



LENDING INNOVATIONS

GREAT LAKES
LENDERS
CONFERENCE

Hosted by  ECDI

Powered by  Huntington

Small Business Lending and Development Conference

Convening leaders for learning, collaboration, innovation

American cities are at an inflection point, as new industries drive economic growth, offering jobs and opportunities. As regions flourish, can small business development leaders foster more equitable prosperity by empowering underserved entrepreneurs and communities?

Join thought leaders including SBA officers, business lenders, support ecosystem partners, industry pros, and small business owners in Columbus as we share ideas and generate solutions, at the **2024 Lending Innovations** conference.

The conference will educate on capital access and SBA lending best practices, while sparking cross-functional conversations, collaborations and connections.

AUGUST 6-8, 2024
COLUMBUS, OHIO

The Greater Columbus Convention Center

LendingInnovators.com



Sponsors are central to our conference format

With the sponsor expo positioned in the center of meals and general sessions, exhibitors benefit from optimal exposure, time and opportunity for engagement.

Connect with C-level finance executives, operational and management level leaders, and small business advisors who need business service referral sources in all industries.

Between 500-800 attendees are planned, with marketing to an audience of more than 10,000 nationwide, in these organizations and roles:

- SBA lenders
- Microlenders, mission-driven lenders, CDFIs
- Entrepreneur support partners
- Small business owners and leaders
- C-level
- Back-office and operations
- Marketing, development, and engagement



Provide thought leadership as a panelist or workshop leader

Example Content Topics

Industry and SBA Program Overviews

- Economic Updates
- Best practices in SBA Lending
- Main Street Revitalization
- Capital Access and Economic Inclusion
- Insight from Business Lending Trailblazers
- Referral Best Practices
- Ecosystem Networking
- Increasing Impact through Civic Ecosystems
- Reaching Underserved Markets and Eliminating Barriers
- Developing a More Diverse Team
- Basics for New Employees and New-to-SBA Lenders
- Stretching SBA Dollars via Collaboration
- How to Grow Your Business and Impact through Marketing
- Emerging Leader Training and Networking
- Empowering New Americans
- Benefits and Best Practices of Pre- and Post-Loan TA
- Making the Most of CRA Credits through Partnerships

Program Insights

- 7(a), and 504 Lending
- Microlending
- Community Advantage, Underserved lending
- USDA Lending
- Lender Match
- Construction Finance and Surety Bonds
- New Market Tax Credit Program

Real-World SOP Instruction and Tips

- Business Valuation, Acquisitions, Liquidation
- Lender Oversight and Risk Rating
- Avoid Closing Errors and LGPC Screen Outs
- Servicing
- FTA 1502 Reporting
- SOP 50 10 7
- E-Tran: Validations and GUI Improvements

Learn more: [Lending Innovators.com](https://LendingInnovators.com)



CONFERENCE NETWORKING

Guided networking and excursions are planned throughout the week to foster deeper cross-industry connections, facilitate collaborations and referrals, and deliver memorable experiences.

Put your organization in the center of these memorable experiences:

Guided Networking Sessions

Join us for dynamic guided networking sessions designed to bridge the gap between diverse industries committed to empowering small business growth. This interactive event aims to facilitate meaningful connections and foster collaboration throughout the small business lending ecosystem. Together, we'll chart a course to support and elevate small businesses, driving regional prosperity and innovation.



The Ohio State University Buckeye Stadium Experience

Tour the historic Ohio Stadium, home of The Ohio State University Buckeyes! Enjoy dinner, drinks, networking, and entertainment.

Small Business Tours

Join a small, guided group tour to visit some of Columbus' unique small businesses. Hear the personal journeys of passionate small business owners and have the opportunity to shop for one-of-a-kind products or savor local flavors. This provides a unique way for attendees to explore the city, be inspired by local entrepreneurs and connect with other professionals.



Contact Jasmine Dixon to discuss your sponsorship goals: jdixon@ecdi.org



SPONSORSHIP PACKAGES

Key Benefits:

- Sponsor Expo is Central Element of Event
- National Marketing Effort
- Roles from C-Level to Support
- Range of Organization and Company Types
- Custom opportunities available to meet your goals!

	PARTNER (Custom)	PRESENTING \$75,000	IMPACT \$50,000	CONTRIBUTOR \$15,000	COMMUNITY \$6,000	FRIEND \$4,000	EXHIBITOR or LOGO \$1,500
CONFERENCE PARTICIPATION		(Exclusive Offering)		5 REMAIN			("Logo" level designed to provide presence for non-attending sponsors.)
Engagement Opportunity (Signage + display table or custom activation)	Custom to achieve your goals	Activation Booth (custom size) Custom Location	Activation Booth (10' x 10') Custom Location	Your choice of event: Networking lounge (1), Breakfast (2), Lunch (2), Coffee Break (2)			
Speaking Opportunity	Custom to achieve your goals	Keynote Intro + Workshop + Panel	Gen. Session Intro + Workshop + Panel	Workshop or Panel			
Exhibitor Opportunity	Custom to achieve your goals	Table (you choose location)	Table (you choose location)	Table (you choose location)	Table	Table	Exhibitor: Table Logo: n/a
Receive Attendee List	Final + upon request	Final + upon request	Final + upon request	Final + 4 Weeks Prior	2 Weeks Prior	1 Week Prior	1 Week Prior
Registrations	Custom to achieve your goals	4 Exhibitor + 5 General	2 Exhibitor + 4 General	2 Exhibitor + 2 General	2 Exhibitor + 1 General	2 Exhibitor	Exibitor: 2 Exhibitor Logo: n/a
VISIBILITY & MARKETING							
Item in Attendee Kits	Logo on tote, insert swag and info	Logo on tote, insert swag and info	Logo on tote, insert swag and info	Your branded swag and info			
Logo, OSU Scoreboard	Yes	Yes	Yes	Yes			
Conference Emails	Dedicated	Dedicated	Logo	Logo	Name	Name	Name
Printed Guide	Full-Page Ad + Interview + Activation and/or Table Listings	Full-Page Ad + Interview + Activation and/or Table Listings	Full-Page Ad + Table Listing	Full-Page Ad + Table Listing	Half-Page Ad + Table Listing	Qtr.-Page Ad + Table Listing	Exhibitor: Table Listing Logo: Qtr.-Page Ad
Event Website	Custom to achieve your goals	Dedicated Resource Page	Logo and Copy Block	Logo and Copy Block	Logo	Name	Name
Event App	Logo and Copy Block	Logo and Copy Block	Logo and Copy Block	Logo and Copy Block	Logo	Name	Name
Logo Slide, Main Stage	Dedicated	Dedicated	Dedicated	Dedicated	Shared	Shared	Shared
Logo, Event Signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media	Video Interview + Speaker/CIO Profile + Thank You Spotlight	Video Interview + Speaker/CIO Profile + Thank You Spotlight	Speaker/CIO Profile + Thank You Spotlight	Thank You Spotlight	Shout Out	Shout Out	Shout Out

SPECIAL OPPORTUNITIES

All special event sponsors receive above Logo column benefits plus logo on individual event signage and “courtesy of” or “presented by” title with all promo material and announcements.

OSU Buckeye Night Presenter
\$100,000 *(Exclusive! 1 available)*
OR \$25,000 *(Co-Sponsors, 4)*
See your logo on Ohio Stadium scoreboard, get 10 Buckeye Night admissions, table at event, and your company and name announced as you exit the tunnel for your 5-minute welcome address

Pre-Conference Partner
\$10,000 *(Exclusive! 1 available)*
Deliver pre-conference content, receive pre-conference registration list, receive Friend level benefits

SOLD OUT

Small Business Tours
\$5,000 *(3 available)*
Help select businesses on tour route and be host on the bus, where you can present info and engage with attendees.

SOLD OUT

Puppy Wellness Break
\$3,000 *(2 available)*
Chat with attendees while they take a relaxation break with puppies! Includes signage and bistro table in wellness booth, and donation to the humane society.

Charging Stations
\$2,500 each *(2 available)*
Your branding and “courtesy of” signage will be displayed with this popular service. Option to display material or attend as host.

1 REMAINS

COLUMBUS, OHIO FOR THE WIN!



Greater Columbus Convention Center

Designed for enjoyable conferences

- Named one of the *Best Convention Centers in the U.S.* by Wall Street Journal, 2023
- Offering 4,700 on-site parking spaces
- Connected to five hotels via enclosed sky bridges
- Only a 10-minute drive from the Port Columbus Airport
- Easily walkable to hundreds of small businesses including dining, shopping, sports, arts, and entertainment options

The center is designed to inspire energy and innovation, with open, airy spaces, bright colors, and walls of windows. It's easy to navigate and its hallways are adorned with the largest known contemporary collection of Central Ohio art. We've selected this center to assure Great Lakes Lender Conference attendees have the best experience possible.

Local Area

The Greater Columbus Convention Center is situated in the middle of Downtown Columbus, the Arena District, and the Short North Arts District. This walkable destination is close to some of the best restaurants in Columbus, three professional sports venues, gorgeous riverfront parks, art galleries, theaters, unique shopping, and more. Attendees will simply cross the street to find hundreds of unique small businesses.

