



SPONSORSHIP OPPORTUNITIES

Sponsorships Available through July 1

For the last two years, our SBA lenders conference in Nashville, TN has been a big success with over 250 attendees from 120 different organizations. Join us in August of 2020 as we move to the Omni Nashville, right in the heart of downtown.

This year's conference is again expected to have a number of SBA headquarters speakers in attendance. Be a part of this exciting and fast-growing conference where 7(a) and 504 bank and non-bank lenders, credit unions, and lender service providers will take advantage of educational sessions led by industry experts as well as networking opportunities to help cultivate and strengthen our small business lending community.

MusicCityConference.com



250+ Small Business Lenders and LSPs

7.5+ Hours of Networking & Exhibit Time

Advance Attendee List to Sponsors

Unique Sponsor Benefits

**August 19-21
2020
Omni Nashville Hotel
Nashville, TN**

STEERING COMMITTEE

Dwight Bateman, *The Bancorp*
Kevin Collins, *First Tennessee Bank*
Anthony Daniels, *US Bank*
Chris Wallace, *Regions Bank*
Mike Ohlman, *Brightbridge, Inc.*
Lane Rhodes, *Pinnacle Bank*
Rhonda Marin, *Harvest SBF*
Debbie Sudhoff, *Areawide Dev. Corp.*
Eddie Fitzgerald, *So. Central TN Dev.*
Keith Hickey, *Pathway Lending*
Jeff Goff, *Pathway Lending*

MusicCityConference.com

SPONSORSHIP LEVELS & BENEFITS



	Diamond \$5000 <i>Semi-exclusive Limited to sponsors in non-competing categories</i>	Platinum \$3500	Gold \$2500	Silver \$1500	Exhibit Only \$1500
Exhibit Table	Included	Included	Add \$250	Add \$500	Included
Exhibit Table Location	Choice	Choice	Choice	Choice	Assigned
# Attendees Included	4	3	2	1	1
Discounted Pricing for Additional Attendees	\$50 off current pricing*	\$25 off current pricing*	NO	NO	NO
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	YES
Logo on all Conference Branded Attendee Materials	YES	NO	NO	NO	NO
Featured Event Sponsor with Signage and Recognition	Opening Session Keynote Luncheon Thursday Reception <i>(w/extra drink tickets)</i>	Welcome Reception	Breakfasts	Breaks	N/A
Seat on Planning Committee	YES	NO	NO	NO	NO
Verbal Recognition during Opening and Closing sessions	YES	YES	NO	NO	NO
Opportunity to Offer Pre-Conference Training (<i>upon committee approval</i>)	YES	NO	NO	NO	NO
Speaking Opportunity	5-Minutes during Welcome, Lunch or Closing Session	Speaker Intro during General Session	NO	NO	NO
Sponsor Ad Displayed during Breakfasts and prior to Lunch	YES	YES	YES	NO	NO
Opportunity to provide Video Message or Article via Email to Attendees Prior to Conference	YES	NO	NO	NO	NO
Advance Copy of Attendee List	6 Weeks Prior and 3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior

*Discounted attendee tickets available once sponsorship is paid in full and apply to current registration rates at the time.

Exhibit table locations are selected in order of sponsor level first and registration date second. The earlier you register, the better location you will have. Diamond, Platinum, Gold and Silver sponsors will select their own location, while locations will be assigned for exhibit only.

CONFERENCE DETAILS & INFORMATION



The conference agenda includes 7.5+ hours of networking time with two receptions, two breakfasts and four separate networking breaks. All food and beverage for breakfast and breaks will be served within the exhibit hall, which will function as the entrance to the general session located in an adjacent/connecting section of the ballroom.

This year's conference will also incorporate a more integrated lender mentoring program with roundtable discussions between experienced and novice lenders for peer-to-peer learning opportunities.

Our Thursday evening "Mix & Mingle" sponsored by our Diamond sponsors promises to be a great opportunity to network as well. This event will be held in the trendy hotel bar area and will feature live music, food and drinks.

VENUE INFORMATION

The **Omni Nashville Hotel** is located next to the brand-new state of the art Music City Center in the heart of downtown Nashville is close to Broadway, Bridgestone arena, the Country Music Hall of Fame and more! *Visit our website for the group reservations link.*

Group Rate \$223

Reserve your room before the Cutoff Date of JULY 17th
Conference guests enjoy discounted valet parking,
complimentary fitness center & pool usage and in-room Wi-Fi.



CONFERENCE AGENDA

Wednesday, August 19th

8:30 – 4:00 pm	Optional Training Classes*
2:00 – 5:00 pm	Exhibitor Setup
2:00 – 6:30 pm	Attendee Check-In
5:30 – 7:00 pm	Welcome Reception

Thursday, August 20th

7:30 – 8:30 am	Breakfast
8:30 – 9:45 am	Opening Session
9:45 – 10:15 am	Networking Break with Exhibitors
10:30 – 11:45 am	Breakout Sessions
12:00 – 1:30 pm	Lunch
1:45 – 3:00 pm	Breakout Sessions
3:15 – 3:45 pm	Networking Break with Exhibitors
4:00 – 5:00 pm	Breakout Sessions
5:30 – 8:00 pm	Evening Mix & Mingle
8:00 pm	Sponsored After Parties

Friday, August 21st

7:30 – 8:30 am	Breakfast
8:45 – 10:15 am	Closing Session
10:30 – 11:45 am	Breakout Sessions

**Optional Event for an additional fee*

REGISTRATION INFORMATION



Attendee and sponsorship registration is available online via our website at www.MusicCityConference.com. To sponsor on the website, scroll down to the Sponsorship section and select "Sponsor Now". Attendee registration rates and deadlines are below. Don't delay – register today!

Early Bird	\$349 Through April 15 th
Regular Rate	\$399 Through July 15 th
Late Rate	\$449 Through August 12 th



Other rates are available. Government rate is \$249. Discounted speaker rate is \$299 at any time. Reception only tickets for Monday or Tuesday evenings are \$75 each. Online registration will close August 12th or once we sell out. **Walkup registration will NOT be available – advance conference registration is required.** Cancellations with refunds accepted through July 15th; substitutions accepted through August 12th.

HELP US SPREAD THE LOVE

Join our efforts to help the Nashville homeless by purchasing your Project 615 T-shirt and wearing it at our Thursday night reception! Just add the T-shirt during your registration for \$20, and you'll receive it when you check-in onsite for the conference.



PROJECT 615

Project 615 was first formed in the summer of 2010 by two college friends, Derek Evans & Matt Blinco as a fundraising and awareness effort for the homeless population in Nashville. They knew from the very beginning they wanted to create fun, unique apparel that celebrated Nashville, TN but also helped change the world and give second chances. They have raised over \$500,000 to fund world-changing causes and employ over 50 people recovering from homelessness and addiction.



CONFERENCE QUESTIONS

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