



2026 ANNUAL TRAINING EVENT

SPONSOR PROSPECTUS



STRONGER TOGETHER

POWERED BY SMALL BUSINESS

September 29 – October 1, 2026
Atlanta Marriott Marquis

2026 TRAINING EVENT



ATLANTA, GEORGIA

JOIN US FOR AMERICA'S SBDC 47TH ANNUAL TRAINING EVENT

Where Training Meets National Impact

This premier professional training event offers an unparalleled opportunity to connect with approximately 1,000 SBDC leaders, business advisors, and professionals nationwide.

Sponsoring aligns your brand with our mission to empower small business success, significantly boosting your visibility and influence across the SBDC network and the broader small business community. Your support enriches this four-day event focused on education, networking, and professional development, fostering vital connections and innovation.

We look forward to seeing you there!

819

**SBDC CENTERS
REPRESENTED**

63

**SBDC NETWORKS
NATIONWIDE**

50

**STATES +
5 US TERRITORIES**

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ATLANTA, GEORGIA

THE NATION'S LARGEST SMALL BUSINESS SUPPORT NETWORK

America's SBDC is a non-profit association representing America's nationwide network of Small Business Development Centers (SBDCs)—the most comprehensive small business assistance network in the United States and its territories.

300K

**CLIENTS ADVISED
ANNUALLY**

One-on-one consulting
with entrepreneurs and
business owners nationwide

1.2M

**TOTAL ADVISING
HOURS**

Dedicated support
provided to
entrepreneurs in 2025.

1,000

**CONFERENCE
ATTENDEES**

Directors, staff, and
advisors gathering to
enhance their skills

Small Business Development Centers (SBDCs) are the largest provider of entrepreneurial support services in the United States. Our nationwide network of SBDCs leads in job creation and delivers measurable economic results that strengthen communities from coast to coast. This is your opportunity to connect with the professionals who power small business success across America.

OUR NATIONAL IMPACT: RESULTS THAT MATTER

2025 Performance Highlights

10X

FASTER GROWTH

Businesses working with SBDCs grow their teams 10X faster than the average U.S. business

96%

CLIENT SATISFACTION

Would recommend SBDC services to other businesses seeking guidance

\$5.1B

CLIENT SALES GENERATED

Total revenue generated by SBDC clients nationwide

68K

NEW JOBS CREATED

Businesses working with SBDCs generated 68,033 new full-time equivalent jobs.

When you sponsor this training event, you're investing in the professionals who drive these remarkable results—and amplifying your impact across every community they serve.

WHY SPONSOR THIS TRAINING EVENT

Attendees come to learn, grow, and network with a single driving principle: **small business success**. They are eager to discover how to help their clients succeed and ready to explore partnership opportunities. We offer our Sponsors a highly impactful way to contribute to their success and make lasting connections that extend far beyond the conference.

This is a **'train the trainer'** event where these professionals apply what they learn in their local communities, multiplying your impact across the nation.



AMPLIFY YOUR BRAND

Boost your brand's visibility within the SBDC network and expand your influence across the entire small business community nationwide



MARKET YOUR SOLUTIONS

Showcase your products and services to approximately 1,000 engaged attendees who serve hundreds of thousands of businesses



GENERATE AWARENESS

Gain publicity with prominent company listing in event marketing and signage, visible to all participants



BUILD PARTNERSHIPS

Develop key relationships and foster new strategic partnerships with decision-makers and influencers

WHAT PREVIOUS SPONSORS ARE SAYING

Trusted by Industry Leaders



4.7

OUT OF 5 STARS

Overall value received for sponsorship

“The reach has been incredible. The SBDC is one of the largest distribution channels to reach small businesses nationwide. Here you get to talk with advisors and coaches, and they could have dozens, up to tens of thousands of small businesses in their network.”

- Andrew Sugar, Strategic Partnerships, Xero



4.8

OUT OF 5 STARS

Satisfaction with the networking opportunities

“Advisors are hungry for tools that actually help them do their job better. It is the best thing for your brand is to get in front of this community and be able to present yourself as somebody that can help small businesses.”

- Mike Milan, Founder, Cash Flow Mike

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SEE THE IMPACT



2025 EVENT HIGHLIGHTS



SPONSOR TESTIMONIALS

SPONSORSHIP PACKAGES

	VISIONARY \$100,000	INNOVATOR \$75,000	CATALYST \$50,000	PIONEER \$25,000	ACTIVATOR \$10,000	GOV/NP \$5,000
VIP Sponsor Status	✓	✓				
Booth Space	15x15	15x15	9x9	9x9	9x9	Sponsor Station
Full Attendee Registration	10	8	6	4	2	2
General Session Video	✓	✓				
General Session Logo Recognition	✓	✓	✓	✓	✓	✓
Listening Lounge Host	3	2				
Workshop Host	4	2				
Additional Logo Visibility*	✓	✓	✓	✓	✓	
Event Lanyard Sponsor	✓	✓				
Banner Advertisement in Event Mobile App	X + 1 push notifications	X + 1 push notifications	✓	✓	✓	✓
Food & Beverage Sponsor	✓	✓				
WiFi Sponsor Name on Splash Page	✓					
Activation in Sponsor Experience	✓	✓				
Exclusive 1-on-1 Meeting with SBDC VIPs	✓	✓				
List of Registered Attendees	✓ pre + post event	✓ pre + post event	✓ pre + post event	✓ post event	✓ post event	✓ post event
Sponsor Experience Giveaway	✓	✓	✓	✓	✓	✓

* Additional Logo Visibility includes logo on social media, digital campaigns, event communications, event website, signage, event branding

Each additional person is 50% off attendee rate (\$1,275), is \$635 (covers F&B)

TURN-KEY BOOTH PACKAGE

Your turn-key booth includes everything you need for a seamless setup, allowing you to focus on engaging with attendees. We handle the basic structure; you bring your brand to life.

BOOTH GRAPHICS + SIZE

Submit your artwork via our Dropbox or email. All booths are in a carpeted ballroom.

- **9x9 Booths:** One center graphic panel and two clear plexiglass panels.
- **15x15 Booths:** Two walls of graphic panels (no plexiglass).
- **Sponsor Station:** A collection of sponsor pods with graphic counters.

FURNITURE + UTILITIES

- **9x9 Booths:** 1 table & 2 chairs, or 1 highboy & 2 stools.
- **15x15 Booths:** 2 tables & 4 chairs, or 2 highboys & 4 stools.
- **Sponsor Station:** One counter with two stools in each pod.
- **Included:** Wi-Fi, 120 electrical access, and a trash can. The ballroom is carpeted.

IMPORTANT NOTES:

Anything not listed above is excluded. Upgrades or additional services must be arranged and paid for via the Exhibitor Services Kit and paid directly to the decorator, RMPxpo.

Shipping to/from the event venue must be independently arranged and paid for through the Exhibitor Services Kit.

LEAD RETRIEVAL

Instantly scan badges, add notes and ratings, and sync leads directly to your CRM, giving sales immediate visibility and eliminating manual follow-up. Lead Retrieval is an easy win for maximizing exhibitor value without adding operational complexity



CVENT LEADCAPTURE OVERVIEW VIDEO

PRICING

- **1-2 Staff**
 - \$249 per organization for the 1st LeadCapture Software License
 - \$149 per organization per device thereafter
- **3+ Staff**
 - \$499 per organization for a LeadCapture Bundle of 3 Software Licenses
 - \$149 per organization per device thereafter

IMPORTANT NOTES:

You can add and pay for lead retrieval directly in the event app once you register. Contact Brett Thibodeau for more information, brett@americassbdc.org.

ADDITIONAL INVESTMENT OPPORTUNITIES

Available to any organization, with or without a sponsorship package.

Gain targeted visibility and create unique engagement moments throughout the conference with these exclusive opportunities.



MORNING YOGA SESSION

\$10,000

Start each day with mindful movement. Sponsor a morning sunrise yoga session that energizes attendees while prominently featuring your brand.



MORNING EXERCISE CLASS

\$10,000

Power up the day with a high-energy workout. Your brand becomes synonymous with health, wellness, and peak performance.



STATE STAR SPONSOR

\$10,000

Recognize outstanding achievements within the SBDC network. Two (2) passes to STAR Event, exclusive branding at the awards ceremony and in program materials.



ROAMING PHOTO BOOTH

\$7,000

Capture memories throughout the venue. Your branded photo booth creates shareable moments and extends your reach beyond the conference.



CUSTOM COCKTAIL/MOCKTAIL

\$7,000

Create a signature drink bearing your brand name. Your logo printed on cocktail napkins and custom drink signage at each bar.

These premium opportunities sell quickly and are available on a first-come, first-served basis. Secure your preferred activation early to maximize impact.

SPONSOR EXPERIENCE ACTIVATIONS

Exclusive to Visionary & Innovator Sponsors

Stand out and create memorable moments with exclusive Sponsor Experience activations. These premium opportunities allow you to engage attendees in unique, interactive ways that go beyond traditional booth exhibitions.

Each activation is strategically designed to draw attendees into your brand experience, creating lasting impressions and meaningful conversations. These high-traffic engagement zones become natural gathering points throughout the conference.



PROFESSIONAL HEADSHOT STATION

Provide attendees with complimentary professional headshots while showcasing your brand



BLENDER BIKES EXPERIENCE

Interactive smoothie-making bikes that combine wellness, fun, and your brand message



ZEN MASSAGE STATION

Relaxation zone offering chair massages that attendees will remember and appreciate



CUSTOM TATTOO SHOP

Temporary tattoos featuring conference branding and sponsor logos for lasting visibility

The listed options above are examples of activations; the final opportunities will be determined based on availability and the timing of when the sponsorship is secured

IMPORTANT DEADLINES

Key Dates



AUGUST 7TH

Exhibitor and sponsor
registration deadline —
secure your spot



AUGUST 21

Booth graphics & signage deadline
(late submissions incur additional fees).
Final deadline for workshop
information & virtual exhibit booth



AUGUST 24

Room block deadline



SEPTEMBER 28

Booth build-out day
and Exhibit Hall
opens



OCTOBER 2

Exhibit Hall closes
at 1 pm, followed by
breakdown until 4 pm

FREQUENTLY ASKED QUESTIONS

When can I register?

Registration for sponsors is now open on the [event webpage](#).

How can my organization present a workshop at the event?

Everyone, including sponsors, must submit their workshop proposals through the association's call for papers process. Presentations are reviewed and approved by the association's Professional Development Committee. Starting in May 2026, registered sponsors who want to host a workshop but have not yet submitted it for peer review should contact Brett Thibodeau at brett@americassbdc.org for submission information. The deadline for sponsor workshops is August 21st.

Whom do I contact with questions on the sponsor packages and opportunities?

Contact April Youngblut, Vice President at America's SBDC, april@americassbdc.org to learn more.

What is the current agenda for the event?

You can access the event's current overview agenda [here](#).

What have I missed?

Make sure you review in detail what is included in your sponsor packages. Don't miss the lead capture upgrade option, the other package upgrades, or the standalone sponsorship opportunities. Custom packages are available by request.



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THANK YOU!



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