



Invitation for Exhibitors

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

2010 Annual Conference

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For over 25 years, 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. We are the only national trade association serving the private-sector lenders that provide the access to capital critical to fueling small businesses—the engine that drives the nation's economy and job creation.

NAGGL members generate more than 80% of the annual SBA 7(a) loan volume, as well as the majority of the lender portion of SBA 504 loans. As a sponsor or exhibitor you will connect with an audience responsible for lending \$10 billion to small businesses...just in the first eight months of FY 2010. NAGGL always maximizes opportunities for sponsors and exhibitors to strategically showcase their organizations and service or products—beginning months before the conference in our e-communications and on our website. Onsite at the conference, sponsors and exhibitors are highly visible, enjoying many chances to educate prospects and to network with those who have the power to make decisions. Partner with NAGGL and receive publicity and recognition for your company 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 conference guide and through verbal appreciation from NAGGL leadership from the podium.

We cordially invite you to join your colleagues in supporting small business access to capital and your national association through your sponsorship or exhibition support at the Annual Conference on Small Business Lending in Anaheim on October 26-28. Together, let's make It magical!

Annual Conference on Small Business Lending October 26-28 • Anaheim, CA

Disneyland® Hotel
1150 Magic Way
Anaheim, CA 92802
www.naggl.org/hotels

Reservations: 714.520.5005
Room Rate: \$179
Hotel Cutoff: October 1
Request the NAGGL room block

Deadline for appearing in the conference brochure: **July 23**
Deadline for appearing in the conference guide: **August 20**
Guide includes 75-word company description & contact information

Exhibition Opportunity – The SBA Marketplace

Get Noticed. Exhibitors are *key* to the success of NAGGL conferences and we are proud to offer conference attendees access to a wide variety of the industry's best products and services. We *know* that exhibitors make a significant investment to attend our events; that's why we offer reasonable pricing, multiple benefits, and maximum exposure to our exhibitor-partners. NAGGL schedules a variety of events, including the Opening Reception, two breakfasts, and four refreshment breaks in the Exhibit Hall to increase traffic to exhibitors' booths. Plus, we hold all door prize drawings in the Exhibit Hall. We're gratified that many exhibitors have chosen to participate at our meetings for over 20 years. NAGGL's friendly staff is committed to providing great service and support before, during, and after the event.

Exhibit Schedule:

Set Up: Tuesday, October 26 1:00-5:00 pm
Tear Down: Thursday, October 28 3:30-5:00 pm

Trade Show Hours:
 Tuesday, October 26 7:00 to 8:30 pm
 Wednesday, October 27 7:30 am-4:30 pm
 Thursday, October 28 7:30 am-3:30 pm

Exhibitor Packages & Benefits

	6' Tabletop		8 x 10 Booth	
	Member	Non-Member	Member	Non-Member
Booth Fee	\$1,100	\$1,600	\$1,300	\$1,800
One complimentary registration fee	X	X	X	X
Pipe & Drape professionally installed			X	X
One 500-watt electrical outlet	X	X	X	X
7 x 44" Corporate ID sign	X	X	X	X
6-foot draped table	X	X	X	X
2 chairs	X	X	X	X
Wastebasket	X	X	X	X
Up to 2 additional booth personnel registrations discounted 66%	\$495		\$495	
Up to 2 additional booth personnel registrations discounted 15%		\$645		\$645
No additional fees to attend conference sessions, refreshment breaks, luncheons, evening functions	X	X	X	X
Networking events held in Exhibit Hall: 2 breakfasts, 2 morning and 2 afternoon refreshment breaks, Opening reception	X	X	X	X
Corporate LOGO on naggl.org	X	X	X	X
Link to Corporate website on naggl.org	X	X	X	X
Corporate Name & Booth # on naggl.org	X	X	X	X
Corporate name listed on Conference presentation loop before all general sessions and luncheons	X	X	X	X
Promotion in conference ecommunications (includes links to exhibitors' page on naggl.org)	X	X	X	X
75-word description of your product/ service in Conference Guide (distributed to all attendees)*	X	X	X	X
Your complete Contact Information included in Conference Guide	X	X	X	X
Verbal Recognition by NAGGL leaders during general sessions	X	X	X	X
Attendee list provided 3-weeks pre-conference	X	X	X	X
Final post-conference attendee list with complete contact information (MS Excel format)	X	X	X	X
Signage at Exhibit Hall entrance	X	X	X	X
Security service provided when Exhibit Hall is closed**	X	X	X	X

Booths assigned on first-come, first-served basis. Exhibitor Application and payment required to reserve booth spot. See Exhibitor Terms & Conditions #10 for exhibition cancellation policy. Please send color logos in jpg, tiff, or eps format.

*Must be received by **August 20, 2010** to be included in conference guide. **Tabletops included within confines of Exhibit Hall benefit also.

Rules & REGULATIONS

All exhibits and exhibitors are subject to the following regulations:

The words "Management," "Association," and letters "NAGGL" herein refer to the National Association of Government Guaranteed Lenders, Inc. acting through its officers, employees, or agents in the management of NAGGL Conferences on Small Business Lending.

1. Cost of Booth Space: Please refer to Exhibitor Application

2. Exhibit Package Includes: NAGGL will provide you with one skirted 6' table, two chairs, sign, one electrical outlet, wastebasket, and pipe and drape. Tabletop booths do not have pipe and drape or a company sign.

3. Exhibition Sponsorship and Objectives: The NAGGL Exhibition is produced by, and is the property of, the National Association of Government Guaranteed Lenders, Inc., herein referred to as NAGGL. The Exhibition is a practical, educational adjunct to the professional meetings held during the NAGGL Conference. The Exhibition is meant to supplement the professional meetings by providing participants with the various types of products, services, and information available to them. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of attendees. NAGGL, in its sole discretion, reserves the right to refuse space to any applicant.

4. Exhibitor Representative Responsibilities: Each exhibitor must name at least one person to be his official on-site representative and responsible party. The official representative will receive the registration and all relevant materials relating to the meeting. That representative shall be authorized to enter into such contract as may be necessary for fulfillment of obligations to NAGGL, and to other contractors and subcontractors. The exhibit booth fee includes one (1) complimentary registration as follows: all conference activities including breakfasts, coffee breaks, luncheons, dinners and sessions. Two (2) additional discounted registrations may be purchased at the \$495 rate.

5. Contract for Space: The Application and Contract for Exhibit Space and the full payment of the exhibit booth space, together constitute a contract for a right to use the space. Applications should be filed promptly and booth space is assigned on a "first-come, first-served basis."

6. Installation and Dismantling: The specific time requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor. Each exhibitor is responsible for assembling and dismantling his/her own booth. Such requirements shall be binding upon the exhibitor as set forth herein. All displays must be in place and set up prior to the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by the Association. A \$100 fee is charged for early teardown.

7. Assignment of Booth Locations: NAGGL reserves the right to determine the assignment of all booth locations. An exhibitor prospectus will be mailed to all individuals on the official NAGGL exhibitor database. As completed contracts and payments are received, they are dated and given an exhibit number based on a first-come, first-served schedule. The first contract (along with full payment) received in our office will be given number 1 and will receive their first choice. The next

exhibit contract and payment will be given number 2 and receive second priority as to pre-indicated exhibit locations. The third, fourth, and subsequent contracts received will follow suit. Any individuals not on the potential exhibitor database will receive packets upon request and will be placed on the database for forthcoming events.

8. Location of Exhibits: NAGGL reserves the right to alter the location of exhibits shown on the official floor plan as is required by the host property or as is deemed advisable and in the best interest of the Exhibition; however, no change of location will be made without full discussion with the exhibitor(s) affected by the change. Exhibitors are asked to state on the application groups they do not wish to be near.

9. Terms: Full payment for the exhibit booth is required with a signed application. Make checks payable to NAGGL, and mail to P.O. Box 332, Stillwater, OK 74076. If paying by credit card you may fax to: (405) 377-3931. Overnight packages should be sent to 215 East 9th Avenue, Stillwater, OK 74074.

10. Cancellation of Exhibit Contract: Any exhibitor desiring to cancel exhibit space for the conference shall notify NAGGL of such cancellation by mail addressed to NAGGL, P.O. Box 332, Stillwater, OK 74076. A cancellation fee of \$100 per booth will be charged to any exhibitor who cancels the contract 60 or more days prior to the event, and \$200 per booth for cancellations 45-59 days prior to the event. No refunds will be made if cancellation occurs within 30 days of the event. To assure the best available booth locations to NAGGL exhibitors, the association has the authority to reassign booth space that is cancelled by an organization without refund of fees paid.

11. Use of Exhibit Space: No exhibitor shall assign, sublet, or share any part of the space allotted without the consent of NAGGL and approval of the terms thereof. No exhibitor is permitted to show goods or services other than those manufactured or offered by him in the regular course of business. No firm or organization not assigned an exhibit table will be permitted to solicit business in any manner within the exhibit area.

12. Exhibit Group Functions: The Exhibitor agrees not to sponsor group functions such as training courses, hospitality suites, or other functions during the conference hours that would in any way interfere with participant attendance. The exhibitor must clear with NAGGL any intended group functions.

13. Solicitation: Distribution by the exhibitor of any printed matter, souvenirs, or other articles must be confined to the exhibit table, unless the manner and articles of solicitation have been pre-approved in writing by NAGGL. Any exhibitor allowing solicitation from his or her booth by other individuals or organizations or services or wares not produced by the specific organization as listed on the exhibit contract may jeopardize the exhibitor's space assignment or right to exhibit at forthcoming NAGGL meetings.

14. General Restrictions: NAGGL reserves the right to restrict exhibits that, because of noise, methods of operation, or for any reason, become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the Management may detract from the general character of the Exhibition. Exhibitors are not permitted to set up displays or conduct business in suites, guest room or lobbies unless cleared in writing by NAGGL.

15. Care of Building/Regulations: Exhibitors or their agents shall not injure or deface the walls or floors of the building. The exhibitor will be held liable for any such damage caused by his/her agent. The exhibitor assumes full responsibility for complying with regulations concerning fire, safety, electrical wiring, and health, as well as local, city and state laws regarding sales taxes. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of NAGGL or the hotel.

16. Fair Employment/ADA: The exhibitor agrees that during the life of this contract he will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, or ancestry. It is the policy of NAGGL that all parties doing business with the Association adhere to the principles of, and take reasonable affirmative action to ensure positive progress in Equal Opportunity Employment and are in compliance with the American with Disabilities Act.

17. Liability and Insurance: NAGGL will employ security guards for this event. The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the Hotel premises and shall indemnify, defend and hold harmless NAGGL and the Hotel, its agents, servants, and employees from any and all such losses, damages and claims. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury.

18. Failure to Open Exhibition: In case the conference fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises are prevented or interfered with by reason of any strike, lock-out, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by NAGGL. In the event of such termination the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of NAGGL shall be to return to each exhibitor his space payment.

19. Regulations and Contract: These regulations have been formulated in the best interest of all concerned and become a part of the contract between the exhibitor and NAGGL. All matters and questions not covered by these regulations are subject to the decision of the Association.

20. Sound Devices and Lighting: Sound devices are not allowed at exhibit booths. All booth decorations must be made of flameproof material. All hangings must clear the floor. If the exhibitor neglects or violates these regulations or otherwise incurs fire hazards, the management may cancel, without refund, all or part of his exhibit that may be irregular.

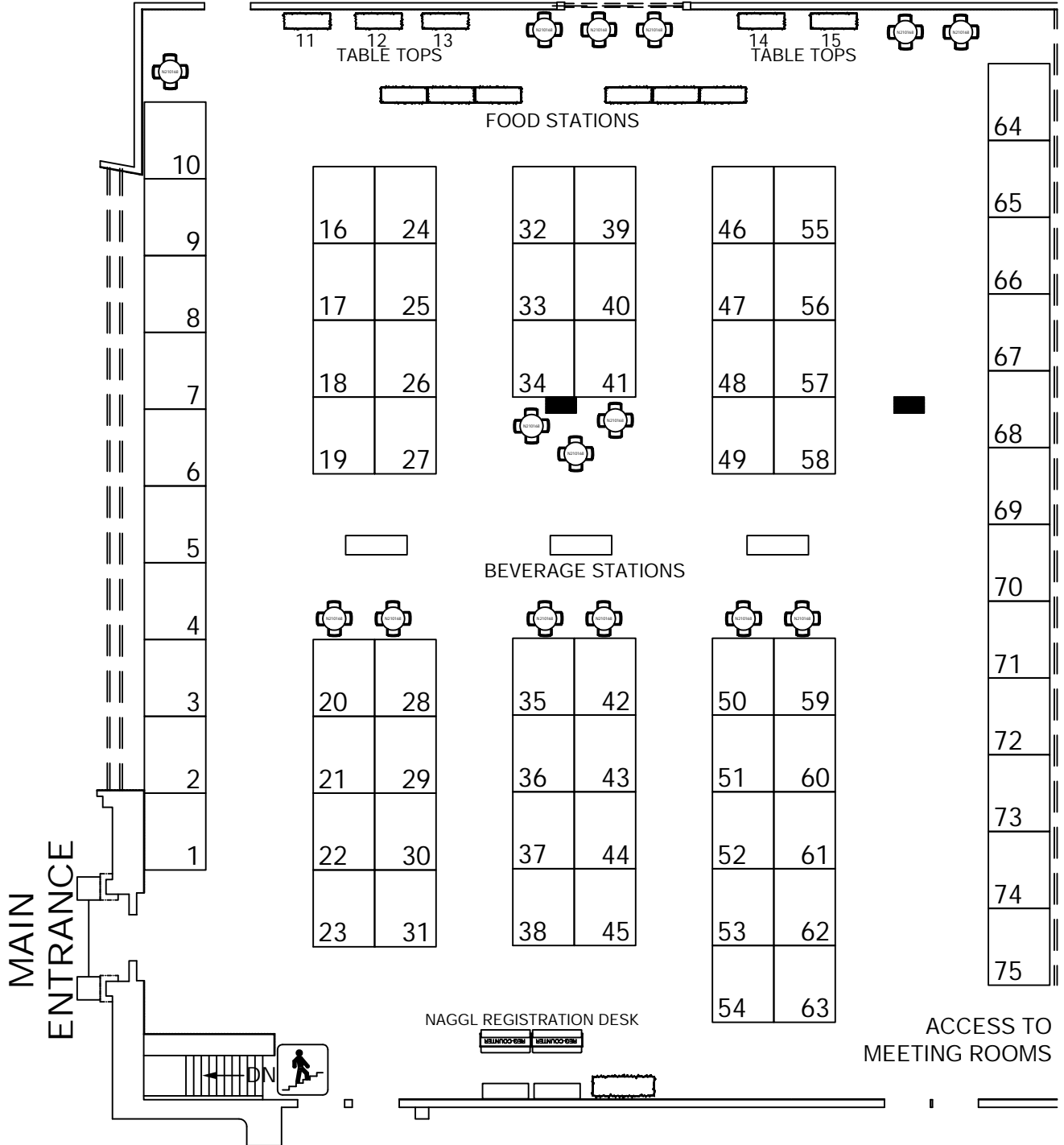
21. Other: Please retain a copy of this contract for your records. Please direct any inquiries to Cheryl Stone, NAGGL, by phone at 405.377.4022, fax at 405.377.3931, or email at cstone@naggl.org.

22. NAGGL Logo Prohibited. "The NAGGL Bylaws prohibit the use of the NAGGL logo on members and/or exhibitors websites or on any promotional materials."

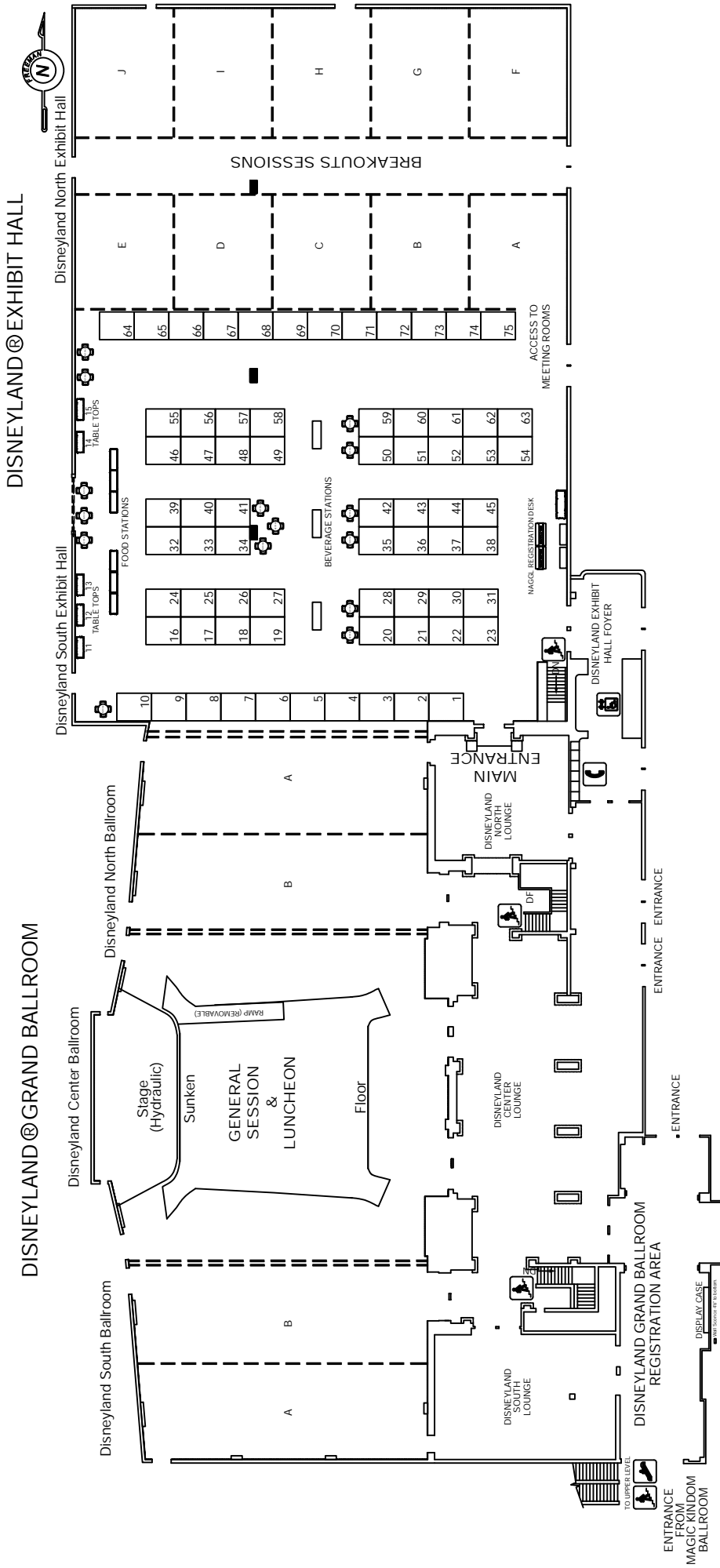
NAGGL ANNUAL CONFERENCE ON SMALL BUSINESS LENDING OCTOBER 26 - 28, 2010

THE DISNEYLAND® HOTEL CONVENTION CENTER Anaheim, California

Disneyland South Exhibit Hall



NAGGL ANNUAL CONFERENCE ON SMALL BUSINESS LENDING
 OCTOBER 26 - 28, 2010
 THE DISNEYLAND® HOTEL CONVENTION CENTER
 Anaheim, California



Disneyland® Exhibit Hall

Disneyland® Grand Ballroom

Disneyland® South Ballroom

Disneyland North Ballroom

Disneyland® Exhibit Hall

TO UPPER LEVEL

ENTRANCE FROM MAGIC KINGDOM BALLROOM

ENTRANCE

ENTRANCE

ENTRANCE

DISNEYLAND EXHIBIT HALL Foyer

MAGE REGISTRATION DESK

ACCESS TO MEETING ROOMS

BREAKOUTS SESSIONS

FOOD STATIONS

BEVERAGE STATIONS

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NATIONAL ASSOCIATION
OF GOVERNMENT GUARANTEED LENDERS

Preliminary Agenda
Annual Conference & Educational Training
Disneyland® Hotel ~ Anaheim, CA
October 26-28, 2010

Monday, October 25

7:30 am - 4:30 pm	Registration Desk Open
7:30 - 8:30 am	Training Continental Breakfast
8:30 am - 4:30 pm	NAGGL Training Courses (<i>separate fee</i>)

Tuesday, October 26

7:30 am - 5:30 pm	Registration Desk Open
7:30 - 8:30 am	Training Continental Breakfast
8:00 am - 2:30 pm	Golf Tournament-Oak Creek Golf Course
8:30 am - 4:30 pm	NAGGL Training Courses (<i>separate fee</i>)
5:30 - 6:30 pm	Membership Committee Meeting
7:00 - 8:30 pm	Conference & Education Committee Meeting
8:30 - 10:00 pm	Opening Reception with Exhibitors
	Board of Directors Meeting

Wednesday, October 27

7:30 am - 5:00 pm	Registration Desk Open
7:30 am - 4:00 pm	SBA Marketplace Open - Tradeshow
7:30 - 8:30 am	Breakfast with Exhibitors
8:30 - 10:00 am	Opening General Session
10:00 - 10:30 am	Refreshment Break with Exhibitors
10:45 am - Noon	Breakout Sessions
Noon - 1:00 pm	Awards Luncheon
1:15 - 2:30 pm	Breakout Sessions
2:30 - 3:00 pm	Refreshment Break with Exhibitors
3:00 - 4:00 pm	General Session
4:15 - 5:15 pm	NAGGL Committee Meetings
6:30 - 9:30 pm	Themed Reception and Dinner

Thursday, October 28

7:30 am - 5:00 pm	Registration Desk Open
7:30 am - 3:30 pm	SBA Marketplace Open - Tradeshow
7:30 - 8:30 am	Breakfast with Exhibitors
8:30 - 10:00 am	General Session
10:00 - 10:30 am	Refreshment Break with Exhibitors
10:30 - 11:45 am	Breakout Sessions
Noon - 1:15 pm	Keynote Luncheon with SBA Speaker
1:30 - 3:00 pm	Breakout Sessions
3:00 - 3:30 pm	Refreshment Break with Exhibitors
3:30 - 4:45 pm	Closing General Session or Breakout Sessions
5:00 - 6:00 pm	Closing Reception

