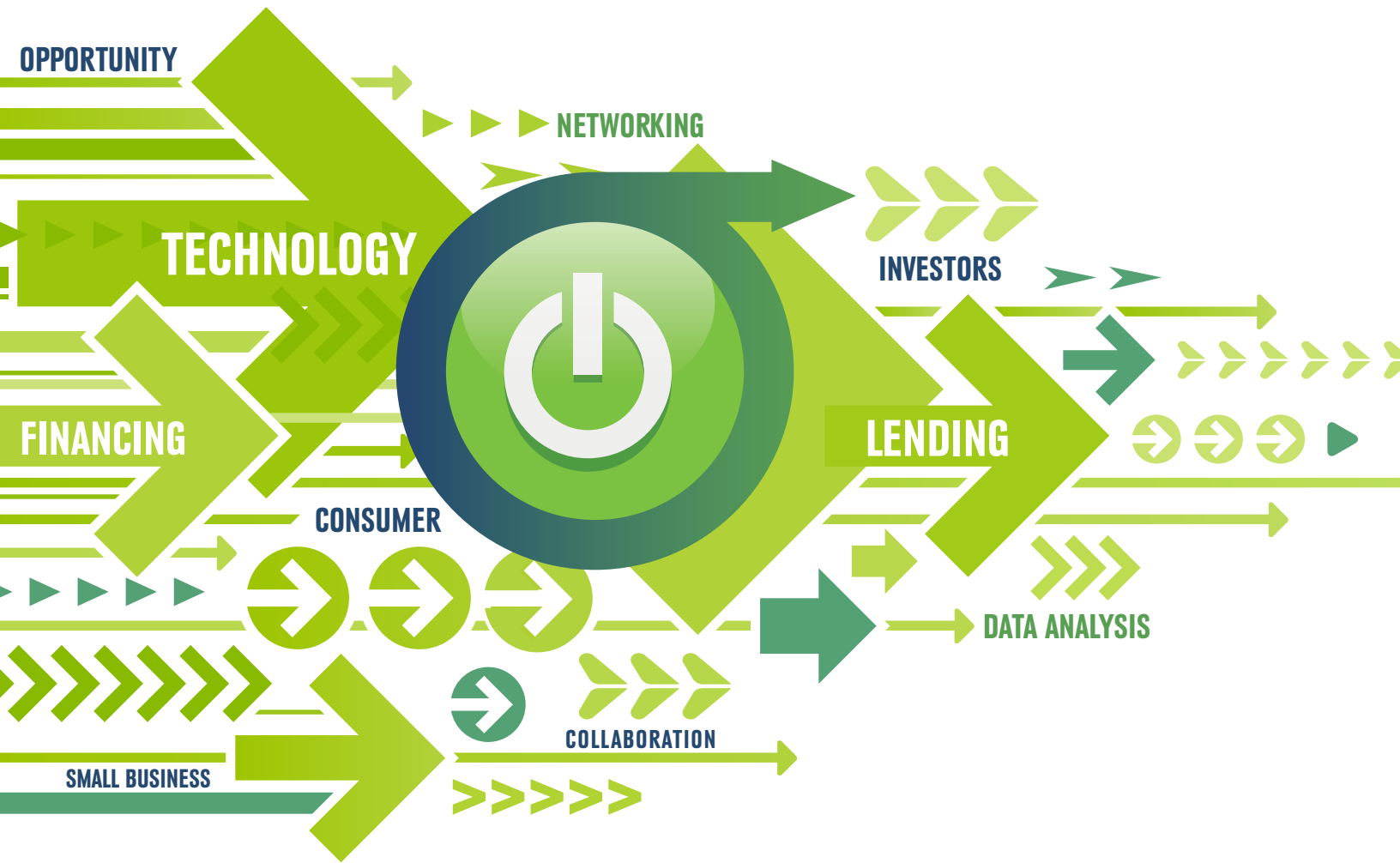


# INTELLIGENT LENDING. INNOVATIVE SOLUTIONS.



2017 LEND360 SPONSORSHIP AND EXHIBITOR PROSPECTUS

LEND360<sup>®</sup>

OCTOBER 11-13, 2017  
FAIRMONT DALLAS | DALLAS, TX

[WWW.LEND360.ORG](http://WWW.LEND360.ORG)

# THE LEADERS IN ONLINE LENDING ARE AT LEND360

If you want to meet face-to-face with the decision makers in the online lending industry, then you need to be at LEND360.

From personal to business loans, and everything in between, LEND360 brings this vibrant community together. Whether you're looking to connect with current customers or prospect for new ones, this conference is the premier opportunity to showcase your brand and solidify your credibility in the industry.

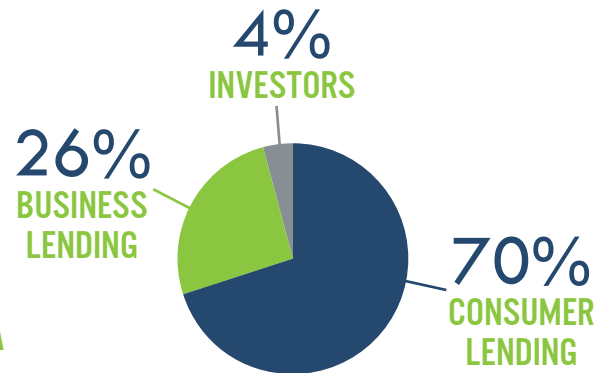
LEND360 delivers a captive audience, ready to learn and hungry for the solutions you have to offer.

## LEND360 AT-A-GLANCE

### 850 ATTENDEES



FROM: AUSTRALIA | CANADA | CHINA | ISRAEL | SOUTH AFRICA  
POLAND | UNITED KINGDOM | UNITED STATES



### 50+ EXHIBITORS

REPRESENTING ALL ASPECTS OF THE INDUSTRY, INCLUDING:

- Consumer, Small Business and Marketplace Lenders
- Tech Platforms
- Lead Generators
- Loan Management Systems
- Legal Counsel
- Data & Analytics
- Small Business Finance Support
- Payment Innovators
- Credit Bureaus
- Marketplace Lenders
- Advertising and Marketing
- Investors



# OPPORTUNITY STARTS HERE.

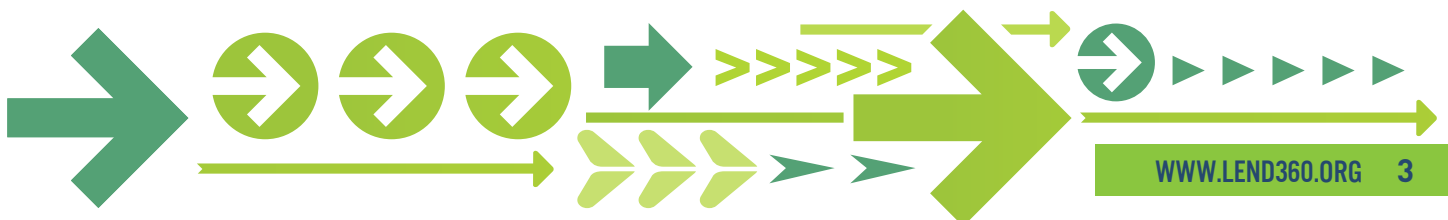
## EXHIBIT PACKAGE

### LEND360 EXHIBIT PACKAGE: \$6,000

- 10' x 10' booth space
- Two complimentary passes
- Logo in general session materials
- Logo in dedicated email to attendees prior to the conference
- Access to attendee directory with contact information
- Logo and company description on the LEND360 mobile app
- Logo in onsite program

“From our perspective, LEND360 reflected the most value and benefit for our marketing dollars. We were hard pressed to find any other fall event that provided as large and diverse a consumer lending gathering, along with a very compelling agenda and terrific meeting location.”

Rob Fite | VP, North America Business Development & Marketing



# SPONSORSHIP OPPORTUNITIES

## A-LA-CARTE

OPPORTUNITY	DESCRIPTION	INVESTMENT
<b>LEND360 Daily Secondary Banner Ad</b>	Digital banner ad in newsletter sent each day to all attendees and during LEND360. This position is the secondary position within the body copy.	\$1,500
<b>Program Guide: Inside Front Cover</b>	Full-page ad provided by sponsor in the printed program guide on the inside front cover.	\$2,000
<b>Program Guide: Inside Back Cover</b>	Full-page ad provided by sponsor in the printed program guide on the inside back cover.	\$2,000
<b>LEND360 Daily Headline Banner Ad</b>	Digital banner ad in newsletter sent to all attendees and during LEND360. This position is the headline position above all articles.	\$2,000
<b>LEND360 Daily Article</b>	150-word article in newsletter sent to all attendees during LEND360. This position is the headline position above all other articles.	\$2,000
<b>Program Guide: Back Cover</b>	Full-page ad provided by sponsor in the printed program guide on the back cover.	\$2,200
<b>Spotlight Stage</b>	Reserve exclusive time on the LEND360 show floor to present your product/service innovations and/or showcase research. Opportunity includes: designated 15-minute time slot, prominent presentation area on show floor with screen, podium and microphone. Logo in program guide.	\$3,000
<b>Exclusive Registration Gift</b>	Sponsor provides LEND360-approved item that is handed to attendees upon registration.	\$3,250
<b>Hospitality Suites (4 available)</b>	Company name recognition as Hospitality Suite sponsor. Ability to distribute marketing items in Hospitality Suite. Recognized in attendees' handbook as Hospitality Suite sponsor.	\$3,500
<b>Column Wrap</b>	Large column with your branding placed outside the Innovation Floor or elevator bank. Price includes one column designed by sponsor. Design must be pre-approved by LEND360.	\$4,000
<b>Hallway Signage</b>	You provide your pop-up signage to be included in hallways of the conference space.	\$4,000
<b>Video on LEND360 TV</b>	Your video will play in a loop on the LEND360 dedicated channel in Fairmont guest rooms in the LEND360 block. Limit 30 seconds per video. Video must be provided by sponsor by predetermined deadline and in the appropriate format.	\$4,000
<b>Carpet Decals</b>	Capture attendees' attention — and drive traffic to your booth — with a show floor carpet decal displaying your logo, brand message and/or booth number.	\$5,000
<b>Room Drop</b>	Sponsor supplies item to be dropped in every room in the LEND360 room block. Welcome guests with a memorable gift, a message on the mirror or other creative ideas.	\$5,000
<b>Customized Room Keys</b>	Get your brand recognized with customized hotel room keys distributed to each attendee staying at the host hotel. Sponsor provides OLA-approved artwork.	\$6,000
<b>Elevator Branding</b>	Attendees will frequently see wraps outside on one of the elevator banks as they navigate throughout the hotel space. Price includes one column designed by sponsor. Design must be pre-approved by LEND360.	\$6,000 per elevator bank

# BUILD YOUR CUSTOM SPONSORSHIP PACKAGE WITH THESE A-LA-CARTE OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	INVESTMENT
<b>Agenda Sponsor</b>	Your logo displayed on all digital versions of the agenda distributed to attendees and posted on the website. Also recognition in the printed program book agenda section. Up to three sponsors available.	\$7,000 per sponsor
<b>Specialty Breakfast</b>	Host an intimate, one-hour breakfast meeting during LEND360. LEND360 can help target the right audience for your breakfast meeting of 20-30 attendees. This could be the perfect opportunity to present your pitch to a target group of decision makers or present on a topic of expertise for your company. Includes pre-event promotion (two dedicated email invitations), space for breakfast and audio visual equipment.	\$7,000
<b>Legal Issues Luncheon</b>	Host the luncheon for attending law firms, attorneys and general counsels. Your company will receive recognition on digital invitations, onsite signage, cups and napkins, and table tents.	\$7,000
<b>General Session Seat Drop</b>	Your ad, promotional item or message placed on every seat at one of the 2017 LEND360 general sessions.	\$7,000
<b>Coffee Breaks</b>	Your logo on signage, cups and napkins during coffee breaks. Includes cost of production.	\$8,000
<b>Podium Signage</b>	Your logo displayed along with LEND360 logo on speaker podium during General Session.	\$8,000
<b>Registration Padfolios</b>	Logo included on padfolios with LEND360 conference partner logo. Includes cost of production. Each attendee receives a padfolio at registration with all materials related to the conference.	\$8,000
<b>Tech Room Hospitality Suite</b>	Company name recognition as Tech Room Hospitality Suite sponsor. Ability to distribute marketing items in Hospitality Suite.	\$8,000
<b>Laptop/Tote Bag</b>	Allow LEND360 attendees to be your walking billboards by having your logo prominently featured on the official event bag handed out at registration. Bags are produced by show management and will also include the LEND360 logo.	\$10,000
<b>Note Pads and Pens</b>	Logo on notepads and pens distributed to all attendees.	\$10,000
<b>Pre-Show Promotional Video</b>	Present your company logo front and center in our LEND360 promo video, which will be on the LEND360 website and used in promotional materials leading up to the show.	\$10,000
<b>Networking Breakfast</b>	Your logo and branding on signage, cups and napkins during breakfast on the show floor. Also receive recognition on promotional materials and invitations.	\$15,000

“When we decided to launch our new Internet lending platform, we reached out to our third-party partners for a bit of direction. We were looking for conventions, seminars, trade associations or any arena to showcase our new product. We wanted to know our partners’ preferences and where they get the most bang for their buck. Every vendor-partner recommended LEND360. Each had very complimentary reviews of not only the convention, but the convention staff, and potential customer traffic it brought.

**Jennifer Tabb | VP Customer Relations | eSoftware Solutions**

Questions about exhibiting or sponsorship? Contact Liz Jones at [ljones@LEND360.org](mailto:ljones@LEND360.org).

# SPONSORSHIP PACKAGES

## PLATINUM SPONSORSHIP PACKAGES:

**\$75,000**

- Platinum sponsor designation via logo placement and hyperlink in event marketing materials, advertisements, and conference brochure; in the official Show Guide; and on onsite event signage (as applicable)
- Prime 10' x 10' booth at 2017 LEND360
- Six complimentary full conference passes for your team members, partners, customers, and prospects
- Two specialty a-la-carte branding items valued up to \$5,000 each
- Opportunity to present on the Spotlight Stage on the Innovation Floor (based on availability)
- Full-page, 4-color advertisement in the Show Guide
- Top web ad in LEND360 daily email
- VIP discount for all customers and prospects to register for the full conference at reduced rates as your guest (a 25% special promo code will be provided to facilitate)
- Choice of:

### PLATINUM SPONSORSHIP PACKAGE # 1

- All that is included above PLUS
- Recognition as a Title Sponsor of the Wednesday LEND360 Evening Reception

### PLATINUM SPONSORSHIP PACKAGE #2

- All that is included above PLUS
- Recognition as a Title Sponsor of the Thursday LEND360 Evening Reception

### PLATINUM SPONSORSHIP PACKAGE #3

- All that is included above PLUS
- Recognition as a Title Sponsor of LEND360 Networking Lunch on the Innovation Floor

### PLATINUM SPONSORSHIP PACKAGE #4

- All that is included above PLUS
- Recognition as a Title Sponsor of LEND360 Badges and Lanyards

## GOLD SPONSORSHIP PACKAGES:

**\$50,000**

- Gold sponsor designation via logo placement and hyperlink in event marketing materials, advertisements, direct mailings, and conference brochure; in the official Show Guide; and on onsite event signage (as applicable)
- Prime 10' x 10' booth at 2017 LEND360
- Five complimentary full conference passes for your team members, partners, customers and prospects
- One specialty a-la-carte branding item valued up to \$5,000
- Web ad in LEND360 daily email
- VIP discount for all customers and prospects to register for the full conference at reduced rates as your guest (a 20% special promo code will be provided to facilitate)
- Choice of:

### GOLD SPONSORSHIP PACKAGE #1

- All that is included above PLUS
- Recognition as a Bar Sponsor Thursday night LEND360 Evening Reception

### GOLD SPONSORSHIP PACKAGE #2

- All that is included above PLUS
- Recognition as a Co-Sponsor of the Wi-Fi

### GOLD SPONSORSHIP PACKAGE #3

- All that is included above PLUS
- Specialty recognition as a Title Sponsor of LEND360 registration (your brand will be recognized in registration area onsite and the online registration portal)

## SILVER SPONSORSHIP PACKAGE:

**\$40,000**

- Silver sponsor designation via logo placement and hyperlink in event marketing materials, advertisements, direct mailings, and conference brochure; in the official Show Guide; and on onsite event signage (as applicable)
- Prime 10' x 10' booth at 2017 LEND360
- Recognition as a Title Sponsor of a LEND360 Networking Coffee Break
- Four complimentary full conference passes for your team members, partners, customers, and prospects
- Web ad in LEND360 daily email
- VIP discount for all customers and prospects to register for the full conference at reduced rates as your guest (a 15% special promo code will be provided to facilitate)

## BRONZE SPONSORSHIP PACKAGE:

**\$20,000**

- Bronze sponsor designation via logo placement and hyperlink in event marketing materials, advertisements, direct mailings, and conference brochure; in the official Show Guide; and on onsite event signage (as applicable)
- Prime 10' x 10' booth at 2017 LEND360
- Branded Hospitality Suite
- Three complimentary full conference passes for your team members, partners, customers, and prospects
- VIP discount for all customers and prospects to register for the full conference at reduced rates as your guest (a 15% special promo code will be provided to facilitate)

## SUPPORTER SPONSORSHIP PACKAGE:

**\$10,000**

- Supporter sponsor designation via logo placement and hyperlink in event marketing materials, advertisements, direct mailings, and conference brochure; in the official Show Guide; and on onsite event signage (as applicable)
- Two complimentary full conference passes for your team members, partners, customers, and prospects
- VIP discount for all customers and prospects to register for the full conference at reduced rates as your guest (a 15% special promo code will be provided to facilitate)

## \* ADDITIONAL SPONSORSHIP PACKAGES AVAILABLE

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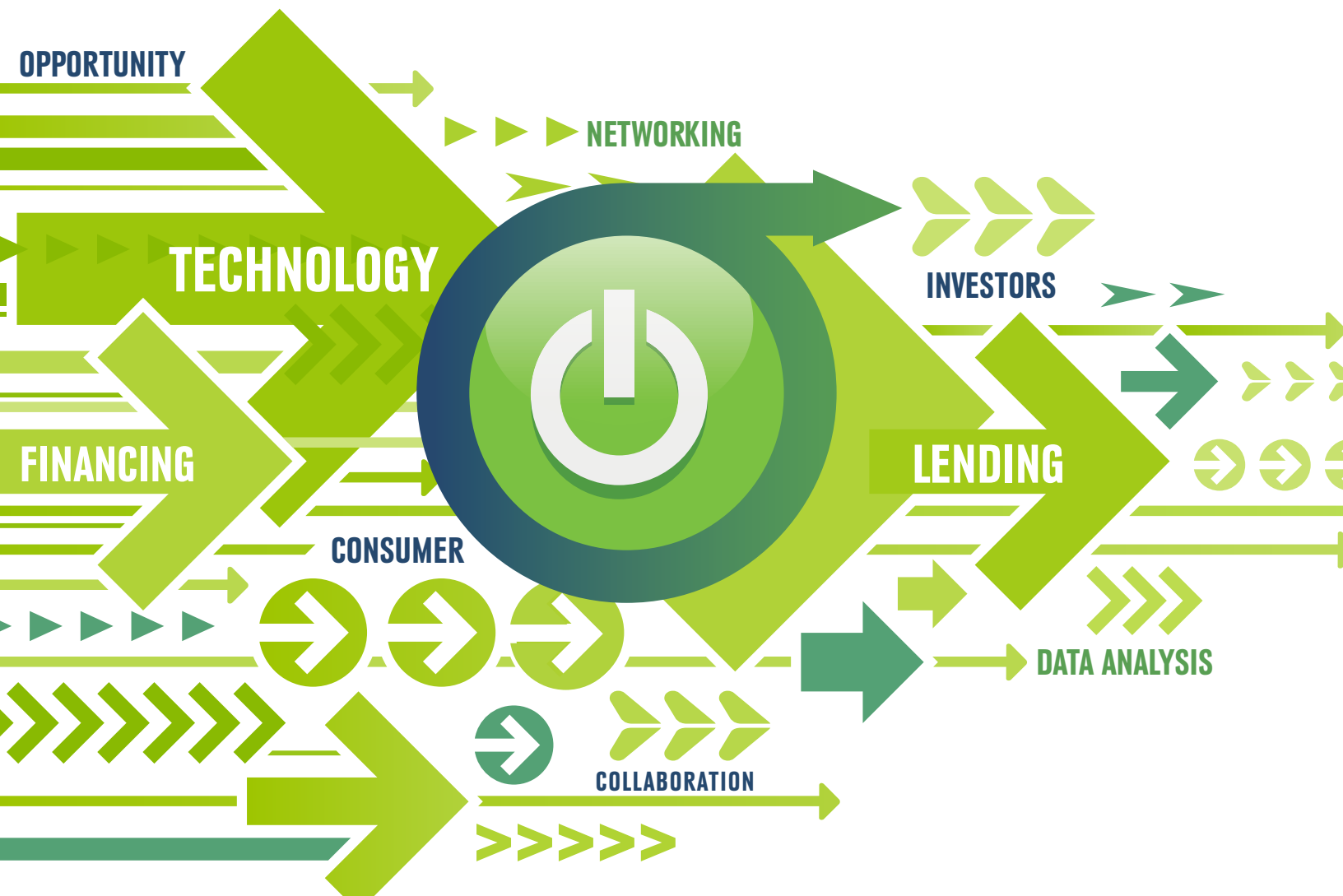
	PLATINUM \$75K	GOLD \$50K	SILVER \$40K	BRONZE \$20K	SUPPORTER \$10K	EXHIBITOR \$6K
Complimentary Passes	6	5	4	3	2	2
10' x 10' Booth	•	•	•	•		•
Logo on Event Website	•	•	•	•	•	
Logo in Printed Marketing Materials (as available)	•	•	•	•	•	
Logo in Official Program Guide	•	•	•	•	•	
Logo on Event Signage	•	•	•	•	•	
VIP Registration Discount for Customers & Prospects	25% off	20% off	15% off	15% off	15% off	
Web Advertisement in LEND360 Daily (on-site email)	•	•	•			
TWO Specialty A-La-Carte Branding Items Valued up to \$5,000 each	•					
Choice of: <ul style="list-style-type: none"> <li>Title Sponsor of Wednesday Night Reception</li> <li>Title Sponsor of Thursday Night Reception</li> <li>Title Sponsor of LEND360 Networking Lunch</li> <li>Title Sponsor of LEND360 Badges and Lanyards</li> </ul>	•					
ONE Specialty A-La-Carte Branding Items Valued up to \$5,000		•				
Choice of: <ul style="list-style-type: none"> <li>Bar Sponsor of Thursday Night Reception</li> <li>Co-Sponsor of Wi-Fi</li> <li>Title Sponsor of LEND360 Registration</li> </ul>		•				
Title Sponsor of LEND360 Coffee Break			•			
Branded Hospitality Suite				•		

# LEND360®



OCTOBER 11-13, 2017  
FAIRMONT DALLAS • DALLAS, TX

[WWW.LEND360.ORG](http://WWW.LEND360.ORG)





# RESERVATION AGREEMENT

## COMPANY INFORMATION

Company Name

Contact Name

Email Address

Phone

Address

City

State

ZIP

### EXHIBIT-ONLY PACKAGE

EXHIBIT-ONLY: \$6,000

### SPONSOR PACKAGES

- PLATINUM: \$75,000+     BRONZE: \$20,000+
- GOLD: \$50,000+         SUPPORTER: \$10,000+
- SILVER: \$40,000+

### A-LA-CARTE OPPORTUNITIES

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL PRICE \$

Upon receipt of your signed agreement, you will receive a confirmation and invoice with payment information via email to the contact provided above. Payments are accepted via company check, money order or ACH transfer. A 50% deposit is due within two weeks of receipt of the invoice. Full and final payment is due four weeks prior to the event date. Sponsorships are 50% non-refundable after the deposit date; non-refundable within 90 days of the event.

By signing below, you agree to the terms and conditions outlined on page 8. The undersigned is fully authorized to commit to the Sponsorship and Exhibition Agreement and all its terms and conditions.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Questions about exhibiting or sponsorship?  
Contact Liz Jones at [ljones@LEND360.org](mailto:ljones@LEND360.org).

# TERMS AND CONDITIONS

These terms and conditions constitute an agreement between the Sponsor/Exhibitor and the Host Organization, LEND360.

- 1 | Management reserves the right to alter or change the space assigned to the Exhibitor. Management further reserves the right, at its sole discretion, to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor and Management.
- 2 | The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person without the prior written consent of management. Any attempt to do so is null and void and will result in immediate cancellation of this contract, and the forfeiture of any amounts paid by the Exhibitor to Management.
- 3 | The Sponsor/Exhibitor shall comply with all rules and regulations by Management for the show and agrees that Management's decision to adopt and enforce any such rule or regulation shall be final and binding. Sponsor/Exhibitor also agrees to the host hotel's Policies and Procedures.
- 4 | The Sponsor/Exhibitor is responsible for compliance with all applicable local laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters, and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.
- 5 | The Sponsor/Exhibitor shall indemnify and hold Management and Host Organization harmless from and against any loss, injury or damages whatsoever suffered by Management as a result the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/Exhibitor's participation in the show, including, without limitation, any third-party claim against Management or Host Organization with directors, officers, agents and employees.
- 6 | Sponsorships are considered non-refundable 90 days prior to the event start date. Sponsorship changes or cancellations resulting in requirements to reproduce conference materials may incur additional fees.
- 7 | Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, Management or to other show participants.
- 8 | Out-boarding (suites and space on property, used for the purpose of client solicitation, outside of host organization's arrangements or approval) is strictly prohibited. Likewise, suitcasing is also prohibited. Violators will be asked to leave the conference.
- 9 | All goods shipped to the show must be clearly marked with the name of the Sponsor/Exhibitor and the number of the display space. Goods must not be shipped to the show for any shipping charges to be paid on arrival and any such goods will not be accepted by Management. Management assumes no responsibility for loss or damage to the Sponsor/Exhibitor's goods or property before, during or after the show.
- 10 | In consideration of the Sponsor/Exhibitor's participation in the show, the Sponsor/Exhibitor hereby releases Management, its directors, officers, agents and employees from any and all claims, losses or damages whatsoever suffered or sustained by the Sponsor/Exhibitor in connection with its participation, act of Management or otherwise.
- 11 | The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry liability insurance. The Exhibitor agrees to furnish immediately to Management upon request certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to Management at law or under this contract, Management shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.
- 12 | Sponsors and Exhibitors understand and are willing to comply with environmentally sustainable efforts and practices relating to the conference.
- 13 | Sponsors/Exhibitors agree to comply with all host facility regulations and policies pertaining to hanging or affixing items or displays. Additionally, Sponsor/Exhibitor will not use logos of host hotel or host organization without express written consent.

