

Turnaround Management Association 2010 Spring Conference Event Sponsorship Opportunities



You are invited to be an event sponsor of TMA's 2010 Spring Conference at the Sheraton Hotel and Towers in New York City, April 20–22. TMA, the premier professional community dedicated to corporate renewal and turnaround management, is pleased to offer your firm the opportunity to sponsor various receptions, meal functions, keynote speakers, coffee and refreshment breaks, tote bags and educational materials at this annual event. Here is your chance to reach the key decision makers in the corporate renewal industry!

WHO SHOULD SPONSOR?

Event sponsorships are open to all constituents involved in the corporate renewal industry. Sponsoring entities include: practitioners, lenders, attorneys, consultants, auctioneers, liquidators, appraisers, investment bankers, equity investors, workout specialists, outsourcing professionals and many more.

EVENT SPONSOR BENEFITS

As a sponsor of the spring conference, your firm will be entitled to the following benefits.

1. Acknowledgement and corporate logo listing in the official conference brochure.
2. Acknowledgement and corporate logo listing in the official conference program book.
3. The opportunity to display your firm's marketing material and/or giveaway items at the event you are hosting.
4. A pre and post-conference list of attendees.
5. Signage and/or banners at the event you are hosting.
6. Multi-media and verbal recognition during the conference.
7. "Sponsor" ribbons for attendee name badges.
8. Recognition in the pre and post-conference issues of the *TMA Journal of Corporate Renewal*.

Important Note: In some instances, there may be additional event-specific benefits available. Please contact Joseph Karel directly at 312-242-6039 for details.

SPONSORSHIP OPTIONS

As a sponsor of the 2010 Spring Conference, you have the option to participate as an "Exclusive Sponsor" or as 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. All prices are noted.

Important Note: A firm that chooses to co-sponsor an event/item will not have the right to refuse another firm's bid to cosponsor the same 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 Agreement Form, which can be faxed to 312-578-8336. 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 conference date. 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.**

Women's Professional Networking Reception (Invitation Only)

Intended for the professional women of TMA, this invitation only reception provides an exclusive forum for TMA's professional women to network and discuss the many issues and opportunities in today's corporate renewal community.

(Tuesday, April 20)

Exclusive Price: \$3,500

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

Continental Breakfast

SOLD OUT: Grant Thornton LLP

The body needs energy to make it through a full day of educational sessions and seminars. Join conference attendees for a light, healthy breakfast to start the day. This is a great value for sponsors wanting a morning full of exposure and visibility.

(Wednesday, April 21)

Exclusive Price: \$3,500

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

Opening Keynote Session with Ron Insana – CNBC Senior Analyst and Commentator.

1/3 SOLD: BDO Consulting

Join fellow attendees as TMA opens its 2010 Spring Conference with a timely and captivating keynote address with Ron Insana, CNBC Senior Analyst. Insana is a CNBC senior analyst and commentator, giving his perspectives on the world's most important business and economic stories. Previously, Insana was a managing director at SAC Capital Advisers, an \$11 billion hedge fund, run by Steven A. Cohen. Prior to joining SAC, Insana was the president and CEO of Insana Capital Partners, where he managed the \$120 million Insana Capital Partners Legends Fund. For over two decades, Insana was a familiar face on business television, spending 22 years as a veteran anchor at CNBC and its forerunner, the Financial News Network. Insana was named one of the top 100 business journalists of the 20th Century, by the TJFR Group, has written for *USA Today*, *Money* magazine, hosted a nationally syndicated radio show and has written 4 books about Wall Street and the financial markets.

(Wednesday, April 21)

Exclusive Price: N/A

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

Coffee Breaks

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

(Wednesday, April 21 - A.M.) ½ SOLD: Atlas Partners, LLC

(Wednesday, April 21- P.M.) SOLD OUT: Loeb & Loeb LLP

(Thursday, April 22 - A.M.)

Exclusive Price: \$1,750 each break

Co-sponsor Price: \$1,000 each break (limit 2 per break)

Keynote Luncheon with Bankruptcy Judges Panel

SOLD OUT: Cooley Godward Kronish LLP and SSG Capital Advisors, LLC

Lunch is served! Join fellow conference attendees for a wonderful luncheon that is sure to please the masses. This highly attended event provides an opportunity for networking and relaxation to begin the afternoon. Following lunch, attendees will be treated to a keynote presentation from a panel of esteemed bankruptcy judges who will give their insight on today's legal landscape. Judges confirmed to appear as of March 1 include Hon. Rosemary Gambardella (U.S. Bankruptcy Court – District of New Jersey) and Hon. Robert D. Drain (U.S. Bankruptcy Court – Southern District of New York).

(Wednesday, April 21)

Exclusive Price: \$6,000
Co-sponsor Price: \$3,500 each (limit 2)

Gala Cocktail Reception

2/3 SOLD: Carl Marks Advisory Group LLC and Winston & Strawn LLP

Join conference attendees as the sun sets for spirits and hors d'oeuvres to wind down the day and begin an event-filled evening. This extremely well attended event provides yet another opportunity for networking and exposure. Want to get some marketing material or a giveaway into attendees' hands? This is the place!

(Wednesday, April 21)

Exclusive Price: N/A

Co-Sponsor Price: \$3,750 each (limit 3)

Keynote Dinner and TMA Annual Awards Presentation with David Gergen – CNN Senior Political Analyst

Want to sponsor with a touch of elegance? This is the event at which to do it! You will be treated to an evening of wonderful food and drink, and of course...networking! Following dinner, TMA will present its Annual Awards for outstanding contribution and chapter excellence. Attendees will then be entertained by CNN Senior Political Analyst David Gergen. Commentator, editor, teacher, public servant, best-selling author and advisor to presidents for 30 years, David Gergen has been an active participant in American national life. He served as director of communications for President Reagan and held positions in the administrations of Presidents Nixon and Ford. In 1993, he put his country before politics when he agreed to first serve as counselor to President Clinton on both foreign policy and domestic affairs, then as special international advisor to the president and to Secretary of State Warren Christopher. Gergen currently serves as editor-at-large at *U.S. News & World Report* and as a regular television commentator on CNN. He served as moderator of *World @ Large*, a 13-part PBS discussion series for two seasons. He is also a professor of public service at the John F. Kennedy School of Government and is director of its Center for Public Leadership. In the fall of 2000, he published the best-selling book *Eyewitness to Power: The Essence of Leadership, Nixon to Clinton*. He is currently working on a book that focuses on presidential transitions.

(Wednesday, April 21)

Exclusive Price: N/A

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

Continental Breakfast

The body needs energy to make it through a long day of educational sessions and seminars. Join conference attendees for a light, healthy breakfast to start the day. This is a great value for sponsors wanting a morning full of exposure and visibility.

(Thursday, April 22)

Exclusive Price: \$3,500

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

EDUCATIONAL AND CONFERENCE MATERIALS

Tote bags

½ SOLD: Vion Receivable Investments

Take the opportunity to have your company's logo prominently displayed on the official TMA conference 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 conference!

Exclusive Price: \$7,500

Co-Sponsor Price: \$4,000 each (limit 2)

Name Badge Lanyards

SOLD OUT: Gordon Brothers Group

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

Exclusive Price: \$6,000 (limit 1)

Co-Sponsor Price: N/A

Hotel Room Keys

Companies can now sponsor the official sleeping room keys that attendees of the TMA Spring Conference will receive upon check-in at the Hotel InterContinental. Firms will have their corporate logo and branding printed on these official room keys of the TMA Spring Conference. What a great way to have continued visibility and exposure that will last throughout the entire conference. Be sure to act fast, limited space is available!

Exclusive Price: \$5,000

Co-Sponsor Price: N/A

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 sponsorship opportunity will allow companies to gain visibility and exposure to conference 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: \$4,000

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

Pocket Agenda

SOLD OUT: Hilco

This 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 conference. 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 conference. Be sure to act fast as space is extremely limited!

Exclusive Price: \$3,500 (limit 1)

Co-Sponsor Price: N/A

Program Book

SOLD OUT: CRG Partners and Skadden Arps Slate Meagher & Flom LLP

Is display advertising your desire? This is the item for you! As a sponsor of the official conference program book, you have the opportunity to have your company's logo prominently displayed on the front cover of the book. In addition, exclusive sponsors can have as many as two Full Page ads prominently displayed throughout the publication. Attendees will often refer back to these books for material that was submitted by various panels and speakers. A great value for those wanting to send a message to conference attendees!

Exclusive Price: \$5,000

Co-Sponsor Price: \$2,750 each (limit 2)

Wall Street Journal Drop

Companies can now sponsor a complimentary issue of the Wall Street Journal that will be delivered to attendees sleeping rooms on two separate mornings. Firms will have their corporate logo displayed on

each copy of the WSJ and will receive a display table in the registration area for the duration of the conference. Be sure to act fast, limited space is available!

(Day 1 - Wednesday, April 21) SOLD OUT: Deloitte Financial Advisory Services LLP

(Day 2 - Thursday, April 22) ½ SOLD: Bond Schoeneck & King PLLC

Exclusive Price: \$2,500 each day

Co-Sponsor Price: \$1,500 (limit 2) each day