



TMA 2008 20th Anniversary Convention Sponsorship Prospectus

You are cordially invited to be an event sponsor of the TMA's 20th Anniversary Convention in New Orleans, Louisiana at the New Orleans Marriott, October 27 – 29, 2008. Join fellow colleagues as we celebrate the turnaround management, restructuring and distressed investing industry! This very special and unique Annual Convention will provide sponsoring firms with the opportunity to reach more than 1,000+ key decision makers in the corporate renewal and restructuring industry.

Be sure to reserve your sponsorship early, as slots are likely fill up quickly for this milestone event. What will make this year's convention different from all the others you might ask? In addition to enhanced sponsorship packages for this convention, here some of the major program highlights to help you as your review the sponsorship opportunities.

2008 Annual Convention Program Highlights:

Keynote Speakers and Entertainers

General Colin, L. Powell USA (Ret.)

Bob Woodward, *The Washington Post*

Chris Gardner, Author, *The Pursuit of Happyness*

Dana Carvey, Comedian

Events

- Industry Celebratory Dinner Featuring Dana Carvey and Donation Presentation to Internationally Recognized Charity - Save the Children - to Commemorate the 20th Year Anniversary
- Turnaround, Restructuring and Distressed Investing Industry Hall of Fame Induction Ceremony
 - City Park New Orleans Service Project (Pre-Conference)
 - Turnaround and Transaction of the Year Awards
 - TMA Celebratory Leadership Dinner
 - Plenary Panels Featuring Industry Luminaries
 - Skill Builder Sessions
 - TMA Exhibit Hall Featuring 80+ Exhibitors
 - Butler-Cooley Excellence in Teaching Awards
 - Carl Marks Student Paper Competition Awards
 - Numerous Networking and Social Functions

To commemorate TMA and the Corporate Renewal Industry's 20th Anniversary, a portion of the proceeds from the 2008 sponsorship sales will go towards TMA's charitable contribution to Save the Children. The presentation of this gift will be made during the 20th Anniversary Industry Celebration Dinner on Tuesday, October 28.

WHO SHOULD SPONSOR?

Event sponsorships are open to organizations that are looking for visibility and exposure amongst TMA's diverse group of professionals. Sponsoring entities may include, but are not limited to: practitioners, lenders, attorneys, consultants, auctioneers, liquidators, appraisers, investment bankers, equity investors, workout specialists, outsourcing professionals and others providing critical services to the industry.

SPONSORSHIP OPTIONS

As a sponsor of the 2008 20th Anniversary Convention, you have the option to participate as an "Exclusive Sponsor" or a "Co-sponsor." Various sponsorships are priced so that your firm can sponsor exclusively as the sole sponsor of an event/item or you can share an event with other companies at the co-sponsor price. TMA will work with each sponsoring firm to help customize a benefit package that meets its needs.

SUPER-SIZE YOUR SPONSORSHIP (NEW)

TMA is pleased to offer firms the opportunity to "up-size" their sponsorship to receive additional benefits as a sponsor of the 20th Anniversary Convention. Those firms sponsoring an item/event at a level below \$10,000 can pay the difference and receive a special package of benefits associated at the \$10,000 sponsorship level. Details of each enhanced package can be found below.

Important Note: A firm that chooses to co-sponsor an event/item will not have the right to refuse another firm's opportunity to co-sponsor the same event/item.

STANDARD EVENT SPONSOR BENEFITS

Sponsors of the 20th Anniversary Convention will receive a series of benefits for their contributions to the conference. All sponsors will receive a "Standard" set of benefits as listed below. In addition, TMA will have customized benefits for each sponsorship and packages available to those companies that sponsor at a level of \$8,500 or greater.

As a sponsor of the annual convention, your firm will be entitled to the following benefits:

1. Acknowledgement in the official convention brochure (must be confirmed prior to printing deadline).
2. Acknowledgement on the TMA web site (updated frequently).
3. Acknowledgement in the official convention program book (must be confirmed prior to printing deadline).
4. The opportunity to display your firm's marketing material and/or giveaway items at the event you are sponsoring.
5. Pre and post convention attendee rosters in Excel format.
6. Signage displaying your corporate logo at the event you are sponsoring (sponsors may elect to send additional signage and/or banners in addition to what TMA provides.)
7. Video vignette recognizing your firm on the main stage during the convention.
8. "Sponsor" i.d. ribbons for attendee name badges.
9. Recognition in the pre and post-convention issues of the TMA's *The Journal of Corporate Renewal*.

ANNIVERSARY CONVENTION SPONSORSHIP PACKAGES **(NEW)**

\$15,000 and above

Standard benefits plus:

- (1) 20th Anniversary Celebratory Dinner Sponsorship (includes ad in dinner program, reserved table for 10 and honorary vice chairmanship)
- (3) Complimentary convention registrations
- (2) VIP meet and greet invitations (Colin Powell)

\$12,500 - \$15,000

Standard benefits plus:

- (1) 20th Anniversary Celebratory Dinner Sponsorship (includes ad in dinner program, reserved table for 10 and honorary vice chairmanship)
- (2) Complimentary convention registrations
- (2) VIP meet and greet invitations (Colin Powell)

\$10,000 - \$12,500

Standard benefits plus:

- (1) 20th Anniversary Celebratory Dinner Sponsorship (includes ad in dinner program, reserved table for 10 and honorary vice chairmanship)
- (1) Complimentary convention registration
- (2) VIP meet and greet invitations (Bob Woodward)

\$8,500 - \$10,000

Standard benefits plus:

- (2) VIP meet and greet invitations (Bob Woodward)

Important Notes:

1. Firms sponsoring the dinner directly for \$8,500 will receive a reserved table for 10, dinner program ad and an honorary vice chairmanship of the dinner.
2. Firms that receive a table for 10 at the celebratory dinner may populate their table with any individuals that are registered for the convention.
3. "Customized" benefits will vary by event/item.

HOW DO I RESERVE A SPONSORSHIP?

To reserve a sponsorship today, simply call Joseph Karel at 312-242-6039 and your reservation will be taken over the phone. All reservations must be accompanied by a signed Event Sponsor Order Form, which can be faxed to 312-578-8336 within 24 hrs. of reserving your sponsorship. All sponsorships are sold on a first-come/first-served basis.

PAYMENT INFORMATION

All sponsors will be invoiced for their sponsorship. Payment must be received at TMA headquarters prior to the convention. TMA accepts personal/company checks, MasterCard, VISA and American Express. Please make all checks payable to **Turnaround Management Association** and mail to: **Joseph Karel, Turnaround Management Association, 150 S. Wacker Dr., Ste. 900, Chicago IL, 60606.**

SPONSORSHIP OPPORTUNITIES

Monday, October 27, 2008

Wine and Cheese Reception in the Exhibit Hall

SOLD OUT: CRG Partners, Evercore and NRC Realty Advisors LLC

Join attendees as we kick off the conference with a wine and cheese reception in the exhibition hall. Visit more than 80+ booths to see the latest in products and services available to those in the turnaround and restructuring industry. Various wines and assorted cheeses will be available for tasting as attendees stroll the hall and visit with exhibitors. A great way to start the conference and begin the evening!

Exclusive Price: N/A

Co-Sponsor Price: \$5,500 each (limit 3)

Opening Reception

SOLD OUT: Conway, MacKenzie & Dunleavy, Hunt Special Situations Group, RCS Real Estate Advisors and Locke Lord Bissell and Liddell LLP

Surrounded by a variety of food and drink stations and hundreds of attendees, this reception provides the perfect start to the convention! What better way to showcase your firm than to host this premier party. Sponsoring companies are exposed to TMA's diverse attendee representation and have the opportunity to market their products and/or services to convention attendees. Whether you are meeting old friends, forging new relationships or looking for that elusive contact, this event is not to be missed!

Exclusive Price: N/A

Co-Sponsor Price: \$10,000 each (limit 4)

Tuesday, October 28, 2008

Continental Breakfast

SOLD OUT: Carl Marks Advisory Group LLC

Join convention attendees for breakfast and networking to start the day! Attendees will be treated to breakfast prior to the opening session of the convention. Corporate logos will be prominently displayed on signage at the breakfast with additional acknowledgements taking place in the opening session immediately following breakfast service. This event is a great value for sponsors wanting a morning full of exposure and visibility.

Exclusive Price: \$8,500

Co-Sponsor Price: \$3,500 each (limit 3)

Convention Opening and Keynote Presentation with General Colin L. Powell, USA (Ret.)

SOLD OUT: AليxPartners LLC, Accord Financial, Inc., O'Keefe & Associates and Thomson Reuters

Be a part of the official kick-off of the TMA's Annual Convention! Join fellow attendees as General Colin L. Powell, USA (Ret.) opens the conference with an informative and inspiring presentation. General Powell became the 65th Secretary of State on January 20, 2001. As he stated at his confirmation hearing, the guiding principle of U.S. foreign policy during his tenure was that "America stands ready to help any country that wishes to join the democratic world." General Powell brought extensive experience with him to his office. Before becoming Secretary of State, Colin Powell served as a key aide to the Secretary of Defense and as National Security Advisor to President Reagan. He also served 35 years in the United States Army, rising to the rank of Four-Star General and serving as Chairman of the Joint Chiefs of Staff (1989 – 1993). During this time he oversaw 28 crises to include the Panama intervention of 1989 and Operation Desert Storm in the victorious 1991 Persian Gulf War. Since returning to private life, General Powell has become a strategic limited partner at Kleiner Perkins Caufield & Byers, the renowned Silicon Valley venture capital firm. He is also on the Board of Directors of Revolution Health Group, a company developing strategies for consumer-directed health care. Powell is the Founder of the Colin Powell Policy Center at his alma mater, the City College of New York, and he is helping to raise funds for the Martin

Luther King, Jr. Memorial in Washington, DC and for the construction of an education center for the Vietnam Veterans Memorial. General Powell is the author of his best-selling autobiography, *My American Journey*.

Exclusive Price: N/A

Co-Sponsor Price: \$12,500 each (limit 4)

A.M. Coffee Break in the Exhibit Hall

SOLD OUT: Atlas Partners LLC and Buccino & Associates, Inc.

Need a break? Enjoy a cup of coffee, soda or a snack while visiting more than 80 service providers in TMA's exhibit hall. This is a great value for sponsors wanting some quality exposure at an affordable price.

Exclusive Price: \$3,500

Co-Sponsor Price: \$2,250 each (limit 2)

Keynote Luncheon and TMA Annual Awards Presentation with Keynote Plenary Panel Moderated by Henry Miller, Miller Buckfire & Co. LLC

3/5 SOLD: CIT, Mesirow Financial Consulting LLC and Morrison & Foerster LLP

Lunch is served! Join fellow convention attendees for a delectable luncheon that is sure to please the masses. Here attendees will be treated to a fabulous plated lunch followed by the TMA Annual Awards ceremony. Sponsoring firms can take advantage of having their audience captive for almost two hours! In addition, attendees will be treated to a keynote panel presentation moderated by Henry Miller of Miller Buckfire & Co. LLC. Mr. Miller will lead a panel discussion on "The Impact of Distressed Investors Upon the Reorganization and Restructuring Process". Be sure to attend this event for recent developments in the corporate renewal and restructuring industry!

Exclusive Price: N/A

Co-Sponsor Price: \$6,000 each (limit 5)

P.M. Coffee Break in the Exhibit Hall

SOLD OUT: DLA Piper US LLP

Need a break? Enjoy a quick cup of coffee, soda or a snack during one of the several coffee breaks throughout the convention. This is a great value for sponsors wanting some quality exposure at an affordable price.

Exclusive Price: \$3,500

Co-Sponsor Price: \$2,250 each (limit 2)

Diversity Reception

SOLD OUT: JPMorgan Chase & Co.

This cocktail reception provides the TMA's Professional Women's Networking Group, Young Professionals and minority groups with a forum to network and discuss the many issues they face in today's rapidly changing corporate renewal market place. Whether it's catching up with old friends, making new business contacts or just talking about relevant topics in today's industry, this is the forum for you!

Exclusive Price: \$10,000

Co-Sponsor Price: \$4,000 each (limit 3)

Gala Cocktail Reception and Exhibitors' Prize Drawing

1/3 SOLD: Huron Consulting Group

Cocktails and hors d'oeuvres are served in the exhibit hall as attendees mingle with more than 80 corporate renewal service providers. This event showcases TMA's exhibitors and gives attendees the chance to learn more about the many products and services that are available in today's corporate renewal market place. During the reception, exhibitors will have an opportunity to announce the winner(s) of drawings held at their booth. Prizes will be available for home, leisure and business use. Be sure to visit each to booth for a chance to win! This event always promises to be a good time for all!

Exclusive Price: N/A

Co-Sponsor Price: \$5,500 each (limit 3)

20th Anniversary Industry Celebration Dinner Featuring Comedian, Dana Carvey, TMA's Inaugural Hall of Fame Induction Ceremony and Charitable Contribution to the Save the Children Charity
Accord Financial, AlixPartners LLC, O'Keefe & Associates, Tatum LLC, Stutman Treister & Glatt, Versa Capital Management, Carl Marks Advisory Group, JPMorgan Chase & Co., Conway MacKenzie & Dunleavy, FTI Consulting, Inc., Kurtzman Carson Consultants LLC, Thomson Reuters, RCS Real Estate Advisors, Grant Thornton LLP, Weil Gotshal & Manges LLP, Evercore Partners, Rothschild, Inc., Sitrick and Company, Hunt Special Situations Group and Crystal Capital

Want to sponsor with a touch of elegance as we celebrate 20 years of the corporate restructuring and turnaround industry? This is the event during which to do it! Join fellow convention attendees for a night to remember. Attendees will be treated to an evening full of delicious food, drink, entertainment and networking. This dinner will be like none other in TMA's 20-year history. Here are just some of the events planned during the celebratory dinner:

- Inaugural TMA Hall of Fame Induction Ceremony
- Charitable Contribution Presentation to Save the Children
- Butler-Cooley Excellence in Teaching Awards Presentation
- Evening Entertainment by renowned Comedian, Dana Carvey

Emmy-award winning comedian Dana Carvey has maintained a tremendous career. A repertory member of Saturday Night Live since the 1986-87 season, Carvey left in 1992 after seven seasons. Carvey is best known for his [characters](#) the Church Lady; Hans, of the Hans and Franz bodybuilding duo; Garth, Wayne Campbell's (Mike Myers) "Excellent Co-host" on the immensely popular sketch "Wayne's World," and Weekend Update's Grumpy Old Man.

As a special benefit to those sponsoring the dinner, you will receive a reserved table for 10 near the stage along with an honorary vice-chairmanship of the dinner and a display ad in the dinner program guide. All honorary vice-chairs of the dinner will be recognized in both the convention brochure, conference program book and dinner program guide.

Exclusive Price: N/A

Co-Sponsor Price: \$8,500 each (limit n/a)

Note: In addition to those sponsoring specifically the Celebratory Dinner, any firm sponsoring \$10,000 or more will become a co-sponsor of the dinner.

Wednesday, October 29, 2008

Buffet Breakfast in the Exhibit Hall

SOLD OUT: Cooley Godward & Kronish LLP, The Meridian Group and Winston & Strawn LLP

Join convention attendees and more than 80 service providers in the exhibit hall for breakfast and networking to start the day. This event is a great value for sponsors wanting a morning full of exposure and visibility inside TMA's premier market place.

Exclusive Price: \$8,500

Co-Sponsor Price: \$3,500 each (limit 3)

Day Two Opening Keynote Presentation with reporter and author - Bob Woodward, The Washington Post

SOLD OUT: Evercore Partners; Sitrick and Company; and Tatum LLC

Bob Woodward has worked for The Washington Post since 1971. He has won nearly every American journalism award, and the Post won the 1973 Pulitzer Prize for his work with Carl Bernstein on the Watergate scandal. In addition, Woodward was the main reporter for the Post's articles on the aftermath

of the September 11 terrorist attacks that won the National Affairs Pulitzer Prize in 2002. Woodward won the Gerald R. Ford Prize for Distinguished Reporting on the Presidency in 2003. The Weekly Standard called Woodward "the best pure reporter of his generation, perhaps ever." In 2003, Albert Hunt of The Wall Street Journal called Woodward "the most celebrated journalist of our age." In 2004, Bob Schieffer of CBS News said, "Woodward has established himself as the best reporter of our time. He may be the best reporter of all time."

Exclusive Price: N/A

Co-Sponsor Price: \$10,000 (limit 3)

A.M. Coffee Break in the Exhibit Hall

SOLD OUT: Morris-Anderson & Associates, Ltd.

Need a break? Enjoy a quick cup of coffee, soda or a snack during one of the several coffee breaks throughout the convention. This is a great value for sponsors wanting some quality exposure at an affordable price.

Exclusive: \$3,500

Co-sponsorship: \$2,250 each (limit 2)

Keynote Luncheon featuring the TMA Annual Awards Presentation and Presentation by Christopher Gardner, Author – *The Pursuit of Happyness*

Here attendees will be treated to a fabulous plated lunch, followed by the TMA Annual Awards Presentation. Following lunch service, an inspiring keynote presentation will be delivered by Christopher Gardner, author of *The Pursuit of Happyness*. Christopher Gardner is the head of his own successful brokerage firm, living the life he had always dreamed of. His path to this extraordinary success took a series of extraordinary turns. Just 20 years ago, Gardner was homeless, trying to support his son as a single parent. Always hard-working and tenacious, a series of circumstances in the early 1980's left Gardner homeless in San Francisco and the sole guardian of his toddler son. Unwilling to give up Chris Jr., or his dream of financial independence, Gardner started at the bottom. Without connections or a college degree, he earned a spot in the Dean Witter Reynolds training program. Often spending his nights in a church shelter or the bathroom at a Bay Area Rapid Transit station in Oakland, Gardner was the sole trainee offered a job at Dean Witter Reynolds in 1981. He spent 1983-1987 at Bear Stearns & Co., where he became a top earner, and then in 1987, he founded the brokerage firm Gardner Rich & Co. in Chicago. Gardner's first book, *The Pursuit of Happyness*, is an account of his life story and was released in June 2006. Columbia Pictures has also completed production on a feature film based on Gardner's rags-to-riches tale. The blockbuster film starring Will Smith as Gardner was released in December 2006.

Exclusive Price: N/A

Co-Sponsor Price: \$6,000 each (limit 5)

TMA Celebratory Leadership Dinner

This invite only event will be held at a special off-site location in New Orleans to commemorate the 20th Anniversary of the Turnaround Management Association. Here guests will be treated to an evening of fabulous food, dinks and entertainment in a festive atmosphere as the Association celebrates its 20th Anniversary. This is a great opportunity for firms to give back to the organization and be a part of what promises to be a very special evening.

Exclusive Price: N/A

Co-Sponsor Price: \$5,000 each (limit 5)

Convention and Educational Materials

Convention Bags

SOLD OUT: Versa Capital Management

Don't miss your chance to sponsor this hot item! Take the opportunity to have your company's logo prominently displayed on the official TMA convention bag. As a sponsor of the tote bag, your firm has the exclusive right to stuff the bags with marketing material, giveaways and all sorts of goodies. No other

firm can put anything in the bags except you! A great value for visibility that lasts well past the convention!

Exclusive Price: \$15,000

Co-Sponsor Price: \$8,500 each (limit 2)

Hotel Room Keys

SOLD OUT: Deloitte Financial Advisory Services LLP

Companies can now sponsor the official sleeping room keys that all attendees of the TMA Annual Convention will receive upon check-in to the J.W. Marriott Grande Lakes Resort. Firms will have their corporate logo printed on the official room keys of the TMA Annual Convention. What a great way to have continued visibility and exposure that will last throughout the entire conference. Be sure to act fast, extremely limited space is available!

Exclusive Price: \$8,500 (limit 1)

Co-Sponsor Price: N/A

Name Badge Lanyards

SOLD OUT: Executive Sounding Board Associates Inc.

This sponsorship opportunity allows a company to have its corporate logo along with the TMA logo prominently displayed on the name badge lanyards provided to convention attendees. Here's a great way to brand your company with TMA attendees.

Exclusive Price: \$8,500

Co-Sponsor Price: N/A

Pocket Agenda

SOLD OUT: BBK

This new sponsorship opportunity will provide firms with the opportunity to have their firm's branding on the hand-held pocket agenda that attendees will reference throughout the course of the convention. Sponsoring companies will have their corporate logo prominently displayed on the agenda and will have the opportunity to have a literature table in the registration area of the convention. Be sure to act fast as space is extremely limited!

Exclusive Price: \$6,000

Co-Sponsor Price: N/A

TMA Cyber Café

Do you need to check your e-mail, finish a project, print a document or simply surf the web? You don't have to look any further than the TMA Cyber Café. This new sponsorship opportunity will allow companies to gain visibility and exposure to hundreds of convention attendees as they take advantage of this new resource. Sponsors will have literature tables, signage and corporate logos prominently displayed on all terminals throughout the café. Here is your chance to be a part of this unique opportunity!

Exclusive Price: N/A

Co-Sponsor Price: \$6,500 each (limit 3)

CD ROM/Program Book

SOLD OUT: FTI Consulting, Inc. and Skadden Arps Slate Meagher & Flom LLP

Is display advertising your desire? Then this is the item for you! As a sponsor of the official convention program book and CD ROM, you have the opportunity to place your company's logo on the front cover of both the book and the CD ROM. In addition, exclusive sponsors can have as many as two full-page, black & white ads displayed within the publication and two color ads programmed on the CD. Attendees will often refer back to these books for material that was submitted by various panelists and speakers. A great value for sending a message to convention attendees!

Exclusive Price: \$15,000

Co-Sponsor Price: \$8,500 each (limit 2)

Wall Street Journal Room Drop (Tuesday, October 28)

SOLD OUT: National City Capital Markets

Companies can now sponsor a complimentary issue of the *Wall Street Journal* that will be delivered to attendees sleeping rooms the morning following the Opening Reception - Tuesday, October 28. Firms will have their corporate logo displayed on each copy of the WSJ and will receive a literature table in the registration area for the duration of the conference. Be sure to act fast, limited space is available!

Exclusive Price: \$3,500

Co-Sponsor Price: \$2,000 (limit 2)

Wall Street Journal Room Drop (Wednesday, October 29)

SOLD OUT: Bond Schoeneck & King PLLC and Fennemore Craig, P.C.

Companies can now sponsor a complimentary issue of the *Wall Street Journal* that will be delivered to attendees sleeping rooms the morning of Wednesday, October 29. Firms will have their corporate logo displayed on each copy of the WSJ and will receive a literature table in the registration area for the duration of the conference. Be sure to act fast, limited space is available!

Exclusive Price: \$3,500

Co-Sponsor Price: \$2,000 (limit 2)

Audio CD Recordings

SOLD OUT: Aon Risk Management, Inc.

Take this opportunity to sponsor the audio CDs of TMA's educational sessions from the annual convention! These CDs will be referred to long after the convention has ended. Missed a session? No problem! Simply order the sessions you missed and listed to them at your leisure! A great value for sponsors wanting long-term exposure beyond the convention.

Exclusive Price: \$3,500

Co-Sponsor Price: \$2,500 each (limit 2)