

TMA & THE DEAL LLC PRESENT
The Third Annual
DISTRESSED INVESTING CONFERENCE
THE BELLAGIO, LAS VEGAS
JANUARY 21 – 23, 2009

Sponsorships

Platinum Sponsorship (Limit 2)
(1) SOLD – Conway MacKenzie & Dunleavy
Panel Category Exclusivity: \$45,000

Sponsorship Benefits:

1. Two exclusive panel positions at conference, either as a moderator or panelist. **Sponsor** will be the only firm in its category represented on its panels
2. Sponsor's logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Corporate logo on all event collateral and on-site signage with designation as Platinum Sponsor on site
4. Bonus ½ page color ad to run in *The Deal*; Ad to run pre or post event
5. Eight (8) additional attendee passes to conference (not including panel speaker)
6. Dedicated literature and display table at conference
7. Two (2) full-page advertisements in conference information book distributed to all attendees
8. Full-page corporate description in conference information book distributed to all attendees
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Confidential attendee list (pre and post event) with full contact information
11. (1) Full Page color ad in the January issue of TMA's Journal of Corporate Renewal
12. (1) Full Page color ad in the 2009 Distressed Investing Report

Gold Sponsorship

\$25,000

(2) SOLD – DLA Piper US LLP and Brown Rudnick

Sponsorship Benefits:

1. One non-exclusive panel position at conference, either as a moderator or panelist.
2. Sponsor's logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Corporate logo on all event collateral and on-site signage with designation as Gold Sponsor on site
4. Six (6) additional attendee passes to conference (not including panel speaker)
5. Dedicated literature and display table at conference
6. Full-page advertisement in conference information book distributed to all attendees
7. Full-page corporate description in conference information book distributed to all attendees
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
9. Confidential attendee list (pre and post event) with full contact information
10. (1) Full Page color ad in the 2009 Distressed Investing Report

On-Line Video Content Sponsorship

\$20,000

Sponsorship Benefits:

1. Sponsor's watermark logo or pre-roll in video or podcast
2. Sponsor has rights to host and distribute sponsored content from the event
3. Content will be hosted on The Deal and TMA websites and impressions generated from ads in electronic newswires
4. Sponsor's logo on ads running in *The Deal* and *The Daily Deal* designated as On-Line Video Content Sponsor
5. Sponsor's logo on all event collateral and onsite signage
6. (4) Attendee passes to the conference. Additional passes may be purchased at a 30% discount (applicable to non-TMA member rates.)
7. Dedicated display table at the conference
8. 1 Full-Page advertisement in conference information book
9. Confidential attendee list (pre and post event) with full contact information
10. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
11. 1 Half-page ad in electronic conference proceedings report circulated after the event

Pre-Conference Workshop Sponsorship

\$10,000

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage, with designation as "Workshop Host"

2. Sponsor's logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Prominently displayed signage at the workshop with your firm's logo
4. Four (4) additional attendee passes to conference (not including panel speaker(s)/moderator); Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Dedicated literature and display table at conference
6. Full-page advertisement in conference information book distributed to all attendees
7. Full-page corporate description in conference information book distributed to all attendees
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
9. Confidential attendee list (pre and post event) with full contact information
10. Promo/Collateral materials at both the workshop and related refreshment breaks
11. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
12. Half Page color ad in the 2009 Distressed Investing Report

Speakers' Dinner and Welcoming Dessert/Cocktail Reception Sponsorship

\$15,000

(SOLD OUT) – AlixPartners, LLP

Sponsorship Benefits:

1. Company representative to deliver welcoming comments at speakers' dinner
2. Corporate logo on all event collateral and on-site signage, with designation as "Dinner and Welcoming Reception Sponsor"
3. Prominently displayed signage at both the dinner and reception with your firm's logo
4. Four (4) additional attendee passes to conference. Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Four (4) company representatives to attend pre-conference speaker dinner
6. Dedicated literature and display table at conference
7. Full-page advertisement in conference information book distributed to all attendees
8. Full-page corporate description in conference information book distributed to all attendees
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Confidential attendee list (pre and post event) with full contact information
11. Promo/Collateral material to be displayed at dinner and reception
12. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
13. Half Page color ad in the 2009 Distressed Investing Report

Thursday Opening Luncheon w/Keynote Speaker Sponsorship

\$15,000

(SOLD OUT) – IntraLinks, Inc.

Sponsorship Benefits:

1. Company representative to introduce opening keynote speaker
2. Corporate logo on all event collateral and on-site signage, with designation as "Luncheon Host"
3. Sponsor's logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
4. Prominently displayed signage at lunch with your firm's logo

5. Four (4) additional attendee passes to conference. Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
6. Dedicated literature and display table at conference
7. Full-page advertisement in conference information book distributed to all attendees
8. Full-page corporate description in conference information book distributed to all attendees
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Confidential attendee list (pre and post event) with full contact information
11. Promo/Collateral materials at luncheon
12. Reserved Seating at head table
13. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
14. Half Page color ad in the 2009 Distressed Investing Report

Cocktail Reception Sponsorship

\$15,000

(SOLD OUT) – KPS Capital Partners LP

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage, with designation as “Cocktail Reception” Host
2. Sponsor’s logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Prominently displayed signage at cocktail party as “Cocktail Reception Host”
4. Four (4) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Five (5) invites for clients and colleagues to attend cocktail reception
6. Dedicated literature and display table at conference
7. Full-page advertisement in conference information book distributed to all attendees
8. Full-page corporate description in conference information book distributed to all attendees
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Confidential attendee list (pre and post event) with full contact information
11. Promo/Collateral at reception
12. Option to have banners or additional signage at reception
13. Half Page color ad in the 2009 Distressed Investing Report

Networking Refreshment Breaks Sponsors

All Breaks - \$20,000*

Thursday Break 1 - \$8,500

Thursday Break 2 - \$8,500

Friday Break 1 - \$8,500

(Thursday - SOLD OUT) – Loeb & Loeb LLP

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage, with designation as Networking Break Sponsor
2. Sponsor’s logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Prominently displayed signage at networking break, with designation as networking sponsor

4. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Dedicated literature and display table at conference*
6. Full-page advertisement in conference information book distributed to all attendees
7. Full-page corporate description in conference information book distributed to all attendees
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine*
9. Confidential attendee list (pre and post event), with full contact information
10. Promo/Collateral at breakfast
11. Banner or additional signage at breaks
12. Half Page color ad in the 2009 Distressed Investing Report

* Must sponsor at least two of the three breaks in order to be entitled to this benefit

Friday Breakfast and Keynote Roundtable Sponsor ***\$15,000***

Sponsorship Benefits:

1. Company representative to introduce keynote roundtable following breakfast service
2. Corporate logo on all event collateral and on-site signage, with designation as “Breakfast Host”
3. Sponsor’s logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
4. Prominently displayed signage at breakfast with your firm’s logo
5. Four (4) additional attendee passes to conference. Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
6. Dedicated literature and display table at conference
7. Full-page advertisement in conference information book distributed to all attendees
8. Full-page corporate description in conference information book distributed to all attendees
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Confidential attendee list (pre and post event) with full contact information
11. Promo/Collateral materials at breakfast
12. Reserved Seating at head table
13. Half Page color ad in the 2009 Distressed Investing Report

Friday Closing Luncheon ***\$10,000***

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage, with designation as “Luncheon Host”
2. Sponsor’s logo will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Prominently displayed signage at lunch with your firm’s logo
4. Four (4) additional attendee passes to conference. Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Dedicated literature and display table at conference
6. Full-page advertisement in conference information book distributed to all attendees
7. Full-page corporate description in conference information book distributed to all attendees
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine

9. Confidential attendee list (pre and post event) with full contact information
10. Promo/Collateral materials at Luncheon
11. Reserved Seating at head table
12. Half Page color ad in the 2009 Distressed Investing Report

Cyber Café

\$10,000

Sponsorship Benefits

1. Corporate logo on all event collateral and on-site signage
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Prominently displayed signage in cyber café area with your firm's logo
4. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
5. Full-page advertisement in conference information book distributed to all attendees
6. Full-page corporate description in conference information book distributed to all attendees
7. Confidential attendee list (pre and post event) with full contact information
8. Logo/Branding prominently displayed on PC screens
9. Web browser default set to sponsor's home page
10. May include marketing collateral in cyber café area
11. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
12. Half Page color ad in the 2009 Distressed Investing Report

Bags

\$10,000

(SOLD OUT) – Getzler Henrich & Associates LLC

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
4. Full-page advertisement in conference information book distributed to all attendees
5. Full-page corporate description in conference information book distributed to all attendees
6. Confidential attendee list (pre and post event) with full contact information
7. Logo/Branding prominently displayed on bag.
8. May include marketing collateral or giveaway in bag
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Half Page color ad in the 2009 Distressed Investing Report

Padfolio

\$10,000

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*

3. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
4. Full-page advertisement in conference information book distributed to all attendees
5. Full-page corporate description in conference information book distributed to all attendees
6. Confidential attendee list (pre and post event) with full contact information
7. Logo/Branding prominently displayed on padfolio.
8. May include marketing collateral or giveaway at registration
9. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
10. Half Page color ad in the 2009 Distressed Investing Report

Lanyards

\$8,500

(SOLD OUT – Mesirow Financial Consulting, LLC)

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
4. Full-page advertisement in conference information book distributed to all attendees
5. Full-page corporate description in conference information book distributed to all attendees
6. Confidential attendee list (pre and post event) with full contact information
7. Logo prominently displayed on lanyard.
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
9. Half Page color ad in the 2009 Distressed Investing Report

Pocket Agenda

\$5,000

(SOLD OUT – Skadden Arps Slate Meagher & Flom LLP)

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. Two (2) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
4. Full-page advertisement in conference information book distributed to all attendees
5. Full-page corporate description in conference information book distributed to all attendees
6. Confidential attendee list (pre and post event) with full contact information
7. Logo/Branding prominently displayed on agenda.
8. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
9. Half Page color ad in the 2009 Distressed Investing Report

Conference Display Tables

\$3,000

(6) SOLD – Insight Equity; Melville Capital; Business Capital; WCM Associates; Broadpoint Capital and Bayside Capital

Sponsorship Benefits:

1. Corporate logo on all event collateral and on-site signage, with designation as Exhibitor
2. Sponsor will be highlighted in ads promoting the event appearing in *The Deal* and on *TheDeal.com*
3. One (1) attendee passes to conference; Additional attendee passes may be purchased at a 30% discount (applicable to non-TMA member rates).
4. Full-page advertisement in conference information book distributed to all attendees
5. Full-page corporate description in conference information book distributed to all attendees
6. Confidential attendee list (pre and post event) with full contact information
7. Corporate logo in advertisement thanking all sponsors and exhibitors following event, appearing in *The Deal* magazine
8. Logo listing in the 2009 Distressed Investing Report

For more information on sponsorship and exhibitor opportunities, please contact:

Joseph Karel, Director of Fund Development
Turnaround Management Association
Phone: 312-242-6039
E-mail: jkarel@turnaround.org

Or

Allan Cunningham, Managing Director - Events
The Deal LLC
Phone: 212-313-9162
E-mail: acunningham@thedeal.com