

Turnaround Management Association 2012 Spring Conference Event Sponsorship Opportunities



You are invited to be an event sponsor of TMA's 2012 Spring Conference at the Grand Hyatt in Atlanta, GA, April 3–5. 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 conference mobile App.

Important Note: In some instances, there may be additional event-specific benefits available. Please contact Joseph Karel directly at 312-578-2028 for details.

SPONSORSHIP OPTIONS

As a sponsor of the 2012 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 312-578-2028 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: **Turnaround Management Association, 150 S. Wacker Dr., Ste. 900, Chicago IL, 60606.**

NextGen Reception (Invitation Only)

At this invitation only reception, TMA's next generation of corporate renewal professionals will have an opportunity for networking with their peers in a relaxed atmosphere while meeting members from various local chapters and the TMA international leadership. This is a great sponsorship opportunity for those wanting to support the future growth of TMA and the industry.

(Tuesday, April 3)

Exclusive Price: \$3,000

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

Opening Cocktail Reception (Taste of Atlanta)

Surrounded by a variety of food and drink stations and hundreds of attendees, this reception provides the perfect start to the conference! 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 conference attendees. Whether you are meeting old friends, forging new relationships or looking for that elusive contact, this event is not to be missed!

(Tuesday, April 3)

Exclusive Price: N/A

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

Continental Breakfast

HELD

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 4)

Exclusive Price: \$4,500

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

Opening Keynote Session with British Olympian – Derek Redmond (Invited)

1/3 SOLD: Hahn & Hessen LLP

Join fellow attendees as TMA opens its 2012 Spring Conference with a timely and captivating keynote address with one of the most inspiring and unforgettable athletes in sports history. Derek preserved and finished his race at the Olympic Games. Derek is an accomplished business and strategic speaker who also makes a strong case for continuously changing your plan as circumstances evolve.

(Wednesday, April 4)

Exclusive Price: N/A

Co-Sponsor Price: \$5,000 (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 4 - A.M) SOLD OUT: Crystal Financial and BDO Consulting

(Wednesday, April 4- P.M.)

(Thursday, April 5 - A.M.)

Exclusive Price: \$3,000 each break

Co-sponsor Price: \$1,750 each break (limit 2 per break)

Keynote Luncheon

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. During the lunch program, TMA will present its annual awards followed by a keynote presentation.

1/2 SOLD: Cooley LLP

(Wednesday, April 4)

Exclusive Price: \$6,000

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

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 5)

Exclusive Price: \$4,500

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

EDUCATIONAL AND CONFERENCE MATERIALS

Tote bags

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: Bank of America

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

TMA Conference Mobile APP

SOLD OUT: Gordon Brothers Group

This state-of-the-art, new sponsorship opportunity takes TMA into the mobile media age! Now attendees can have the entire conference right at their fingertips with the new TMA Conference Mobile APP. TMA's new APP provides convention attendees with the full conference schedule, attendee roster, maps, alerts and speaker/panel information right on your mobile device! Use the APP to keep track of the sessions you want to see as well as the people you want to meet! To make the most of your time while at the convention, use the APP to schedule meetings with other convention attendees! Sponsors will receive recognition throughout the various sections of the APP. A great vehicle for those wanting maximum exposure prior-to, on-site and following the convention!

Exclusive Price: \$5,000 (limit 1)

Co-Sponsor Price: N/A

Complimentary Wi-Fi Service

This new addition to the TMA Spring Conference offers attendees complimentary Wi-Fi access during the entire convention! No more paying for internet service or using the business office! Simply enter the access code handed out at registration and gain access to the internet. Need to stay in touch with clients and your office while away? No problem! Wi-Fi access let's you do it all...and at no charge!

Exclusive Price: \$4,000 (limit 1)

Co-Sponsor Price: N/A

Hotel Room Keys

SOLD OUT: CRG Partners

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 (limit 1)

Co-Sponsor Price: N/A

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

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 4)

(Day 2 - Thursday, April 5)

Exclusive Price: \$3,000 each day

Co-Sponsor Price: \$1,750 (limit 2) each day