



Invitation to Sponsors

The National Gathering of Your Target Market ... Leaders of the SBA 7(a) Lending Industry

2018 Conference



Since 1984, the National Association of Government Guaranteed Lenders (NAGGL) has worked tirelessly to become the most trusted voice in SBA lending. We take seriously our mission to keep the SBA's flagship 7(a) business loan program viable, adequately funded, efficient and available to small business borrowers. NAGGL is the only national trade association serving the private sector lenders that participate in the Small Business Administration's (SBA) business loan programs.

NAGGL members generate more than 85% of the annual SBA 7(a) loan volume, as well as the majority of the lender portion of SBA 504 loans. As a sponsor you will connect with an audience responsible for lending \$25 billion to small businesses in FY 2017. NAGGL always maximizes opportunities for sponsor to strategically showcase their organization—beginning months before the conference in our e-communications and on our website. Partner with NAGGL and receive publicity and recognition through multiple avenues: on the conference website, in e-promotions and e-communications, on signage, in presentations that run prior to each general session and luncheon, in the mobile app and through verbal appreciation from NAGGL leadership from the podium.

We invite you to join your colleagues in supporting your national association through your sponsorship of one or both of these exciting conferences. Your sponsorship dollars help to offset the ever-increasing costs of hosting the industry's premier conferences and allow NAGGL to do its very best to keep registration fees manageable in order to allow a greater number of SBA lenders from across the country to attend these exciting events.

2018 Booth Fees: (1 free person)
8x10 - \$1,875 Mbr, \$2,975 N-Mbr

2018 Registration Fees/Deadline:

SBA Lending Technical Conference

By March 23 - \$975 Mbr, \$1,475 N-Mbr, \$675 Govt
After March 23 - \$1,250 Mbr, \$1,950 N-Mbr, \$675 Govt

Annual Conference

By October 5 - \$1,095 Mbr, \$1,595 N-Mbr, \$675 Govt
After October 5 - \$1,350 Mbr, \$2,050 N-Mbr, \$675 Govt

SBA Lending Technical Conference May 1-3 • Chicago, IL

Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601

Direct: 312.565.1234
Reservations: 888.421.1442
Room Rate: \$239
Hotel Cut-Off Date: April 6
(or until sold out)

Deadline for appearing in the conference e-brochure: February 2
Deadline for appearing in the mobile app: March 2

Annual Conference November 13-15 • San Diego, CA

Manchester Grand Hyatt
1 Market Place
San Diego, CA 92101
www.manchestergrand.hyatt.com

Direct: 619.232.1234
Reservations: 888.421.1442
Room Rate: \$279
Hotel Cut-Off Date: October 19
(or until sold out)

Deadline for appearing in the conference e-brochure: August 24
Deadline for appearing in the mobile app: September 14

Sponsorship Opportunities - 2018 NAGGL Conferences

Your sponsorship dollars assist in offsetting the expense of these premier conferences, allowing NAGGL to keep registration fees more manageable for a broader range of attendees. NAGGL gladly accepts sponsorships attached to specific items as noted below, BUT, many NAGGL members simply donate a dollar amount to enjoy the benefits afforded to a particular sponsor level.

The dramatically rising cost of hosting the highest quality conferences eliminates the option for sole sponsorship of most items. Therefore, most items are open to co-sponsorship.

Key: Co-S = Lowest level at which co-sponsorship available
 SOLE = Level at which item may be solely sponsored

MY = Spring Technical Conference
 AN = Annual Conference

SPONSORSHIP OPPORTUNITIES						
	President's Club \$20,000	Premier \$15,000	Platinum \$10,000	Gold \$6,000	Silver \$3,000	Bronze \$500 - \$2,000
Major Functions						
Legislative Luncheon	SOLE (AN)	SOLE (MY)	Co-S			
Other Luncheon	SOLE (AN)	SOLE (MY)	Co-S			
Themed Reception/Party	↓					Co-S
Opening Reception	↓					Co-S
Technology						
Mobile Application "Conference Guide" (Your logo* on EVERY page footer) Limited to 3 co-sponsors			SOLE	Co-S		
Wi-Fi Access for Attendees (logo on splashscreen & password if Sole sponsor) Limited to 2 co-sponsors			SOLE	Co-S		
Audio Visual Equipment & Services (Your logo* in EVERY NAGGL slideshow) Limited to 3 co-sponsors	↓			Co-S		
Sessions						
Opening General Session	↓			Co-S		
Legislative/Special General Session	↓			Co-S		
Key Cards	↓			SOLE (MY)		
Branded key cards for NAGGL hotel guests (NEW ITEM)		SOLE (AN)	SOLE (AN)	SOLE (MY)		
Breakfasts & Breaks		SOLE (AN)	SOLE (MY)	↓		Co-S
Breakfast (2 available)		SOLE (AN)	SOLE (MY)	↓		Co-S
Morning Break (2 available)		SOLE (AN)	SOLE (MY)	↓		Co-S
Afternoon Break (2 available)		SOLE (AN)	SOLE (MY)	↓		Co-S
Coffee (Morning & Afternoon Break)				SOLE		Co-S
Pocket Agenda				SOLE	Co-S	
Pocket Agenda - limited to 2 co-sponsors				(AN)	(MY)	
Badges, Gifts				SOLE		
Conference Gift (padfolio, pen, etc.) Handed Out*				Co-S	Co-S	
Name badge holders				SOLE		
Golf				SOLE		
Golf Awards Reception				Co-S	Co-S	
Golf Tournament breakfast				SOLE	Co-S	Co-S
Golf Gifts (golf balls, towels, golf shirts)						Co-S
Golf Cart - 1 Available						Co-S
Golf Tournament Contest Holes - 4 Available						Co-S
						Sole - 1 available
						Co-S starts at \$1,000

* For conference gift, Sponsor solely responsible for all costs related to product sourcing, designing, ordering & shipping to NAGGL conference site.

* Logos: size is determined by the technology in use & NAGGL; no exceptions

Sponsorship Benefits - 2018 NAGGL Conferences

Get Exposure. By acting as sponsors, industry leaders play a critically important role in the success of the SBA lending industry's premier events: NAGGL conferences. Sponsorship is a strategic advertising opportunity that allows you to act as a very visible partner at the conference to maximize recognition of your company. In appreciation for your support, we take every opportunity to put your company name in front of the conference audience. For as little as \$500, your organization receives publicity and recognition, as well as multiple benefits as noted below.

BENEFITS	No substitutions or additions	President's Club \$20,000	Premier \$15,000	Platinum \$10,000	Gold \$6,000	Silver \$3,000	Bronze \$500-\$2,000
President's Club Exclusive	Luncheon menu card at each placesetting	x					
	Your organization's logo projected at sole sponsored event	x	x				
	Your organization recognized by NAGGL leadership from the podium	x	x				
	Right of First Refusal for sponsorship items	x	x				
Special Invites	Invitation for individual(s) to VIP private networking functions -- number of invitations	2	1	1			
Conference Attendee Registrations	Complimentary or discounted registrations for corporate employees	4	3	2	1	1 @ govt rate	
Exhibition Booth	Complimentary or discounted exhibit booth space	100%	100%	50%			
	Advanced Selection of booth	x	x	x	x	x*	
Attendee List	Advanced Copy of Attendee list (name, company, email)	x	x	x	x	x	
Corporate Publicity	Promotional ad slide included in General Session Loop	x	x	x			
	(Reception Sponsor) Signage at drink stations	x	x	x			
	(AV sponsors) Corporate logo on NAGGL presentations' Title Slide (3 only)	x	x	x	x		
	(WiFi sponsors) Corporate logo on splashscreen/password (if sole sponsor)	x	x	x	x	x	
	(Mobile App sponsors) Corporate logo on Mobile App rotating footer (3 only)	x	x	x	x		
	Luncheon sponsor -- Seat at head table (4 available)	x	x	x	x		
	Luncheon sponsor -- Reserved table for 10	x	x	x	x		
	Event function sponsor - corporate name listed in Mobile App	logo	x	x	x	x	
	Food Event Sponsor (coffee, breakfasts, breaks, receptions): Name announced during the event	x	x	x	x	x	
	Sponsor level signage at booth	x	x	x	x	x	
	Corporate name on signage, and entrance unit, at appropriate function	x (with logo)	x (with logo)	x (with logo)	x (with logo)	x	x
	Signs with corporate name at breakfast & breaks	x	x	x	x	x	x
	Corporate name listed in General Session presentation	x (with logo)	x (with logo)	x (with logo)	x (with logo)	x	x
	Corporate logo & hyperlink to website on naggi.org	x	x	x	x		
	Corporate name listed in online conference page	x (with logo)	x (with logo)	x (with logo)	x (with logo)	x	x
	Corporate name listed in online conference agenda	x	x	x	x	x	(as a group)
	Corporate name listed on naggi.org					x	x

*After President's Club, Premier, Platinum & Gold level sponsors' selections completed



NATIONAL ASSOCIATION
OF GOVERNMENT GUARANTEED LENDERS

**SBA Lending Technical Conference
Preliminary Agenda
Hyatt Regency in Chicago, IL
May 1 – May 3, 2018**

Monday, April 30 (Training Courses)

7:30 am – 8:30 am Breakfast for Training Classes
8:30 am – 4:30 pm NAGGL Training Courses (separate fee)

Tuesday, May 1 (Training Courses)

7:30 am - 6:30 pm Registration Desk Open
8:30 am – 2:30 pm NAGGL Golf Tournament – Ruffled Feathers Golf Course
8:30 am – 4:30 pm NAGGL Training Courses (separate fee)
5:00 pm – 6:30 pm Board of Directors Meeting (tentative)
7:00 pm – 8:30 pm Opening Reception with Exhibitors

Wednesday, May 2 (Conference)

7:30 am – 5:00 pm Registration Desk Open
7:30 am – 5:00 pm SBA Marketplace Open
7:30 am – 8:30 am Breakfast with Exhibitors
8:30 am – 10:00 am Opening General Session
10:00 am - 10:30 am Refreshment Break
10:30 am – 11:45 am Concurrent Sessions
Noon – 1:00 pm Luncheon
1:15 pm – 2:30 pm Concurrent Sessions
2:30 pm - 3:00 pm Refreshment Break
3:00 pm - 4:15 pm General Session or Concurrent Sessions
4:15 pm – 5:30 pm NAGGL Committee Meetings
6:30 pm – 9:00 pm Themed Reception/Party

Thursday, May 3 (Conference)

7:30 am – 3:00 pm Registration Desk Open
7:30 am – 3:00 pm SBA Marketplace Open
7:30 am – 8:30 am Breakfast with Exhibitors
8:30 am – 10:00 am General Session
10:00 am – 10:30 am Refreshment Break
10:30 am – 11:45 am Concurrent Sessions
Noon – 1:00 pm Luncheon
1:15 pm - 2:30 pm Concurrent Sessions
2:30 pm - 3:00 pm Refreshment Break
3:00 pm - 4:15 pm Closing General Session



**Annual Conference on Small Business Lending
Preliminary Agenda
Manchester Grand Hyatt in San Diego, CA
November 13 – November 15, 2018**

Monday, November 12 (Training Courses)

7:30 am – 8:30 am	Breakfast for Training Classes
8:30 am – 4:30 pm	NAGGL Training Courses (separate fee)

Tuesday, November 13 (Training Courses)

7:30 am - 6:30 pm	Registration Desk Open
8:30 am – 2:30 pm	NAGGL Golf Tournament – Maderas Golf Course
8:30 am – 4:30 pm	NAGGL Training Courses (separate fee)
5:30 pm – 7:00 pm	Board of Directors Meeting (tentative)
7:00 pm – 8:30 pm	Opening Reception with Exhibitors

Wednesday, November 14 (Conference)

7:30 am – 5:00 pm	Registration Desk Open
7:30 am – 5:00 pm	SBA Marketplace Open
7:30 am – 8:30 am	Breakfast with Exhibitors
8:30 am – 10:00 am	Opening General Session
10:00 am - 10:30 am	Refreshment Break
10:30 am – 11:45 am	Concurrent Sessions
Noon – 1:00 pm	Luncheon
1:15 pm – 2:30 pm	Concurrent Sessions
2:30 pm - 3:00 pm	Refreshment Break
3:00 pm - 4:15 pm	General Session or Concurrent Sessions
4:30 pm – 5:30 pm	NAGGL Committee Meetings
6:30 pm – 9:00 pm	Themed Reception/Party

Thursday, November 15 (Conference)

7:30 am – 3:00 pm	Registration Desk Open
7:30 am – 3:00 pm	SBA Marketplace Open
7:30 am – 8:30 am	Breakfast with Exhibitors
8:30 am – 10:00 am	General Session
10:00 am – 10:30 am	Refreshment Break
10:30 am – 11:45 am	Concurrent Sessions
Noon – 1:00 pm	Luncheon
1:15 pm - 2:30 pm	Concurrent Sessions
2:30 pm - 3:00 pm	Refreshment Break
3:00 pm - 4:15 pm	Closing General Session or Concurrent Sessions

2018 NAGGL Conferences - SPONSORSHIP APPLICATION

SBA Lending Technical Conference

May 1-3 • Chicago, IL

Payment Due: Upon Receipt

Sponsored Amount:

\$ _____

Sponsored Event:

1st Choice _____

2nd Choice _____

General Sponsorship

* I have a complimentary exhibit space.

Yes No

Sponsorship Level

President's Club Sponsor* (\$20,000)

Premier Sponsor* (\$15,000)

Platinum Sponsor (\$10,000)

Gold Sponsor (\$6,000)

Silver Sponsor (\$3,000)

Bronze Sponsor (\$500-\$2,000)

\$ _____

Annual Conference on Small Business

November 13-15 • San Diego, CA

Payment Due: Upon Receipt

Sponsored Amount:

\$ _____

Sponsored Event:

1st Choice _____

2nd Choice _____

General Sponsorship

* I have a complimentary exhibit space.

Yes No

Sponsorship Level

President's Club Sponsor* (\$20,000)

Premier Sponsor* (\$15,000)

Platinum Sponsor (\$10,000)

Gold Sponsor (\$6,000)

Silver Sponsor (\$3,000)

Bronze Sponsor (\$500-\$2,000)

\$ _____

Payment Policy

Full payment must accompany this form in order to secure your place as a sponsor. Only sponsorships paid in full will be recognized in NAGGL marketing materials.

Cancellations

NAGGL will refund 50% of the **paid** donation for sponsorship cancellations received in writing by 5:00 pm (CT) **April 6** for the Technical Conference and **July 28** for the Annual Conference. After these dates, no refunds will be made.

President's Club, Premier, Platinum & Gold Sponsors

Please provide an electronic file of your company logo in the following format:

- Color or black & white
- Approximately 2" in size or larger
- High resolution: 300 pixels/inch
- eps, jpeg or tif file

Email to jshaklee@naggl.org



P) 405.377.4022 • F) 405.377.3931

Company (as you want it to appear on all advertising)

Name (authorized representative)

Address

City

State

Zip

Phone

Email

Payment Information

Fax: 405.377.3931

Mail: NAGGL, P.O. Box 332, Stillwater, OK 74076

Scan and Email to: cstone@naggl.org

Total Payment: \$ _____

Payment Due Upon Receipt

Method of Payment:

Visa Mastercard AmEx Check Bill Me

Credit Card #

Expiration Date (MO/YR)

CVV#

Address Associated With This Credit Card

Print Cardholder's Name