



KENTUCKY Louisville

SBA LENDERS CONFERENCE

OMNI LOUISVILLE • 11/29-12/1, 2023



KY SMALL BUSINESS LENDERS CONFERENCE 2023

TRAINING LENDERS IN KY & NEIGHBORING STATES
NOVEMBER 29 – DECEMBER 1

Bank and Non-Bank Lenders and their supporting organizations. 2.5 days of training in small business loan programs and networking with fellow lenders of all levels and all roles.

LENDER REGISTRATION ENDS
NOVEMBER 15th

SPONSORSHIPS OPEN THRU
OCTOBER 1st



www.KYLendersConference.com

844.887.6477



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 2023 conference will be held at the Omni Hotel in downtown Louisville and is expected to draw an even larger audience than years past with some great benefits for our attendees, speakers, sponsors, and exhibitors including:

- **Centrally Located Venue** within a four-hour drive from areas inside Kentucky and surrounding states.
- **Nearly 8 full hours of training time** includes general sessions with timely updates provided by SBA headquarters and breakout sessions providing smaller, interactive and practical instruction format.
- **Exhibit Hall “HUB”** provides a central location and flexible space for networking, meals, and workspaces for meeting deadlines on the go between sessions. We realize the work doesn't stop, and we're here for you!

CONFERENCE AGENDA & PROGRAMMING



Wednesday, November 29th

12:30 – 4:30 pm	Pre-Conference Training Class*
3:00 – 6:30 pm	Conference Check-In
3:00 – 5:00 pm	Exhibitor Setup
5:00 – 6:30 pm	Welcome Reception

Thursday, November 30th

7:30 – 8:30 am	Breakfast
8:45 – 10:15 am	Opening Session
10:15 – 10:45 am	Morning Break
10:45 – 11:45 am	Breakout Sessions (3 options)
12:00 – 1:45 pm	Success Stories Luncheon
2:00 – 3:00 pm	Breakout Sessions (3 options)
3:00 – 3:30 pm	Afternoon Break
3:30 – 4:30 pm	Breakout Sessions (3 options)
4:30 – 6:00 pm	Mix & Mingle

Friday, December 1st

7:30 – 8:30 am	Breakfast
8:30 – 9:30 am	Breakout Sessions (3 options)
9:45 – 11:00 am	Closing Session & Awards

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

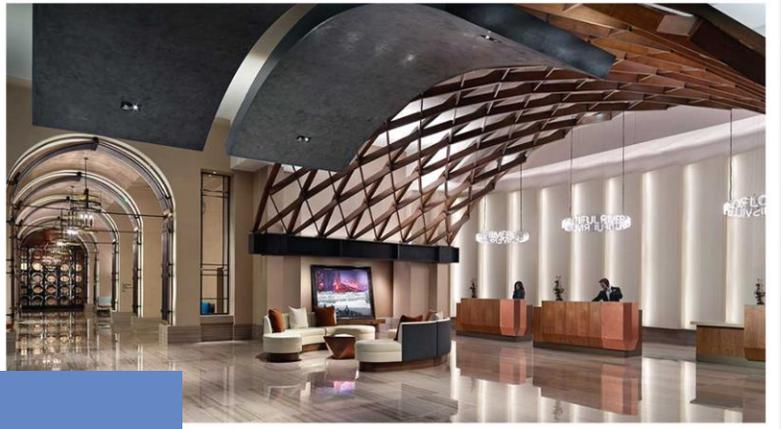
Last year's breakout sessions covered a wide range of relevant topics for all roles and levels of small business lending, including the following:

- Loan Servicing
- Managing the SBA 504 Approval Process: Avoiding Common Pitfalls to First Pass Approvals
- Tech Talk: Current State of Technology in our Industry & How to Gain Efficiencies
- Advanced SBA 504 Lending
- Credit Underwriting
- SBA 504: Hot Topics & Program Changes
- Navigating Common 7(a) Loan Issues: Avoiding Ineligible Loans & Delayed Loan Closings
- Microlending Program Updates & Hot Topics: Things to Know
- SBA Eligibility for 7(a) Lending
- SBA Express: An OCRM Perspective
- Disaster Recovery
- SBA 7(a): Possibly Program Changes
- Construction Risk Management
- Business Acquisitions/Valuations
- Microlender Oversight
- OCRM Hot Topics

Topics will be finalized within 30 days of the conference – if you have any topics you and your team would like to see, email us at KYLendersConference@eventfullyourz.com.

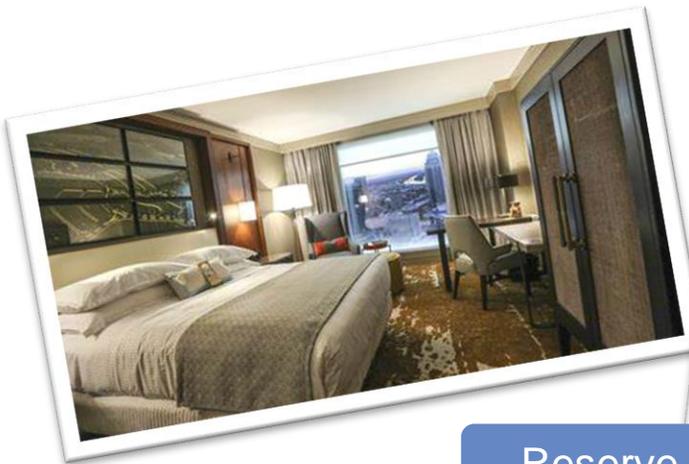
ABOUT THE VENUE: THE OMNI LOUISVILLE

The Omni Louisville Hotel is the new cornerstone of downtown in a convenient location to Louisville's bourbon culture at many popular distilleries nestled among historic surroundings yet modern comforts. Its relaxed yet sophisticated spacious 612 guest rooms and suites incorporate modern amenities with classic design, attention to detail and city views. The state-of-the-art hotel includes a heated rooftop pool, a spa and fitness center and 8 onsite dining outlets.



Group Rate \$219

Reserve your room before the Cutoff Date of November 7th



Reserve Your Room Now

ABOUT LOUISVILLE

The city is home to the legendary Kentucky Derby horse race -- leave it to Louisville to take a two-minute horse race and turn it into a two-week party. You can experience the famed event at Churchill Downs by coming early to enjoy over 70 events during the Kentucky Derby Festival. The festival kicks off two weeks before the Derby with the largest fireworks event in North America, Thunder Over Louisville.

But sports don't stop with the Kentucky Derby. For even more, check out University Louisville, the Louisville Bats -- the AAA minor league baseball affiliate of the Cincinnati Reds -- and, of course, the world-famous Louisville Slugger Museum. For art and history, explore venues such as the Mellwood Arts Center, the Speed Art Museum, the Muhammad Ali Center, and the Frazier International History Museum.

The Louisville Downtown Civil Rights Trail is one of three Kentucky stops on the U.S. Civil Rights Trail. Plan your visit [using this link](#).

Visit GoLouisville.com for an inside look at eclectic restaurants, exciting events & festivals and unique lodging options.

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 a Welcome Reception, two breakfasts, a buffet lunch, morning and afternoon breaks each day and a Mix and Mingle Happy Hour.

Welcome Reception

Wednesday, November 29th 5:00 – 6:30 pm

Heavy hors d'oeuvres, cocktails and networking in the Exhibit Hall included for all conference attendees & pre-registered guests.



Mix & Mingle

Thursday, November 30th 4:30 – 6:00 pm

Hors d'oeuvres, cocktails live music and networking with floor to ceiling views of the downtown Louisville. Included for conference attendees and pre-registered guests.



Exhibit Hall Events – Win Prizes!

Visit Exhibitors throughout the conference during the Welcome Reception, 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 during our closing session. 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!

Congratulations to our 2022 award winners!

Top 3 Regional Banks – Loan Volume

- GOLD Huntington National Bank
- SILVER U.S. National Bank
- BRONZE PNC National Association

Top 3 Community Banks – Loan Volume

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

504 Lender of the Year

Alloy Development Corporation

Microlender of the Year

Community Ventures Corporation

PPP Small Business Lender MVP

Mountain Association

Veterans Small Business Lender MVP

Community Ventures Corporation

Resource Partner MVP

Small Business Development Center

Heavy Hitter Award Winners - *Winners of our custom Louisville bats!*

- | | |
|--------------------------|---|
| <i>Perry Dunn</i> | <i>The Huntingdon National Bank</i> |
| <i>SBA Lending Team</i> | <i>U.S. National Bank</i> |
| <i>Amanda Vandervort</i> | <i>PNC National Association</i> |
| <i>Bob Watson</i> | <i>Community Trust Bank, Inc.</i> |
| <i>Sally Seay</i> | <i>Stock Yards Bank & Trust Company</i> |
| <i>Greg Bromley</i> | <i>Republic Bank & Trust Company</i> |
| <i>Miller Slaughter</i> | <i>Community Ventures</i> |
| <i>Rob Haskins</i> | <i>Alloy Development Company</i> |



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	+\$300	N/A
Exhibit Table Location	Choice	Choice	Choice	Assigned	N/A
Comp Upgrade to Luxury King Corner Suite	INCLUDED	N/A	N/A	N/A	N/A
# Attendees Included	3	2	1	1	N/A
Tech Add-On	INCLUDED	INCLUDED	+\$500	N/A	N/A
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 Badges & Bags	YES	N/A	N/A	N/A	N/A
Featured Event Sponsor with Signage/Recognition	Welcome Reception Opening Session Mix & Mingle Closing Session	Success Stories Luncheon Mix & Mingle	Breaks	Breakfasts	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 & Mobile App	YES	YES	YES	N/A	N/A
Spotlight Feature in a Conference Email	1 Feature	1 Feature	N/A	N/A	N/A
Copy of Attendee List	2 Weeks Prior and 1 Week Prior	2 Wks. Prior and 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.

SPONSORSHIP DETAILS



Below are the sponsorship benefits explained in detail.

Exclusivity indicates whether there are limited sponsorships available in a particular level. All levels other than the Diamond level are unrestricted. The Diamond level is limited to just ONE sponsor.

Exhibit Space/Table and Location indicates whether an exhibit space/table is included for each sponsor level. An additional fee of \$300 applies to add an exhibit booth for the Silver level. Each exhibitor space is approximately 8'x8' and includes a table with skirting, and 2 chairs. Booth locations are chosen in order of sponsor level and then date of registration; thus the Diamond sponsor receives first choice, followed by the first Platinum to register and so on. Locations are chosen once all booth spaces have been sold out. Locations are assigned to the Silver level.

Tech Add-On Option is included with Diamond and Platinum sponsorships and available to Gold sponsors for an additional fee. The tech add-on includes the opportunity to setup a tech demo station in the foyer throughout the entire conference from 2:00 pm Wednesday through 10:00 am Friday, just outside the ballroom near the conference registration desk in the main traffic area, where you can provide product demos to attendees. It includes promotion within a pre-conference email blast about the Tech Demos, inclusion within an attendee handout about the tech demos, and demo signage with your logo. Limited to the first 5 tech companies to register (though included with Diamond and Platinum at no added cost, it must be selected prior to selling out of all five spots).

Included Attendees are listed for each sponsor level – Diamond includes 3, Platinum 2, Gold 1, Silver 1. Bronze does not include attendees. All persons attending any portion of the conference including exhibitors must be pre-registered and paid. Additional attendees may be added at the current Lender/Sponsor rate as applicable after sponsorship registration.

Speaking Opportunities are provided to Diamond level sponsors with a 5-minute timeframe to provide remarks to our full conference audience during the opening session. Diamond and Platinum may also moderate a breakout (choice of session at a later date).

Featured Sponsorships

- **Welcome Reception** – includes entrance signage with logos and bar signage
- **Opening Session** - includes entrance signage & verbal acknowledgement prior to main speakers
- **Thursday Breakfast** – Includes entrance signage with logos
- **Success Stories Luncheon** – includes entrance signage & verbal acknowledgement prior to main speakers
- **Thursday Mix & Mingle Event** – includes entrance signage with logos and bar signage
- **Friday Closing Session** – includes entrance signage with logos verbal acknowledgement prior to main speakers

Use of Luxury King Corner Suite Upgrade is offered to **DIAMOND SPONSORS** – this suite is the best the Omni has to offer, and is yours from Wednesday through Friday at the discounted group rate of just \$219 per night. Host a small reception in your living area complete with dining table, wet bar and stunning views of the Louisville skyline.

LUXURY KING CORNER SUITE

Luxury suite features sumptuous living area with additional seating, wet bar and dining table, as well as a separate study area with desk and seating along with a separate king bedroom. Pamper yourself in a luxurious bathroom with walk-in shower and stand-alone tub, lighted vanity and granite counter-tops. The suite also features unique local artwork, curated bourbon bar, in-room laptop safe, WiFi access, 49" flat screen television with STAYCAST™ streaming. Select rooms offer stunning views of the Louisville Skyline and Whiskey Row. 1,266 square feet.



Logo Inclusion includes your logo on each item listed. Tote bags will be supplied for attendees to use to collect items from exhibitors and will not be pre-assembled with promotional items. Conference banners are vertical retractable banners displayed in the registration and foyer areas. Stage banner/background will include Diamond sponsor logos only.

Email & Website Promotion includes your logo linked to your website listed at the bottom of each conference email as well as on the “Sponsors” tab of the conference website. Bronze level includes name and link only (not logo). Diamond and Platinum sponsors receive (1) feature within one conference email of their choice to include a short article, advertisement image or 30-second video (must be shot horizontal orientation). Content must be provided no later than 6 weeks prior to conference start date to guaranty inclusion.

Digital Ad & Mobile App includes a sponsor profile listing within the “Sponsors” feature to include content of your choice (i.e., logo, contact information, website, company description/services provided, links to attachments, websites, etc.) and listing in Event Game (if your company has an exhibit table). A rotating digital ad includes a slide or ad of your choice which loops continuously with other sponsor logos at the conference registration desk during conference hours.

Verbal Recognition includes the reading of your logo within the context of a sponsor recognition slide for your particular sponsor level during the Opening and Closing sessions in front of the full conference audience. Platinum will also be recognized during Thursday’s lunch.

Attendee List Availability includes an emailed list of all attendee contact information with job titles and years in SBA lending. Diamond and Platinum sponsors are provided the list 2 weeks prior, while all sponsors are provided the list one week prior, with a final listing provided the Monday following the conference to all sponsors including Exhibitor only level. A listing of attendees is available via the conference mobile app for download throughout the conference as well.



To register your sponsorship, go to www.KYLendersConference.com
Sponsorships close October 15th, 2023, or Once SOLD OUT!

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 30 Lenders OR ends March 31st (whichever comes first)

Regular Lender \$349

Through September 30th

Late Lender \$449

Through November 15th or once sold out. No walkups.



Online registration closes November 15th 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 October 15th will receive a full refund. No refunds can be given for cancellations on or after October 15th. Substitutions permitted up until November 15th.



Additional Ticket Options

Government All-Access Ticket \$299

Pre-Conference Training \$99

**Must accompany a full-conference ticket*

Non-Lender/Non-Sponsor \$749

Guest \$130

**Non-industry guest (i.e., spouse/family) only – includes two evening events only*

Questions:

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

KY Lenders Conference 2023 Terms & Conditions:



IN-PERSON ATTENDANCE ONLY: The 2023 KY Lenders Conference registration includes in-person attendance only; virtual attendance is not an option in any circumstance other than providing remote access to a particular session for a participating speaker. Currently, there are no specific COVID-related safety measures or requirements in place for in-person attendees, subject to change. The conference will abide by whatever requirements are in place in the hosting city and/or venue(s) and will communicate those requirements to attendees if and when they change as soon as readily possible. Attendees agree to abide by any and all safety measures as deemed necessary by the conference organizers.

CONFERENCE PAYMENTS: All conference registration and sponsorship payments are processed by our event management firm, EventfullyYourz. Note that credit card statements may reflect "EventfullyYourz Event Management" or similar description as the merchant's name. The KY Lenders Conference Planning Committee reserves the right to cancel any registration or sponsorship that is not paid timely according to payment due dates, retaining any funds already received. For conference or payment related questions, please contact KYLendersConference@eventfullyyourz.com or call 844-887-6477.

COVID-19 RELEASE WAIVER: I understand that my in-person attendance at the 2023 KY Lenders Conference in Louisville, Kentucky November 29-December 1, 2023 may expose me to a risk of contracting the COVID-19 virus or other illnesses, and agree to comply with all requested safety measures including but not limited to wearing a face covering and other measures if applicable or required by the conference organizers or associated venue(s). Furthermore, I understand that the 2023 KY Lenders Conference and its event management firm, EventfullyYourz, cannot guarantee that I will not become infected with COVID-19 or other illnesses. I hereby acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that I may be exposed to or infected by COVID-19 by attending the 2023 KY Lenders Conference and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 at the 2023 KY Lenders Conference may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the Omni Louisville Hotel staff, KY Lenders Conference Planning Committee, EventfullyYourz staff, other 2023 KY Lenders Conference attendees, speakers or other groups or persons present in the associated conference venues unrelated to the KY Lenders Conference. I hereby release, covenant not to sue, discharge, and hold harmless the KY Lenders Conference Planning Committee, EventfullyYourz, the Omni Louisville Hotel and its employees, its agents, and its representatives, of and from any Claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating to my voluntary attendance at the 2023 KY Lenders Conference. I understand and agree that this release includes any Claims based on the actions, omissions, or negligence of the KY Lenders Conference Planning Committee, EventfullyYourz, Omni Louisville Hotel and its employees, its agents, and its representatives, whether a COVID-19 infection occurs before, during, or after participation in the 2023 KY Lenders Conference.

CANCELLATION & REFUND POLICY:

SPONSORS must pay in full within 60 days of registration date, or by October 15th, 2023, whichever is sooner, to avoid loss of sponsorship benefits. Sponsors may request to cancel in writing via email to KYLendersConference@eventfullyyourz.com up until August 15th, 2023 to receive a 50% refund via the original payment method, at which time all sponsor benefits are then forfeited. If request to cancel is received on or after August 16th, 2023, no refunds can be given, and sponsor may choose to retain all benefits if desired. Partial refunds cannot be applied if physical attendance or use of any included benefits are not desired. Included sponsor attendees may be substituted up until November 15th, 2023.

ATTENDEES/GUESTS may request cancellation of attendee, guest, or pre-conference training tickets via email to KYLendersConference@eventfullyyourz.com by October 15th, 2023, for a full refund via the original payment method. Cancellation requests for any reason on or after October 16th, 2023 will not receive a refund of any amount. Substitutions permitted through November 15th, 2023.

