



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 2022 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

8+ Hours of Networking & Exhibit Time

Advance Attendee List to Sponsors

Unique Sponsor Benefits

**August 10-12
2022
Omni Nashville Hotel
Nashville, TN**

STEERING COMMITTEE

Anthony Daniels, *US Bank*
Mike Matousek, *Brightbridge, Inc.*
Hank Helton, *Pathway Lending*
Kathy Pleasant, *Republic Bank*
Jon Daly, *Renasant Bank*
Lane Rhodes, *Pinnacle Bank*
Rhonda Marin, *Harvest SBF*
Debbie Sudhoff, *Areawide Dev. Corp.*
Eddie Fitzgerald, *So. Central TN Dev.*
Keith Hickey, *Pathway Lending*
Chuck Evans, *Windsor Advantage*
Ashley Olejnik, *The Bancorp*

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SPONSORSHIP LEVELS & BENEFITS



	Presenting \$7500	Diamond \$5000	Platinum \$3500	Gold \$2500	Silver \$1500
Exclusivity	Only ONE Sponsor	Limited to Sponsors in non-competing categories	N/A	N/A	N/A
Exhibit Table/Location Choice	Included with Choice of Location	Included with Choice of Location	Included with Choice of Location	+ \$250; Choice of Location	+ \$500; Assigned Location
# Attendees Included	5	4	3	2	1
Co-Branded Conference Logo	YES	NO	NO	NO	NO
Logo/Link on Marketing Emails	YES	YES	YES	YES	YES
Logo on Website	YES	YES	YES	YES	YES
Logo on Stage Banner	YES	NO	NO	NO	NO
Logo on Sponsor 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	Welcome Reception Opening Session Thursday Reception <i>(w/extra drink tickets)</i>	Thursday Reception	Keynote	Breakfasts	Breaks
Seat on Planning Committee	YES	NO	NO	NO	NO
Verbal Recognition during Opening and Closing sessions	YES	YES	On-Screen Only	On-Screen Only	On-Screen Only
Opportunity to Offer Pre-Conference Training <i>(upon committee approval)</i>	YES	YES	NO	NO	NO
Speaking Opportunity	5-Minutes during Opening Session Session Moderator	Introduce a Speaker during a General Session Session Moderator	NO	NO	NO
Sponsor Ad on loop in Exhibit Hall	YES	YES	YES	YES	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	4 Weeks Prior and 2 Weeks Prior and 1 Week Prior	4 Weeks Prior and 2 Weeks Prior and 1 Week Prior	2 Weeks Prior and 1 Week Prior	2 Weeks Prior and 1 Week Prior	1 Week Prior

An Exhibitor Only level is available for \$1500 starting June 15th ONLY if exhibit hall has not yet sold out. Exhibitor only level includes ONE attendee, table with assigned location, and attendee list provided 1 week prior. No other benefits are included. Exhibit table locations are selected in order of sponsor level first and registration date second. Diamond, Platinum, and Gold will select their own location, while locations will be assigned for silver and exhibit only.

CONFERENCE DETAILS & INFORMATION



The conference agenda includes 8+ 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 \$239

Reserve your room before the Cutoff Date of JULY 8th
Conference guests enjoy discounted valet parking, complimentary fitness center & pool usage and in-room Wi-Fi.
Rates good up to three days pre and post conference – come early or stay late!



CONFERENCE AGENDA

Wednesday, August 10th

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 11th

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 12st

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!

Lender Early Bird	\$349 Through May 31 st
Lender Regular Rate	\$449 Through July 14 th
Lender Late Rate	\$549 Through August 1 st



Other rates are available including Government rate of \$299 and discounted speaker rate of \$349 at any time. Non-lender rate of \$749 applies at all times for non-sponsoring non-lenders. Receptions-only/Guest tickets are available for \$175, including events on Wednesday and Thursday evenings. Online registration closes August 1st or once we sell out. **Walkup registration will NOT be available – advance conference registration is required.** Cancellations with refunds accepted through July 1st; substitutions accepted through August 1st.

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.

TERMS & CONDITIONS

At this time, 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 venue and will communicate those requirements to attendees if and when they change as soon as readily possible.

REFUND & CANCELLATION POLICY

Please review the policies below prior to registering.

SPONSORS must pay in full within 30 days of registration date, or by July 15th, 2022, whichever is sooner, to avoid loss of sponsorship benefits. Sponsors may request to cancel in writing up until May 31st, 2022, 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 June 1st, 2022, 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 August 1st, 2022.

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

1. Cancel entirely (virtual access cannot be provided) –
 - a. If cancelled by May 31st, 2022, a full refund will be provided via original payment method
 - b. If cancelled between June 1st, 2022, and July 1st, 2022, a 50% refund via original payment method will be provided
 - c. If cancelled on or after July 2nd, 2022, a refund or credit cannot be provided OR

2. Substitute an attendee at any time up until close of online registration, which is August 1st, 2022, by emailing TNSBLC@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