

# ★ STARS, STRIPES AND SMALL BUSINESS ★



Presented by  
**M&T Bank**  
CELEBRATING  
★ THE SPIRIT OF ENTERPRISE ★  
National Harbor, MD

## ★ AMERICA EAST 2026 ★ August 17-19<sup>th</sup> ★

### Conference Information Package

#### About America East 2026

America East Small Business Lenders Conference 2026 will take place at the **Gaylord National Resort & Convention Center, National Harbor, MD**.

This cost-efficient opportunity to train your entire SBA lending team offers sessions for every role and level in SBA lending from underwriters, processors and closers to program managers, directors and bank Presidents.

Join over 400 new and seasoned SBA lenders and industry professionals from over 100 organizations, from Maine to Virginia on the Eastern Seaboard, for networking, educational growth, updates on new SBA programs and initiatives, and training on a variety of SBA policies and procedures. Our agenda is comprised of industry experts, SBA lenders, attorneys and SBA officials.

*\*At this time, our objective is to conduct our conference entirely in-person without virtual access.*

### America East Committee

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# Itinerary

## MONDAY, 8.17

8:30 – 12:30 pm	
<b>Optional Training Classes</b>	
<i>Optional adjunct training for an additional fee if available (training details forthcoming).</i>	
10:00 – 3:00 pm	
<b>Exhibitor Check-In/Setup</b>	
10:00 – 7:00 pm	
<b>Attendee Check-In</b>	
3:30 – 5:00 pm	
<b>Opening Session with SBA HQ</b>	
5:15 – 7:00 pm	
<b>Welcome Reception</b>	
<i>Join our Exhibitors for drinks, hors d'oeuvres and networking.</i>	

*\*Schedule subject to change*

## TUESDAY, 8.18

7:00 – 4:00 pm	
<b>Registration Desk Open</b>	
7:00 – 8:15 am	
<b>Breakfast &amp; Exhibits</b>	
8:30 – 9:45 am	
<b>Keynote Session</b>	
9:45 – 10:30 am	
<b>Morning Break &amp; Exhibits</b>	
10:30 – 11:45 am	
<b>Breakout Sessions</b>	
11:45 – 1:00 pm	
<b>Networking Lunch &amp; Exhibits</b>	
<i>Enjoy lunch while networking with colleagues and exhibitors.</i>	
1:15 – 2:30 pm	
<b>Breakout Sessions</b>	
2:30 – 3:15 pm	
<b>Afternoon Break &amp; Exhibits</b>	
3:15 – 4:30 pm	
<b>Breakout Sessions</b>	
6:30 – 10:00 pm	
<b>Dueling Pianos Party @ Bobby McKeys</b>	

## WEDNESDAY, 8.19

7:30 – 10:30 am	
<b>Registration Desk Open</b>	
7:30 – 8:45 am	
<b>Breakfast &amp; Exhibits Open</b>	
9:00 – 10:15 am	
<b>Breakout Sessions</b>	
10:30 – 11:45 am	
<b>Breakout Sessions</b>	



# Accommodations

## Gaylord National Resort & Convention Center

201 Waterfront Street  
National Harbor, MD 20745  
301-965-4000

Immerse yourself in our National Harbor resort with opulence, breathtaking spaces, world-class service, and top-tier dining options that cater to every palate. Whether you're seeking relaxation at the luxurious Relâche Spa, indulging in family-friendly activities within our extraordinary resort, or venturing to explore the wonders, our National Harbor, Maryland, hotel promises adventure and unforgettable memories. Escape to a haven where summer becomes a celebration of togetherness and book your stay at Gaylord National Resort for an extraordinary blend of sophistication and warmth on the enchanting Potomac River.



### Conference Rate: \$279 + \$27 Resort Fee

Rates start at \$279 for standard run of house room and will be available until July 24<sup>th</sup> or until we sell out. Per diem government rates also available. Reservations can be made online:

[\*\*CLICK HERE TO RESERVE YOUR ROOM\*\*](#)

# Conference Networking & Sponsored Events



Sponsored by:

**M&T Bank**

## Networking Lunch

TUESDAY 11:45-1:00 pm

Take a break from learning to grab a bite and meet with colleagues and exhibitors in the Exhibit Hall before the afternoon sessions begin.

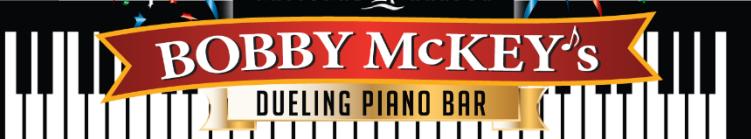
*Sponsored by our Gold Sponsors.*

## Welcome Reception

MONDAY 5:15-7:00 pm

Start the conference on a high note! After checking in at registration, join us in the Exhibit Hall for our Welcome Reception, **sponsored by our presenting Diamond sponsor, M&T Bank.**

Our Exhibitors will be on hand with cocktails and hors d'oeuvres as you network, catch up with colleagues, and explore new offerings. With plenty of time afterward, enjoy dinner and nightlife around National Harbor.



## Dueling Pianos Party Take 2!

TUESDAY 6:30-10:00 pm

For those of you who joined us back in 2022, you may remember our amazingly fun Tina Turner inspired rendition of *Proud Mary* performed by our very own Scott Gillanders... well, we hear he may have a few other tricks up his sleeve this year (along with the professional pianists of course). Don't miss this amazingly fun-filled night where you'll enjoy dinner, drinks and all the sing-along fun you can handle! Just a short walk from the hotel, [Bobby McKey's Dueling Piano Bar](#) combines live music with comedy and audience interaction into a non-stop, high-energy show, unlike anything you've ever experienced. So, get ready to submit your favorite song requests, sing along and dance the night away. Two drink tickets included with cash bar available. Included for all conference attendees and registered/paid guests. **Sponsored by our Diamond Sponsor, M&T Bank and our Platinum Sponsors.**

**SPONSORS:** If you are planning a sponsor-hosted event, contact [AmericaEast@EventfullyYourz.com](mailto:AmericaEast@EventfullyYourz.com) before beginning your planning so we can ensure there is NO OVERLAP with scheduled conference event times. We are happy to promote events hosted by conference sponsors but cannot promote/endorse any event hosted by non-sponsors.

# Sponsor & Exhibitor Opportunities

As one of the premier SBA lending conferences nationwide, America East offers sponsors an opportunity to build relationships with over 400 lenders. **Sponsorship will remain open until May 15<sup>th</sup> or once sold out.**

Benefits	Diamond (Exclusive 1 only) <b>\$15,000</b> <b>SOLD OUT</b>	Platinum <b>\$7,500</b>	Gold <b>\$5,500</b>	Silver <b>\$3,200</b>	Bronze <b>\$2,000</b>
Logo incorporated into Conference Logo as Presenting Sponsor	Yes	No	No	No	No
Free conference registration	4	3	2	1	1
Discounted registration for additional company attendees	Current lender rate	Current lender rate	Current lender rate	Current lender rate	\$799
Exhibitor Table (location choice will be awarded in order of sponsor level and registration date)	Included with 1 <sup>st</sup> choice location	Included with choice of location after Diamond level	Included with choice of location after Platinum level	Included (location assigned)	+\$800 (location assigned)*
Logo on Conference Materials	Name Badges Attendee Promo Items Sponsor Banners	Sponsor Banners	Sponsor Banners	No	No
Advertising for your Sponsored Event	Yes	Yes	Yes	No	No
Rotating digital ad in exhibit hall & banner in mobile/virtual platform app	Yes	Yes	Yes	No	No
Logo & sponsor profile in mobile/virtual platform app & inclusion in Event Game	Yes Full Profile & Game	Yes Full Profile & Game	Yes Full Profile & Game	Yes Limited Profile	No
Featured in Conference Emails	(2) Articles/Ads, Logo with link to your website	Logo with link to your website	Logo with link to your website	Logo with link	Name only
Event Sponsorship(s)	Welcome Reception Opening Session Dueling Pianos Party	Dueling Pianos Party Keynote Session	Lunch Breaks	Breakfasts	N/A
Recognition during opening & closing	Verbal & Logo	Verbal & Logo	Logo	Logo	N/A
Speaking Opportunity	Opening Session (5 mins) Moderate Breakout	Moderate Breakout	No	No	No
Attendee List Availability	4 weeks prior 2 weeks prior 1 week prior	2 weeks prior 1 week prior	2 weeks prior 1 week prior	1 week prior	1 week prior

\*Bronze level may purchase an exhibit booth ONLY if space is not sold out as of May 15<sup>th</sup> 2026

\*\*Sponsorships must be paid in full within 60 days of the registration date, or by May 15<sup>th</sup>, whichever is sooner, in order to retain sponsorship promotion and benefits and avoid automatic cancellation.



# What Our Sponsors are Saying...

*"I felt the conference was a huge success. As the lead sponsor, I thought we got the bang for our buck and appreciated everything EventfullyYourz and the Executive Board did to promote [our business]. This continues to be one of the best (if not the best) regional SBA conferences in the country."*

*"I have been going to these for over 10 years and this was the best event thus far! Looking forward to next year's conference! (I already registered!)"*

*"America East is my favorite conference, and I go to several during the year. I love the regional feel, being with more of the folks working in the lenders offices vs the leaders. The conversations are more detailed and you learn more through direct examples and questions asked of the panels."*

*"I thought the conference was really well done. I met a lot of people, got some good leads and had a lot of fun!"*

*"I think conference was very well done. All things ran smoothly and there was an abundance of time with attendees in various breaks etc."*

*"The conference was well run and an excellent source of news/training. The America East Board and EventfullyYourz were very organized and on top of things. Thanks to both of them for an excellent conference."*

*"Once again, I thought the show was well done as it has been in the past and I thought the exhibit hall experience was comfortable and not overcrowded allowing for easy networking."*

## How to Sponsor

Visit our website at [www.AmericaEast.net](http://www.AmericaEast.net) and register online. Payment can be made by check or credit card. Sponsorship recognition will start once payment is received.

**Sponsorship deadline is May 15<sup>th</sup>**



To discuss sponsorship opportunities or other conference questions, contact our Conference Administrators at:

[AmericaEast@EventfullyYourz.com](mailto:AmericaEast@EventfullyYourz.com)



# Training Opportunities

America East provides training for all levels and roles in SBA lending. Speakers from **SBA headquarters**, SBA servicing offices and industry professionals present relevant and timely updates across all aspects of the SBA 7(a) and 504 lending process in both general and breakout sessions. From origination to liquidation, audit and everything in between, we commit to providing in-depth updates and training to your entire staff.

In the past, speakers from SBA headquarters have included SBA Chief of Staff, Associate Administrator for the Office of Capital Access, 504 Policy & Program Chief, 7(a) Policy & Program Chief, Director of the Office of Financial Assistance, and Director of the Office of Credit Risk Management, among others.



## What Our Attendees are Saying...

*"The Conference continues to be worthwhile and beneficial - I always return with plenty of information to improve how we do things. I plan on continuing to attend future conferences."*

*"I really enjoy this conference. It's a good size for good discussion, and it's a great opportunity to connect with our more local peers for networking and to connect with our peers for sharing ideas and collaboration."*

*"Great job by the organizers again! Thank you for all your hard work. This conference gets better every year!"*

*"It was wonderful to have so many SBA representatives at this conference. The location allowed many to join us and it was great networking with them."*

*"I feel you did an excellent job covering the entire SBA program and helping local lenders who cannot attend national sites get informed."*

*"The updates in a smaller regional setting than NAGGL allows for a different conversation from a different perspective. It's such a valuable experience! I love going to NAGGL too, but this offered a different experience, which I appreciated very much."*

America East partners with SBA Headquarters and Industry leaders to provide adjunct training as well as pertinent updates from Capitol Hill. We've been fortunate to have SBA leadership attend and provide up-close and personal updates on all the relevant Hot Topics.



# Introducing our Keynote Speaker: **ANIRBAN BASU**



**Anirban Basu** is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm headquartered in Baltimore, Maryland with an office in Orlando, Florida. The firm provides strategic analytical services to energy suppliers, law firms, medical systems, government agencies, and real estate developers among others.

In 2014, Maryland Governor Larry Hogan appointed him Chair of the Maryland Economic Development Commission (2014-2021). He serves as Chairman of the Baltimore County Economic Advisory Committee. He also serves the chief economist function for Associated Builders and Contractors, the Construction Financial Management Association, the Modular Building Institute, the Maryland Bankers Association, and several others.

He has taught at several universities, most frequently at the Johns Hopkins University. He currently teaches History of Economic Thought at Goucher College as their Distinguished Economist in Residence.

In 2007, 2016, and 2022, the Daily Record newspaper selected Dr. Basu as one of Maryland's 50 most influential people. The Baltimore Business Journal named him one of the region's 20 most powerful business leaders in 2010.

Dr. Basu is currently on the boards of the University of Maryland School of Law, St. Mary's College, the University of Maryland Medical Center, the University System of Maryland Foundation, the Lyric Opera House and the Archdiocese of Baltimore School System. He is also on Truist Bank's advisory board.

Dr. Basu earned his B.S. in Foreign Service at Georgetown University. He earned his Master's in Public Policy from Harvard University's John F. Kennedy School of Government, and his Master's in Economics from the University of Maryland, College Park. He acquired his Juris Doctor at the University of Maryland School of Law. He completed his doctoral work at UMBC with a concentration in health economics.

**Don't miss Mr. Basu on Tuesday morning from 8:30-9:45 am in our Keynote Session**

Our **BREAKOUT SESSIONS** provide a deep dive into a variety of current topics for all roles and levels, upcoming changes, etc. Some of our previous topics\* have included:

- SBA HQ Updates for the 7(a) and 504 Programs
- OCRM Updates
- 7(a) Underwriting
- Change of Ownership and Complex Transactions
- Debt Refinancing
- Construction Standards & Prudent Monitoring
- Environmental Requirements
- Guaranty Purchases
- Intensive Servicing: Workouts & Forbearance
- 7(a) Servicing
- Franchise Lending
- Delegated Lender Processing
- Loan Closings in 7(a) and 504

\*This year's topics to be communicated at a later date.



# How to Register

Visit our website at [www.AmericaEast.net](http://www.AmericaEast.net) and register online. Conference tickets are for in-person attendance only. Payment can be made by ACH, check or credit card for Sponsorships and credit card only for attendees. Cancellations or substitutions may be submitted in writing via email to [AmericaEast@Eventfullyyourz.com](mailto:AmericaEast@Eventfullyyourz.com). See *terms and conditions regarding cancellation policy* on page 8.

<b>Lender or Additional Sponsor Attendee: Early Bird*</b>	\$499	This ticket is for a lender attendee or additional sponsor attendee (for all levels other than Bronze). <b>Limited to the First 50 registered or until Feb. 28<sup>th</sup>, whichever comes first.</b>
<b>Lender or Additional Sponsor Attendee: Regular Rate*</b>	\$549	This ticket is for a lender attendee or additional sponsor attendee (for all levels other than Bronze) once Early Bird sells out. <b>Expires July 3<sup>rd</sup></b>
<b>Lender or Additional Sponsor Attendee: Late Rate*</b>	\$649	This ticket is for a lender attendee or additional sponsor attendee (for all levels other than Bronze) once the Regular Rate expires. <b>Ends July 30<sup>th</sup> or once sold out.</b>
<b>Lender or Additional Sponsor Attendee: Walkup Rate*</b>	\$749	This ticket is for a lender attendee or additional sponsor attendee (for all levels other than Bronze) once the Late Rate expires, if the conference has not yet sold out (Walkup tickets are extremely limited & not guaranteed).
<b>Additional Bronze Sponsor Attendee</b>	\$799	All Bronze sponsors having additional attendees beyond the one included with sponsorship, must register at this rate. This rate does not expire and is available until sold out.
<b>Non-Lender/Non-Sponsor</b>	\$2000	All non-lenders who have not sponsored must register for \$2000. This rate does not expire and is available until the conference is sold out.
<b>Government Employee</b>	\$450	Discounted rate limited to U.S. SBA, SBDC or University Employees only.
<b>Guest Ticket</b>	\$325	Includes both evening events for non-industry professionals, such as a spouse, friend or family member. Colleagues must register using a FULL attendee ticket. Day passes will not be available.

\*Applicable for bank and non-bank lenders, CDCs, SBDCs and additional sponsor attendees beyond the included or discounted attendees. Walkup registrations will NOT be available.

**Registration CLOSES July 30<sup>th</sup> or when SOLD OUT**



# America East 2026 Terms & Conditions:

Please review the following policies prior to registering.

**IN-PERSON ATTENDANCE ONLY:** The 2026 America East Small Business 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 third-party event management firm, EventfullyYourz, on behalf of America East, Inc. Note that credit card statements may reflect "EventfullyYourz Event Management" or similar description as the merchant name. AMERICA EAST, INC. reserves the right to cancel any registration or sponsorship that is not paid according to payment due dates, retaining any funds already received. For conference or payment-related questions, please contact [AmericaEast@eventfullyyourz.com](mailto:AmericaEast@eventfullyyourz.com) or call 844-887-6477.

**HEALTH LIABILITY RELEASE WAIVER:** By registering for and attending the America East Small Business Lenders Conference in National Harbor, MD on August 17-19, 2026, participants acknowledge that attendance at an in-person event involves inherent risks, including but not limited to exposure to communicable illnesses (such as COVID-19, influenza, or other viruses or bacteria). Attendees voluntarily assume all such risks related to exposure, infection, or illness that may result from participation in the event. To the fullest extent permitted by law, attendees agree to release, waive, and hold harmless the conference organizers, hosts, sponsors, venue, vendors, and their respective officers, employees, agents, and contractors from any and all claims, liabilities, damages, or expenses arising out of or related to illness, injury, or health conditions that may be contracted or aggravated in connection with attendance at the event.

**HEALTH RESPONSIBILITY CLAUSE:** Attendees agree not to attend the conference if they are experiencing symptoms of illness, have tested positive for a contagious disease within a timeframe specified by public health guidance, or have been advised to isolate or quarantine. Attendees are responsible for monitoring their own health and complying with any applicable health and safety protocols communicated by event organizers or required by the venue or local authorities.

## CANCELLATION & REFUND POLICY:

**SPONSORS** must send cancellation requests in writing via email to [AmericaEast@eventfullyyourz.com](mailto:AmericaEast@eventfullyyourz.com). Cancellation requests received through April 17, 2026, will receive a 50% refund via the original payment method, at which time all sponsor benefits are then forfeited. Cancellation requests received on or after April 17, 2026, are not eligible for refunds. There are no discounted rates or partial refund considerations if the sponsor opts out of physical attendance or does not desire to utilize all included benefits. Sponsor attendees may be substituted through July 17, 2026, and must be submitted in writing to [AmericaEast@eventfullyyourz.com](mailto:AmericaEast@eventfullyyourz.com). All payments must be received by May 29, 2026, to avoid cancellation.

**ATTENDEES & GUESTS** must send cancellation requests in writing via email to [AmericaEast@eventfullyyourz.com](mailto:AmericaEast@eventfullyyourz.com). Cancellation requests received by June 18, 2026, will receive a full refund via the original payment method. Cancellation requests received on or after June 19, 2026, are not eligible for refunds, regardless of the cancellation reason. Attendee or Guest substitutions are permitted through July 17, 2026, and must be submitted in writing to [AmericaEast@eventfullyyourz.com](mailto:AmericaEast@eventfullyyourz.com).