

AMERICA WEST 2022



BRINGING SBA LENDING TRAINING TO YOU

Inspiring and educating 7(a), 504, Community Advantage, and Secondary Market lenders in Pacific, Pacific Northwest and Rocky Mountains regions to become higher volume lenders.

THREE TRAINING SUMMITS

Salt Lake City, Utah
Durango, Colorado
California (Location TBD)

AmericaWestConference.com

SALT LAKE

SEPT 13-14



Join us in Salt Lake City, Utah during National Small Business Week as we kickoff our 2022 Roadshow at the Salt Lake City Marriott City Center! Our training summit is two full days **PACKED** with **TWELVE educational workshops**, **THREE general sessions** with industry experts and SBA Headquarters Updates, and entrance into the **2022 SBA Small Business Awards Luncheon** hosted by the SBA Utah District Office!

With multiple learning opportunities for every role and level of SBA lending, learn why SBA 7(a) and 504 lending are critical to your portfolio, how you can increase your lending volume, and hear about regionally relevant topics, new FTA guidelines and SOP updates. All within the span of just 2 days! See pages 4-5 for detailed sponsorship and registration information.

AGENDA

Tuesday, September 13th

9:00 – 11:00 am	Exhibitor Check-In & Setup
11:00 am – 1:00 pm	Conference Check-In/Exhibits Open
1:00 pm – 2:00 pm	Opening Session
2:00 pm – 2:15 pm	Networking Break
2:15 pm – 3:30 pm	Workshop Group #1
3:30 pm – 3:45 pm	Networking Break
3:45 pm – 4:45 pm	Afternoon Keynote Session
4:45 pm – 6:15 pm	Reception

Wednesday, September 14th

7:30 – 8:45 am	Breakfast
9:00 – 10:30 am	Workshop Group #2
10:30 am – 11:00 am	Networking Break
11:00 am – 12:15 pm	Workshop Group #3
12:15 pm – 1:30 pm	Networking Lunch
1:30 pm – 2:45 pm	Workshop Group #4
2:45 pm – 3:00 pm	Networking Break
3:00 pm – 4:00 pm	Closing Session



EARLY BIRD RATES THROUGH MAY 15th

TRAVEL INFORMATION

A discounted \$179 per night room block is available at our host hotel, the [Marriott City Center in downtown Salt Lake](#).

[Click Here to Make your Hotel Reservation](#)

The closest airport is Salt Lake City International (SLC). Garage self-parking and valet is available.

REGISTRATION INFORMATION

Lender EARLY Bird (through May 15 th)	\$399
Lender REGULAR Rate (through July 31 st)	\$499
Lender LATE Rate (through September 2 nd)	\$599
Non-Lender/Non-Sponsor Rate	\$749
Sponsor Discount Rate	\$499
Government Employee Rate (SBA, SBDC)	\$399

Sponsorship information can be found on pages 4-5. Registration closes September 2nd or once we sell out.

Register at AmericaWestConference.com

DURANGO



OCT 20-21

**AMERICA WEST
- ROADSHOW -**

Durango

2022



Our Durango, Colorado summit will take place just before the NAGGL Annual conference in Colorado Springs in order to provide speakers and/or sponsors the ability to conveniently attend both. Situated near the Four Corners, the Durango location is accessible to lenders in Colorado, New Mexico, Arizona and Utah.

Our training summit is two full days **PACKED** with **TWELVE educational workshops**, **THREE general sessions** with industry experts and SBA Headquarters Updates, and plenty of networking time including an offsite excursion on Friday afternoon. Check the website for excursion details as those are finalized.

With multiple learning opportunities for every role and level of SBA lending, learn why SBA 7(a) and 504 lending are critical to your portfolio, how you can increase your lending volume, and hear about regionally relevant topics, new FTA guidelines and SOP updates. All within the span of just 2 days! See pages 4-5 for detailed sponsorship and registration information.

AGENDA

October 20th

9:00 – 11:00 am	Exhibitor Check-In & Setup Available
11:00 am – 1:00 pm	Conference Check-In/Exhibits Open
1:00 pm – 2:00 pm	Opening Session
2:00 pm – 2:15 pm	Networking Break
2:15 pm – 3:30 pm	Workshop Group #1
3:30 pm – 3:45 pm	Networking Break
3:45 pm – 4:45 pm	Afternoon Keynote Session
4:45 pm – 6:15 pm	Reception

October 21st

7:30 – 8:30 am	Breakfast
8:45 – 10:00 am	Workshop Group #2
10:00 am – 10:30 am	Networking Break
10:30 am – 11:45 am	Workshop Group #3
11:45 am – 1:00 pm	Networking Lunch
1:00 pm – 2:00 pm	Workshop Group #4
2:15 pm – 3:30 pm	Closing Session
4:00 pm – 7:00 pm	OFFSITE EXCURSION*



TRAVEL INFORMATION

Our host hotel is the **DoubleTree by Hilton Hotel Durango** located in the charming downtown area next to the Animas River with numerous dining, shopping and entertainment options including the Durango and Silverton Narrow Gauge Railroad, all within walking distance!

A discounted group rate will be available for booking by June 1st. Check the America West website for details.

The closest airport is Durango-La Plata (DRO), just 14 miles away with service by American, United and Frontier Airlines. Garage self-parking and valet is available.

REGISTRATION INFORMATION

Lender EARLY Bird (through June 15 th)	\$399
Lender REGULAR Rate (through September 15 th)	\$499
Lender LATE Rate (through October 15 th)	\$599
Non-Lender/Non-Sponsor Rate	\$749
Sponsor Discount Rate	\$499
Government Employee Rate (SBA, SBDC)	\$399

Sponsorship information can be found on pages 4-5. Registration closes October 12th or once we sell out.

Register at AmericaWestConference.com

CALIFORNIA

DATE TBD



Stay tuned for further details regarding our California summit for 2022. This package and our website will be updated as planning progresses, so check back often!



AMERICA WEST GIVES BACK

If you have attended America West before, you know that one of our favorite traditions is giving back to the local communities where our events are held.

In 2018, we donated to the EOD Warrior Foundation, in 2019, we donated to CAST-LA (Coalition to Abolish Slavery and Tracking), and in 2020 we donated to the Give Center in Denver and the Elizabeth Smart Foundation in Salt Lake City.

In keeping with this important tradition, we are identifying local charities in each of our 2022 training areas and will announce those as they become available.

This year, America West has committed to donating \$25 for every attendee and \$100 every sponsor to the chosen charities in each location, with attendees having the ability to participate as well.



SPONSORSHIP INFORMATION

Our **Presenting Sponsor** of our entire roadshow is exclusive and limited to just ONE sponsor. This level has already sold out. Our other sponsorships are available per location or at a discounted rate when choosing to sponsor all three locations. All sponsorships include a complimentary exhibit table in our exhibit hall, which will house all meals and breaks during the conference. The exhibit hall will be limited at each location to approximately 15-20 exhibitors in order to maintain ideal lender to vendor ratios.

Register or Sponsor at:

www.AmericaWestConference.com

SPONSORSHIP OPPORTUNITIES



	PRESENTING Sponsor (All Locations) <i>SOLD OUT</i> <small>limited to 1 sponsor</small> \$7500	ALL LOCATIONS Sponsor \$6500	ONE LOCATION Sponsor Salt Lake \$2500 Durango \$2500 California \$3000
# Attendees Included	3 at each location	2 at each location	1
Featured Sponsorship(s)	Opening Session Closing Session Keynote Session Receptions Offsite Excursions as applicable	All Breaks Networking Lunch (Durango) Networking Lunch (California)	1 Breakfast
Exhibit Table	Included (Choice of location)	Included (Choice of location)	Included (Assigned location)
Activity Tickets (i.e., lift tickets, etc.)	2 at each location	N/A	N/A
LendersConnect Sponsorship Included	Partner Level (\$3000 value)	Supporter Level (\$1000 value)	N/A
Seat on Planning Committee	YES	YES	N/A
Verbal Recognition	Opening & Closing Sessions at each location	Opening & Closing Sessions at each location	Opening & Closing at sponsored location
Featured Article, Ad or Video in Email	3 Features	1 Feature	N/A
Opening Session Speaking Opportunity	5 Mins at Each Location	N/A	N/A
Workshop Participation	1 Workshop at each location	1 Workshop at each location**	N/A
Opportunity to Provide Branded Ad for Exhibit Hall Monitors (looping)	YES	YES	YES
Logo incorporated into roadshow logo	YES	N/A	N/A
Logo on Marketing Emails	YES	YES	YES
Logo on Website	YES	YES	YES
Advance Copy of Attendee List for each location	2 Weeks Prior AND 1 Week Prior	2 Weeks Prior AND 1 Week Prior	1 Week Prior

**Topics will be close to final within 1 month of each conference. Sponsors must register before schedule is finalized AND meet eligibility qualifications and/or experience level to participate as a speaker or panellist.

EXHIBITOR ONLY OPTION

An exhibitor only option is available starting ONE MONTH prior to each location ONLY if the exhibit hall has not already sold out. Fees are \$1800 for Salt Lake/Durango; \$2000 for California. Exhibitor only for all three locations can be purchased any time in advance for \$5000 total. Benefits include:

- Exhibit table (location assigned)
- 1 included attendee with option to purchase additional attendees for \$499 in Salt Lake/Durango and \$599 in California
- Company name listed on America West emails and website
- Exhibitor profile in conference app (includes logo, company name and description and contact information)

REGISTRATION DETAILS



Attendee and sponsorship registration available online via our website at:

www.AmericaWestConference.com

Attendee registration rates and deadlines are below. Don't delay – register today!

Salt Lake/Durango

Lender* Early Bird	\$399
Lender* Regular	\$499
Lender* Late	\$599
Non-Lender/Non-Sponsor	\$749
Discounted Sponsor	\$499
Government Attendee	\$399

California

Lender* Early Bird	\$499
Lender* Regular	\$599
Lender* Late	\$699
Non-Lender/Non-Sponsor	\$749
Discounted Sponsor	\$599
Government Attendee	\$499

REGISTRATION CLOSES 1 WEEK BEFORE EACH EVENT

**LENDER attendees include 7(a) and 504 bank and non-bank lenders, CDCs, and Credit Unions. A "Non-Lender" is a supporting industry professional that does not lend actual funds to small businesses (i.e., attorney, environmental firm, technology firm, construction management, document management and due diligence, lender service provider, insurance provider, consulting firm, etc.)*

CONFERENCE QUESTIONS

For questions related to sponsorship or the conference in general, please contact us by email at AmericaWest@eventfullyyourz.com or by phone at **844.887.6477** and our event team will be happy to help.



STAY CONNECTED

Keep up with event updates as they happen and share with your colleagues on LinkedIn and Facebook. Follow updates via **LendersConnect** as well.



**BRINGING SBA LENDING
TRAINING TO YOU IN 2022**



Refund & Cancellation Policy:

Please review the policies below prior to registering.

SPONSORS must pay in full within 30 days of registration date, or no later than 45 calendar days prior to the start date of the first sponsored conference location, whichever is sooner, to avoid loss of sponsorship benefits. Sponsors may request to cancel in writing up until 90 calendar days prior to the start date of the sponsored location 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 91 calendar days prior to the start date of the sponsored location, 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 or gifted to lenders/clients up until the date registrations closes for each location.

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

1. Cancel entirely (virtual access cannot be provided) –
 - a. If cancelled within 60 days of the event start date, a full refund will be provided via original payment method
 - b. If cancelled between 59 and 30 days of the event start date, a 50% refund via original payment method will be provided
 - c. If cancelled 29 days or less from the event date, a refund or credit cannot be provided OR
2. Substitute an attendee at any time up until close of online registration by emailing AmericaWest@eventfullyyourz.com with the following information for the substituted attendee:
 - a. Name
 - b. Company
 - c. Email Address
 - d. Job Title
 - e. Work Phone
 - f. Work Address
 - g. Years in SBA Lending
 - h. Dietary Restrictions

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 converted by the organizers for any reason to a virtual-only format, all sponsors and attendees will automatically transfer to the virtual format with reduced cost for both sponsors and attendees, 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.