

# 2010 NASBIC CONFERENCE SPONSORSHIP OPPORTUNITIES

As the professional association for the Small Business Investment Company (SBIC) community, the lower middle market of the private equity industry and the oldest organization of venture capitalists in the world, NASBIC has played a pivotal role in building and promoting a strong and profitable SBIC industry to better serve the growth-capital needs of America's small businesses. Why not increase your outreach to this market by becoming a sponsor for one or all of NASBIC's 2010 events?

## PACKAGES

Over 700 industry professionals attended NASBIC's 2009 regional networking conferences and the Annual Meeting traditionally draws in crowds of up to 300 participants in the SBIC and private equity space. The sponsorship packages are the best value for your money and available in a range of prices that fit your marketing budget.

- ★ **Regional - \$6,500 (\$7,500 value)**  
Includes sponsorship of four regional private equity conferences
- ★ **Silver - \$11,000 (\$12,500 value)**  
Includes sponsorship of four regional private equity conferences and leadership level sponsorship for the 52<sup>nd</sup> NASBIC Annual Meeting
- ★ **Gold - \$15,500 (\$17,500 value)**  
Includes sponsorship of four regional private equity conferences and premier level sponsorship for the 52<sup>nd</sup> NASBIC Annual Meeting
- ★ **Platinum - \$20,000 (\$22,500 value)**  
Includes sponsorship of four regional private equity conferences and vanguard level sponsorship for the 52<sup>nd</sup> NASBIC Annual Meeting

## A LA CARTE

Interested in marketing to a specific regional audience? The Regional Private Equity Conferences and the Annual Meeting are a great way to make contact with prospective clients.

### Regional Private Equity Conferences

<b>Winter Northeast</b>	<b>\$1,500</b>
January 20, 2010 ♦ New York, New York	
<b>Summer Northeast</b>	<b>\$1,500</b>
June, 2010 ♦ New York, New York	
<b>Midwest</b>	<b>\$2,000</b>
February 17-18, 2010 ♦ Chicago, Illinois	
<b>Southern</b>	<b>\$2,500</b>
April/May, 2010 ♦ Nashville, Tennessee	

### 52<sup>nd</sup> NASBIC Annual Meeting & Private Equity Conference

October 24-26 2010 ♦ Palm Beach, Florida	
<b>Leadership</b>	<b>\$5,000</b>
<b>Premier</b>	<b>\$10,000</b>
<b>Vanguard</b>	<b>\$15,000</b>

### Your Valued Sponsorship Includes:

- ❖ Display of company promotional items throughout the conference
- ❖ Recognition during the conference
- ❖ Company logo displayed on multi-media screens during the program
- ❖ Complimentary conference registration(s)
- ❖ Company logo and profile on the NASBIC website
- ❖ Advance copy of the conference participant networking list

## WHY BE A NASBIC CONFERENCE SPONSOR?

NASBIC conferences attract not only SBICs, but also private equity professionals in the lower middle market. Sponsoring and attending NASBIC conferences, offers:

- ◆ **Networking Opportunities**  
Networking is one of the key components included in every NASBIC conference. The program is centered around delivering content and building in time for professionals to hold discussions and make deals.
- ◆ **Increase Visibility**  
A venue to introduce all participants to the products and services you provide.
- ◆ **Expand your reach**  
NASBIC offers conferences in three different regions, as well as the Annual Meeting which is widely attended by all regions of the country, giving sponsors the opportunity to meet professionals from across the nation.
- ◆ **Stay current on industry happenings**  
The programmatic content at NASBIC conferences is designed to keep those in the lower middle market apprised of opportunities/threats to the industry in the legislative and regulatory environments. As a sponsor, this information is extremely valuable and can be used to tailor your products and services to suit your customers' present and future needs.

## QUESTIONS?

Interested in becoming a NASBIC sponsor, but have a few questions? Please contact Lisa Slaydon at [lslaydon@nasbic.org](mailto:lslaydon@nasbic.org) or call (202) 628-5055 for assistance.

**>>>NOTE: THE PACKAGE DEAL OFFERS EXPIRE JANUARY 15<sup>TH</sup>, 2010, SO DON'T DELAY!<<<**

## SPONSORSHIP COMMITMENT

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

**On behalf of my firm, I would like to commit to sponsoring the following 2010 NASBIC Event(s):**

**PACKAGES** (SELECT ONE)

- Regional
                    
  Silver
                    
  Gold
                    
  Platinum

**A LA CARTE EVENTS** (SELECT ALL THAT APPLY)

**REGIONAL PRIVATE EQUITY CONFERENCES**

- NE-Winter
                    
  NE-Summer
                    
  Midwest
                    
  Southern

**2010 ANNUAL MEETING & PRIVATE EQUITY CONFERENCE**

- Leadership
                    
  Premier
                    
  Vanguard

**Sponsorship fees are due upon receipt and are payable via check or credit card (Mastercard, Visa, or AMEX).**

- I am paying via credit card using our [secure on-line website](#).  
 I am paying via check, payable to NASBIC

Please send check to:

Lisa Slaydon  
 NASBIC  
 1100 H Street, NW • Suite 610  
 Washington, DC 20005

\*Forms may be returned via email to: Lisa Slaydon at [lslaydon@nasbic.org](mailto:lslaydon@nasbic.org)