and Thursday during various breaks and mealtimes. 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:

- 7(a) and 504 Lending: Best Practices
- Advanced 504 Lending
- Lender Oversight
- Franchise Lending
- 1502 Reporting with SBA FTA Guidehouse
- Servicing 7(a) Loans
- Servicing 504 Loans
- Servicing Microloans
- Liquidation
- PARRis Score/Risk Rating



CONFERENCE AGENDA

Tuesday, October 11th

8:00 – 11:30 am	Exhibitor Setup
11:30 – 1:00 pm	Lunch & Exhibits
10:00 – 1:00 pm	Attendee Check-In
8:30 – 12:00 pm	Pre-Conference Training Class*
1:30 – 3:00 pm	Opening Session
3:00 – 3:30 pm	Afternoon Break
3:30 – 4:45 pm	Breakout #1 (3 options)
4:45 – 6:00 pm	Happy Hour Mix & Mingle

Wednesday, October 12th

7:00 – 8:30 am	Breakfast
8:30 – 9:30 am	Breakout #2 (3 options)
9:45 – 10:45 am	Breakout #3 (3 options)
10:45 – 11:15 am	Morning Break
11:15 – 12:15 pm	Breakout #4 (3 options)
12:30 pm	Buses depart for Keeneland
1:00 – 5:30 pm	Keeneland Racetrack Event

Thursday, October 13th

7:00 – 8:30 am	Breakfast
8:30 – 9:30 am	Breakout #5 (3 options)
9:30 – 10:00 am	Morning Break
10:00 – 11:45 am	Closing Session

*Optional Pre-Conference Training class topic to be announced at a later date. Cost to attend is \$99 for conference attendees and \$249 for non-conference attendees.

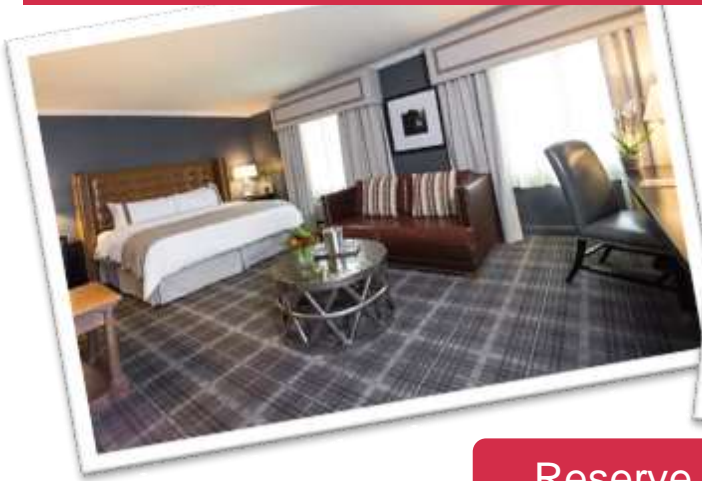
ABOUT THE VENUE: CAMPBELL HOUSE

Once an equestrian farm, The Campbell House, built in 1951, is a member of Historic Hotels of America. Today, the hotel offers award-winning dining, reimagined antebellum interiors, and event space for up to 2,100 guests. Nestled in the heart of Bluegrass Country, Lexington is as famous for its horses as it is for its Southern grace and charm. Recently renovated, The Campbell House is conveniently located near downtown, within walking distance of the University of Kentucky, only 4 miles from Blue Grass Airport, and nearby the legendary Keeneland Racecourse and many local bourbon distilleries.



Group Rate \$139

Reserve your room before the Cutoff Date of September 23rd



Reserve Your Room Now

ABOUT LEXINGTON

Within a day's drive of two-thirds of the population of the United States, Lexington is strategically located at the intersection of interstates 64 and 75 in Fayette County, Kentucky. Lexington is accessible by air with non-stop flights to 17 destinations and connecting service to hundreds of destinations worldwide. Nestled among world-famous Thoroughbred horse farms, Blue Grass Airport (LEX) welcomes travelers with one of the most beautiful air approaches in the nation. [Explore Lexington](#)



HORSES



BOURBON



CREATIVE CULTURE



RESTAURANTS



OUTDOORS



HISTORY



TOURS



BREWERIES

CONFERENCE NETWORKING EVENTS

Throughout the conference, there will be multiple opportunities to network with colleagues. This year will include various events in the exhibit hall including two breakfasts, a buffet lunch on Tuesday, morning and afternoon breaks each day and a Mix and Mingle Happy Hour event on Tuesday. **All conference tickets also INCLUDE admission to our outing to Keeneland Racetrack, one of the most picturesque racetracks in the country.** Enjoy an afternoon of beautiful fall foliage scenery and exhilarating racing. Your ticket includes bus transportation to/from The Campbell House, lunch and beverage vouchers and reserved group grandstand seating. Don't miss this amazing event, sponsored by our Diamond and Platinum sponsors!

Keeneland Fall Meet Event

Wednesday, October 12th 1:00 – 5:30 pm



Exhibit Hall Events – Win Prizes!

Visit Exhibitors throughout the conference during breakfasts, breaks, lunch, and happy hour to earn points in our Event Game & win prizes during our closing session!

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 2021 award winners!

Top 3 Regional Banks – Loan Volume

GOLD	The Huntington National Bank
SILVER	U.S. Bank National Association
BRONZE	United Midwest Savings Bank

Top 3 Community Banks – Loan Volume

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

504 Lender of the Year

Capital Access Corporation

Microlender of the Year

Community Ventures Corporation

Heavy Hitter Award Winners

Winners of our custom Louisville bats!

Joe Wathen	U.S. Bank National Association
Perry Dunn	The Huntington National Bank
Craig Street	United Midwest Savings Bank
Bob Watson	Community Trust Bank, Inc.
Patrick Sullivan	Republic Bank & Trust Company
Tyler Pille	Stock Yards Bank & Trust Company
Susie Redmon	Capital Access Corporation
Pamela Russell	Community Ventures Corporation
Lisa Brann	SBDC



SPONSORSHIP LEVELS & BENEFITS



	Diamond \$5000	Platinum \$3000	Gold \$2000	Silver \$1200	Bronze \$750
Exclusivity	Title Sponsor - Only 1 Available	N/A	N/A	N/A	N/A
Kentucky Sponsor Discount*	YES	YES	YES	N/A	N/A
Exhibit Table	INCLUDED	INCLUDED	INCLUDED	+\$250	N/A
Exhibit Table Location	Choice	Choice	Choice	Assigned	N/A
# Attendees Included	4	3	2	1	N/A
Logo on Marketing Emails	YES	YES	YES	YES	YES
Logo on Website	YES	YES	YES	YES	YES
Logo on Conference Banners	YES	YES	YES	YES	NO
Logo on Badges & Bags	YES	NO	NO	NO	NO
Featured Event Sponsor with Signage/Recognition	Tuesday Lunch Tuesday Mix & Mingle Opening Session Keeneland Event	Tuesday Lunch Keeneland Event Closing Session	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
Speaking Opportunity	5-Mins Opening Session Moderate a Breakout	Moderate a Breakout	N/A	N/A	N/A
Opportunity to Provide Pre-Conference Training Class	YES	N/A	N/A	N/A	N/A
Digital Sponsor Ad	YES	YES	YES	N/A	N/A
Spotlight Feature in a Conference Email	2 Features	1 Feature	N/A	N/A	N/A
Copy of Attendee List	2 Weeks Prior and 1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior

*Kentucky-based 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.

Want to Support the conference but Can't Attend? The Bronze sponsorship has been created just for that purpose! We realize many companies want to continue supporting the conference but may have a conflict with the date, and thus this allows you to stay involved and continue to promote your organization to conference attendees. Includes recognition on the conference website and email blasts as well as receipt of the attendee list prior to the conference.

Register your sponsorship online via www.KYLendersConference.com. Sponsorship closes September 15th.

WWW.KYLENDERSCONFERENCE.COM



ATTENDEE REGISTRATION INFORMATION

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

Early Bird Lender \$299

Limited to First 25 Lenders OR ends August 31st (whichever comes first). Non-Lender/Non-Sponsor Early Bird is \$599.

Regular Lender \$399

Through September 30th. Non-Lender/Non-Sponsor Regular rate is \$699.

Late Lender \$449

Through October 5th. Non-Lender/Non-Sponsor Late rate is \$799.



Online registration closes October 5th or once we sell out. **Walkup registration will NOT be available – advance conference registration is required.**

Conference tickets are valid for in-person attendance only. Cancellation requests received prior to August 31st will receive a full refund. No refunds can be given for cancellations on or after August 31st. Substitutions permitted up until October 5th.



Additional Ticket Options

Government All-Access Ticket	\$299
Pre-Conference Training	
Conference Attendees	\$99
Non-Conference Attendees	\$249
Keeneland ONLY Ticket	\$100

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.

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 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 October 5, 2022
- B. Cancel entirely without substitution and cease all promotion –
 - A. If cancelled by August 31st, 2022, a 50% refund is issued (provided at least 50% payment has been made)
 - B. If cancelled on or after September 1st, a refund or credit cannot be provided, and full payment is due within 10 days of the conference start date**

**Sponsor payment is not required upon registering; however, payment in full must be made within 15 days of the conference start date to avoid loss of benefits. Only paid sponsors will receive recognition on conference website and email blasts. If required payment has not been made before a cancellation is requested, payment will remain due based on date cancelled, and amount already paid.

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 October 5, 2022
2. Cancel entirely –
 - a. If cancelled by August 31st, a full refund may be issued
 - b. If cancelled between September 1st and September 10th, a 50% refund may be issued
 - c. If cancelled on or after September 11th, a refund cannot be provided

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 reduced rates of \$2500 for Diamond, \$1500 for Platinum, \$1000 for Gold, \$425 for Silver and \$600 for Exhibitor Only, 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.

