



Invitation for Sponsors

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

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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, 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 to strategically showcase their organizations—beginning months before the conference in our e-communications and on our website. During the conference, sponsors are highly visible. 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**

Sponsorship Opportunities & Benefits

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 \$250, your organization receives *publicity* and *recognition*, as well as multiple benefits as noted below.

Sponsor Benefits:	Premier Level \$15,000	Platinum Level \$10,000	Gold Level \$6,000	Silver Level \$3,000	Corporate Level \$250+
Corporate logo on Conference Guide cover	X				
Invitation to private networking reception	X	X			
One-page corporate promotional flyer part of Conference Guide (distributed to all attendees)	X	X			
Company logo prominently displayed in e-brochure, conference emails & on naggl.org	X	X			
Advanced selection of booth location	X	X			
Company acknowledged by NAGGL leaders during General Session, Luncheon or Dinner	X	X	X		
Company representative at head table or reserved table for group	X	X	X		
Company logo on conference signage	X	X	X		
Complimentary conference registrations	6	4	2	1	
Complimentary exhibit booth space (value \$1,300)	X	X			
Corporate logo on naggl.org and sponsor page	X	X			
Discounted tradeshow booth			50%		
Corporate name & hyperlink to corporate website on naggl.org	X	X	X		
Corporate name listed on naggl.org	X	X	X	X	X
Verbal recognition during general sessions	X	X	X	X	as a group
Pre-conference promotion in e-communications	X	X	X	X	as a group
Separate Conference Webpage on naggl.org	X	X	X	X	X
Recognition in General Session, Luncheon slide loop presentation	X	X	X	X	as a group
Sponsor signage at exhibit booth	X	X	X	X	X

Sponsorship Opportunities

Sponsorship Opportunities	\$15,000	\$10,000	\$6,000	\$3,000	\$1,000	\$500	\$250
Golf Tournament Breakfast or Boxed Lunch*						X	
Golf Tournament Awards Reception				SOLD			
Hole-in-One Challenge							X
Longest Drive Challenge							X
Closest to the Pin Challenge							X
Transportation to/from course (signage included)*						X	
Golf Gifts (towels, balls, tees)*						X	
Hospitality Refreshments at Registration							X
General Session (2 to 3 available)*				Sole Sponsor	X		
Tuesday Opening Reception*		Sole Sponsor					X
Breakfast (two available)*			Sole Sponsor		X		
Morning Breaks (two available)*				Sole Sponsor			X
Awards Luncheon (one available)*		Sole Sponsor			X		
Legislative Luncheon (one available)	SOLD						
Afternoon Breaks (two available)*				Sole Sponsor			X
Wednesday Dinner Party*			Sole Sponsor				
Entertainment*							X
Food*							X
Beverage*							X
Conference Giveaway Items*							
Thursday Closing Reception*			Sole Sponsor				X
Tote Bags			SOLD				
Name Badge Holder				SOLD			
Conference Gifts (pen, notepads, etc.)					X		
Logo - Conference Guide Cover (3 available)					SOLD		
Pocket Agenda					SOLD		

*event is open to cosponsorship



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
	Conference & Education Committee Meeting
7:00 - 8:30 pm	Opening Reception with Exhibitors
8:30 - 10:00 pm	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

