



## SPONSORSHIP INFORMATION

It's been many years since there has been a conference on the West coast with a focus on training new SBA lenders and providing a platform for training the next generation of SBA lending staff. Our goal is to provide cost effective training for your entire team regardless of their tenure in SBA lending, while also attracting new SBA lenders.

We are looking for your support of the new *America West Small Business Lending Conference*, where much of the agenda will be focused on basic and intermediate material, while also providing sessions on hot button management issues such as finding and retaining great BDO's and lending staff.

**Steering Committee:** Howard Anderson, Zions Bank; Karen Bean, Signature Securities; Jeffrey Benson, MassMutual Financial Group; Joseph Bonin, Partner Engineering and Science, Inc.; Joan Earhart, HomeStreet Bank; Chuck Evans, PrudentLenders, LLC; Melissa Hopton, CLASCORP; Tom Hofstetter, Schenck, Price, Smith & King, LLP; Kyle Gustafson, PCFS Solutions; Kurt Chilcott, CDC Small Business Finance; Lisa Preston, The Preston Group, LLC; Kimberly A. Rayer, Starfield & Smith, P.C.; Ken Rosenthal, CDC Capital Markets; Amanda Sachs, Liberty SBF; Tim Terry, SBA Advisors; McKenna Weiks, CLASCORP; Mike Weiner, Mass Mutual Financial Group; Edith Wiseman, FRANData

**Expected Attendance:** 300-350

**Target Audience:** Banks in California, Arizona, Nevada, Oregon, Washington and neighboring states - those either not currently active in SBA lending or lenders that want to become higher volume lenders.

**Educational Topics:** 7(a), Community Advantage, 504, Secondary Market

## ITINERARY

*Tuesday, 6.19*

8:30a-5:00p SBA/CDC Training

*Wednesday, 6.20*

8:30a-5:00p SBA/CDC Training  
10:00a-4:00p Exhibitor Check-In  
12:00p-6:00p Attendee Check-In  
5:00p-7:00p Exhibits Open  
5:30p-7:00p Reception/Exhibits

*Thursday, 6.21*

7:30a-9:00a Breakfast/Exhibits  
8:30a-4:30p Educational Sessions  
10:00a-10:30a Break/Exhibits  
12:00p-1:00p Lunch/Exhibits  
3:00p-3:30p Break/Exhibits  
5:30p-7:00p Reception

*Friday, 6.22*

7:30a-9:00a Breakfast/Exhibits  
8:30a-12:00p Educational Sessions  
10:00a-10:30a Break/Exhibits  
10:30a-12:00p Exhibitor Breakdown

## ACCOMMODATIONS

*Hilton Orange County Costa Mesa*

Located just 5 minutes from the John Wayne/Orange County Airport (complimentary airport shuttle to/from hotel), the Hilton has multiple onsite and nearby restaurants and recreational options for networking and entertaining clients.

**Group Rate of \$179**

*Group reservations will be available online starting 6/26/17*



## SPONSOR OPPORTUNITIES

	Diamond	Platinum	Gold	Silver	Exhibitor *
Billed as "Presenting Sponsors" – limited to TWO sponsors only; exclusive by industry	✓				
Complimentary Conference attendee(s)	5	4	3	1	1
Complimentary Exhibit Booth (includes 6' table, skirt and 2 chairs) – location preference choice first by sponsor level and then by registration date	✓	✓	✓	✓	✓
Exhibit Booth Prime Placement (featured center floor placement up to 10' square/circular area)	✓				
Sponsorship of Keynote and General Sessions with Speaking Opportunities (choice based on order of registration)	✓	✓			
Use of Presidential Suite for a 2-hour private function of your choice during the conference (i.e., candidate interviews, reception for up to 20 people, etc.)	✓				
Sponsorship of all Breakout Sessions with logo on Signage for each room	✓				
Event Sponsorship with logo on applicable Signage	Both Receptions	Networking Lunch	Both Breakfasts	One Break	
Logo & Link to your Website from event website & email marketing	✓	✓	✓	✓	Name only
Logo on Conference banners displayed on stage & in registration area	✓	✓	✓	✓	
Co-Presenting Logo on Attendee Bags	✓				
Logo on Printed Foldout Agenda	✓	✓	✓	Name only	Name only
Exclusive advance copy of attendee list 6 weeks prior	✓				
Advance copy of attendee list (3 weeks prior)	✓	✓	✓	✓	✓
\$399 fixed ticket price for all additional attendees from your company, regardless of date of registration	✓	✓			
\$349 Exhibitor Attendee rate for 1 additional exhibitor attendee (includes all meals) – <i>must register with sponsorship</i>	✓	✓	✓		✓
Opportunity to include branded item in attendee bags	✓	✓	✓	✓	✓
Opportunity to provide banner ad for mobile app (ads will scroll with more time allocated to higher level sponsors)	✓	✓	✓		
Opportunity to provide branded ad to show on screen in exhibit hall and registration area throughout conference	✓	✓	✓		
	<b>\$10,000</b>	<b>\$7500</b>	<b>\$5000</b>	<b>\$3500</b>	<b>\$1800</b>

\*Due to high demand for exhibit booths, the "Exhibitor Only" level will be unavailable for purchase until October 1, 2017 pending availability, in order to give higher level sponsors first rights to booths. At that time, if there are booths remaining, we will open this option.

## REGISTRATION

Online Sponsorship Registration is now open. To Sponsor, visit:  
[www.AmericaWestConference.com](http://www.AmericaWestConference.com)

### ATTENDEE REGISTRATION

\$399	THROUGH DECEMBER 31, 2017
\$499	JAN. 1, 2018 UNTIL APRIL 30, 2018
\$549	MAY 1, 2018 UNTIL JUNE 15, 2018

For questions or more information, contact [AmericaWest@eventfullyyourz.com](mailto:AmericaWest@eventfullyyourz.com)