



About America East

The America East Conference promotes networking and educational growth for new and seasoned SBA lenders by focusing on new SBA programs and initiatives to support exporting, aiding an underserved and thriving community, and providing training on a variety of SBA policies and procedures.

SBA lenders from Maine to Florida on the Eastern Seaboard come to the America East Conference to meet with top SBA officials and build their network of SBA program and industry experts. There were more than 300 attendees at the 2015 conference in Baltimore, nearly 400 in Philadelphia in 2016 and Boston in 2017, and we are again poised to sell out in 2018 with a projected 400+ attendees.

Itinerary

TUESDAY, 7.31	WEDNESDAY, 8.1	THURSDAY, 8.2	FRIDAY, 8.3
8:30 – 4:30 pm SBA Training Classes*	8:30 – 4:30 pm SBA Training Classes* 5:00 – 7:00 pm Welcome Reception with our Exhibitors	8:30 – 4:30 pm Breakout Sessions 5:30 – 8:00 pm Offsite Private Event <i>Private event sponsored exclusively by our Diamond sponsor. Event location is currently TBD.</i>	8:30 – 12:00 pm Breakout Sessions

* Additional fee applies

Accommodations

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745
301-965-4000

Conference Rate: \$209

Reservations can be made ONLINE beginning Nov. 15th

Government rate rooms may be made by emailing
ConferenceAdmin@AmericaEast.net.



Located on the Potomac River, just steps from the shopping and entertainment National Harbor is known for, the Gaylord waterfront resort provides you with the best of both worlds. Why not extend your stay and explore the area - enjoy a ride on the Capital Wheel, visit MGM National Harbor® with the city's complimentary circulator bus or explore the hotel's very own 19-story glass atrium. Satisfy your cravings at one of seven stylish eateries on property, then end your evening with exotic cocktails and breathtaking views at Pose Lounge & Nightclub.

Sponsorship & Exhibitor Benefits

Benefits	Exhibitor Sponsor \$1,500*	Silver Sponsor \$2,500	Gold Sponsor \$5,000	Platinum Sponsor \$7,500	Diamond Sponsor (Exclusive 1 only) \$10,000
Free conference registration	1	2	3	4	5
Discounted \$299 registration for additional attendees from your company	No	Up to 1	Up to 2	Up to 3	Up to 4
Discounted \$249 additional exhibitor	No	No	No	Yes	Yes
Logo on conference materials and website	Yes	Yes	Yes	Yes	Yes
Digital ad shown during breakfasts & before lunch	No	No	Yes	Yes	Yes
Verbal recognition	No	No	No	Yes	Yes
Signage at breakout & general sessions	No	Yes	Yes	Yes	Yes
Logo on Custom Hotel Keycards	No	No	No	No	Yes
Banner ad in Mobile App	No	Yes	Yes	Yes	Yes - Featured
Featured article about your company in one of our email blasts	No	No	No	No	Yes
Event Sponsorships to include signage	N/A	Refreshment Breaks	Breakfasts	Lunch	Welcome Reception Thursday Offsite
Recognition at the main lunch and general session	No	No	No	Yes	Yes
Company logo shown during presentation	No	No	No	Yes	Yes
Attendee list availability <i>(provided 30 days beforehand to Diamond and again 2 weeks prior to all sponsors)</i>	Yes	Yes	Yes	Yes	Yes
Conference promotional bag items permitted	No	Yes	Yes	Yes	Yes
Option to ADD Exhibitor Table (Includes 1 additional attendee)	Included	Yes (\$500)	Yes (\$250)	Included	Included
Exhibit Table in High Traffic Area <i>(location choice will be awarded first to higher level sponsors in order of registration)</i>	Location assigned	Yes – Choice of Location	Yes – Choice of Location	Yes – Choice of Location	Yes – Choice of Location

*Exhibitor Only sponsorships will be available at a later date, pending availability.

America East Executive Committee

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How to Sponsor or Exhibit

Visit our website at www.AmericaEast.net and register online. *Payment can be made by check or credit card. Sponsorship deadline is June 1st.* For additional individual registrations, please visit our website for the online registration form.

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

ConferenceAdmin@AmericaEast.net