

# 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT



LAS VEGAS

FEBRUARY 11-14

NASHVILLE

MAY 7-8

PARIS

JUNE 2-4

NEW YORK

JULY 24-25

NEW ORLEANS

OCTOBER 14-17



network of women  
**tma**how



the next generation of TMA  
**nextGen**

the **annual**



# The story of TMA Tomorrow starts with you.

Within TMA, sponsorship and membership exist in a symbiotic relationship. Membership in TMA matters because it supports professional connectivity and the building of trusted relationships that last a professional lifetime. For sponsors, that means visibility and connectivity to the most professionally diverse demographics in the world. In that, TMA sponsorship opportunities reinforce and enhance member value while putting to the forefront the sponsors who proudly support our marquee brand.

In 2025, TMA Global offers the broadest catalogue of sponsorship opportunities in our organization's history. From five conference opportunities—the Annual, DIC, NextGen, NOW, and our Global International Symposium, one of our newest and most exciting opportunities—to the year-round experiences, we have built new touch points of member value to ensure that you, our sponsors, prosper and shine.

We look forward to welcoming back those sponsors who have long stood with TMA and have firsthand experience with the great benefits of TMA global sponsorships, a testament to the care and creativity we tirelessly put behind the growth of our organization.

And to those who may want to experience what a TMA global sponsorship can do for your firm for the first time, we look forward to welcoming you to a world of opportunity unlike any other in the corporate restructuring, reorganization, and corporate health space.

Will you join us on this special journey and be part of a growing community that helps our members and your brand thrive?

I hope you will because, as #TMALightsTheWay, how we embrace and define the future for our members will help define and elevate your brand because of our empowering community that you can be a part of too.

With gratitude,

#TMAProud



Scott Y. Stuart, Esq.  
Chief Executive Officer  
Turnaround Management Association



# 2025 TMA RESTRUCTURING BOOT CAMP SPONSOR

## ABOUT THE BOOT CAMP

The TMA Restructuring Boot Camp is hosted during our most celebrated, marquee events, including the Distressed Investing Conference, Annual Conference, NextGen Leadership Conference, and NOW Summit.

An in-depth introduction to the fundamentals of corporate restructuring that has been designed for professionals who are new or returning to the corporate restructuring profession, this interactive, two-part program is taught by TMA Certified Turnaround Professionals (CTPs) and attorneys. The TMA Restructuring Boot Camp is a high-level overview of what it's like to parachute into a simulated distressed company, uncovering the financial, management, and legal issues during your first weeks on an engagement. The Boot Camp allows attendees to discuss their proposed approaches with experts and ask questions about how to approach the engagement.

This program has quickly become a highly coveted entry point for those new to or reentering the restructuring profession, because it offers introductory fundamental training in turnaround accounting, management, and legal principles and concludes with a 30-minute question-and-answer session with a sitting United States bankruptcy judge.

## RESTRUCTURING BOOT CAMP

TURNAROUND MANAGEMENT ASSOCIATION



## SPONSOR SUPPORT WILL INCLUDE THE FOLLOWING EXCLUSIVE BENEFITS IN 2025:

- Exclusive sponsor title branding on the TMA landing page: <https://turnaround.org/about-tma-restructuring-boot-camp>
- Sponsor branding on all marketing collateral and print/digital presentations
- Sponsor recognition on marketing/promotion of the Boot Camp over a 12-month period
- Sponsoring company may send up to two (2) colleagues to attend a Restructuring Bootcamp of their choosing at their sponsored Boot Camp
- Sponsor recognition by moderator at the beginning and conclusion of each webinar
- Sponsor signage and recognition and all live Restructuring Boot Camps

✓ **\$17,950 YEAR-ROUND SPONSOR**

✓ **EXCLUSIVE YEAR-ROUND SPONSOR**







# 2025 TMA DISTRESSED INVESTING CONFERENCE

**FEBRUARY 11-14, 2025**  
**ENCORE AT THE WYNN**  
**LAS VEGAS, NV**



**2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT**

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Sponsorships & Business Development, at **847-471-8225** or **[szeller@turnaround.org](mailto:szeller@turnaround.org)**



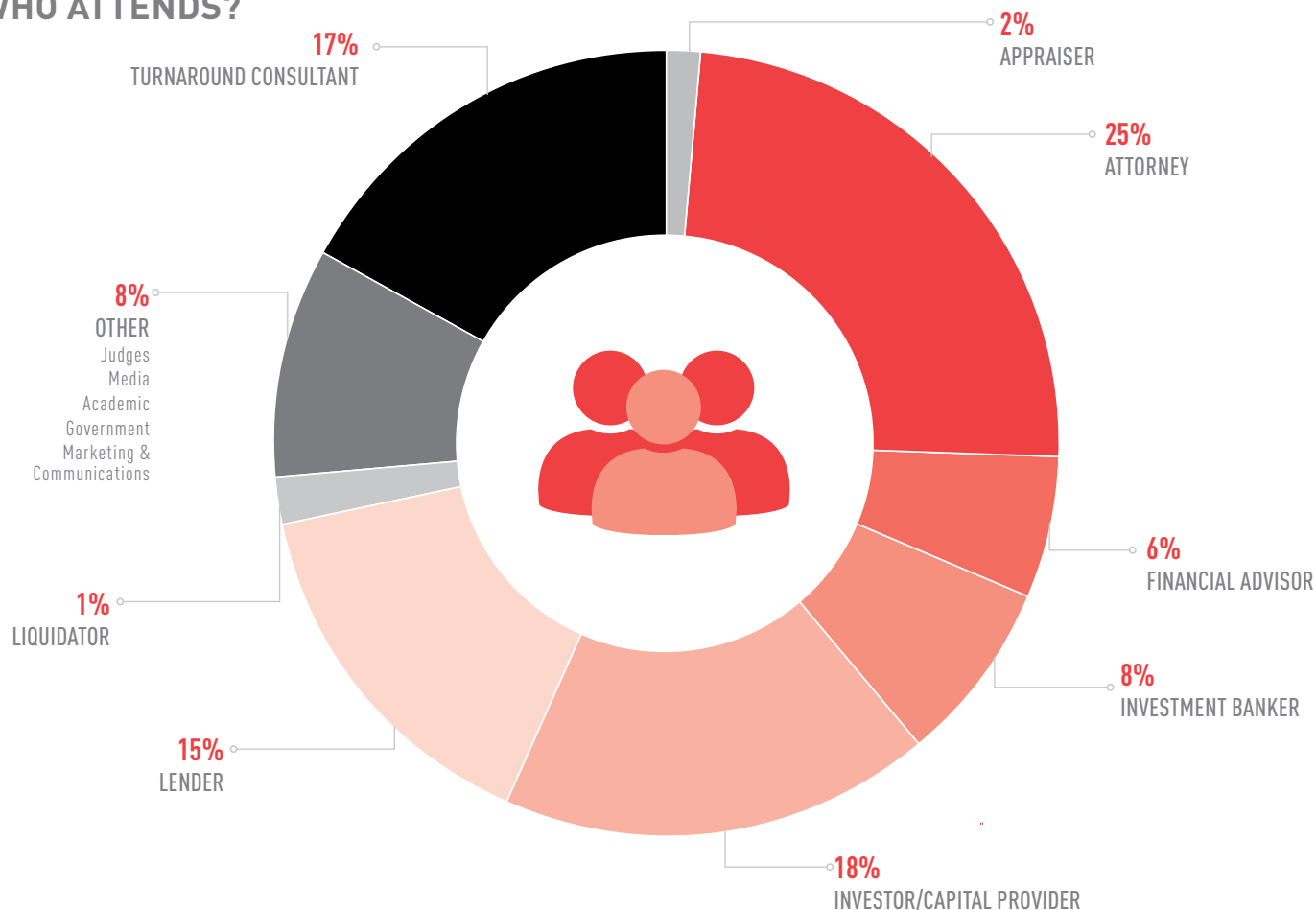
# 2025 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 11-14, 2025 | ENCORE AT THE WYNN | LAS VEGAS

The **TMA Distressed Investing Conference** is the preferred meeting place for corporate restructuring and distressed investing professionals. Join your colleagues during this highly engaging event to connect with capital providers and network with the industry's leading professionals. By many measurements, the Distressed Investing Conference is expected to surpass prepandemic levels next year and just keep growing, with a more diversified attendance and participation from over 35 North American and international chapters.

From February 11-14, over 800 top dealmakers in the distressed investing industry will gather for live networking, professional development, and dealmaking.

## WHO ATTENDS?



BEYOND EXPECTATIONS



2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 11-14, 2025 | ENCORE AT THE WYNN | LAS VEGAS



## SPONSORSHIP TIERS

### BENEFITS

	ELITE	SIGNATURE	ADVOCATE	PATRON
# of complimentary attendee registrations to 2025 TMA DIC	5	3	2	1
# of discounted attendee registrations available to purchase	3	2	1	–
Sponsor tier prominently displayed at the 2025 TMA DIC	Tier 1	Tier 2	Tier 3	Tier 4
Sponsor tier prominently displayed on event web page (distressed.turnaround.org) and on event marketing leading up to the conference.	Tier 1	Tier 2	Tier 3	Tier 4
Sponsor recognition on conference mobile app with logo, company description, URL links, and contact information	Tier 1	Tier 2	Tier 3	Tier 4
One-day use of a meeting room or hospitality suite at the host hotel (Subject to availability)	✓	–	–	–
Exhibitor table in the attendee lounge	✓	✓	–	–
Custom sponsor social media banners provided	✓	✓	✓	✓
Sponsor tier recognition in presentation rooms and on event signage throughout the conference	✓	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓	✓
Attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	✓	✓
Sponsor produced ad in Jan/Feb 2025 issue of the <i>Journal of Corporate Renewal</i> Subject to ad submission deadline of (Date TBD)	Full Color Page	Half Color Page	25% Discount	15% Discount
Recognition in the Jan/Feb 2025 issue of the <i>Journal of Corporate Renewal</i> distributed to TMA members	✓	✓	✓	✓
PRICE	\$13,000	\$8,500	\$5,000	\$3,000



### 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 11-14, 2025 | ENCORE AT THE WYNN | LAS VEGAS



## SESSION SPONSORSHIP OPPORTUNITIES

### KEYNOTE LUNCHEON SPONSOR

\$23,000

Align your company with TMA Global and industry professionals by sponsoring the keynote presentations at DIC 2025. Our keynote presenters are recognized as experts in their industries and can provide great recognition to your company.

#### Benefits Include:

- Five (5) attendee registrations to attend TMA DIC 2025
- Sponsor exclusivity to a single unopposed keynote session
- Premium branding on all collateral and signage
- Presentation slide identifying your company as the individual session sponsor prior to session going live
- Attendee lead generation at the conclusion of your sponsored session
- Opportunity to introduce host of keynote presentation
- Keynote stage sponsor branding



### GENERAL SESSION SPONSOR

\$5,500 each

Be the title sponsor of a general session at TMA DIC 2025. Session sponsors will be clearly identified on the event website.

#### Benefits Include:

- Two (2) attendee registrations to attend TMA DIC 2025
- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as the individual session sponsor prior to session going live
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads

### EDUCATION SESSION SPONSOR

\$2,750 each

Be the title sponsor of an education session at TMA DIC 2025. Session sponsors will be clearly identified on the event website.

#### Benefits Include:

- One (1) attendee registration to attend TMA DIC 2025
- Sponsor exclusivity to a single session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as the individual session sponsor prior to session going live
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads



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# 2025 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 11-14, 2025 | ENCORE AT THE WYNN | LAS VEGAS



## PROMOTIONAL EVENT NETWORKING & BRANDING SPONSORSHIP OPPORTUNITIES

### NETWORKING RECEPTIONS & EVENTS

\$17,500	Joint Opening Reception with SFNet Sponsor (Wednesday)
\$15,000	Turnaround Capital Forum & Networking Reception Sponsor (Thursday)
\$8,250	Encore Eastside Lounge Happy Hour Sponsor (Thursday)
\$8,000	Networking Breakfast Sponsor (Thursday)
\$7,750	'Welcome and Wine Down' Reception Sponsor (Wednesday)
\$7,500	TMA NOW Luncheon Sponsor (Wednesday)
\$6,500	TMA Global Chair's Reception Sponsor (Thursday)
\$6,250	NextGen, First Timer, and International Attendee Reception Sponsor (Wednesday)
\$4,500	Networking Breakfast and Grab-n-Go Sponsor (Friday)
\$4,000	DEI Speakeasy Reception Sponsor
\$3,500	Mimosas with Mentors Sponsor

### INDIVIDUAL BRANDING OPPORTUNITIES

\$15,000	Attendee Badges & Lanyards Sponsor
\$13,500	Attendee Registration & Welcome Coffee Sponsor
\$10,000	Conference Mobile App Sponsor
\$9,500	Bottled Water & Hydration Station Sponsor
\$9,000	Conference Wi-Fi Sponsor
\$8,500	Executive Board/Board of Trustees Meeting Sponsor
\$8,000	Hotel Room Key Sleeves Sponsor
\$4,500	Conference Pen Sponsor
\$2,500	Daily Attendee Email Sponsor (3 Available)
Call for pricing	Mobile Digital Kiosks/Signage
Call for pricing	Hotel Room Drop

### ATTENDEE LOUNGE

\$6,000	Networking Innovation Hub (4 available)
\$5,750 per day	Coffee Barista Bar Sponsor
\$5,000	Shoeshine Station Sponsor
\$5,000	Device Charging Hub Sponsor (2 available)
\$4,500	Company Exhibit Table Top (8 available)
\$4,000	Networking Breaks Sponsor (2 available)
\$3,000 per day	Chair Massage & Relaxation Station Sponsor

Networking Receptions & Events, Individual Branding Opportunities include the following benefits:

- Two (2) Complimentary attendee registrations for sponsorship spend between \$4,000-\$6,999
- Three (3) Complimentary attendee registrations for sponsorship spend between \$7,000-\$9,999
- Four (4) Complimentary attendee registrations for sponsorship spend at \$10,000 or greater
- Recognition on walk-in slides during general sessions
- Recognition on the DIC website with logo and URL redirect to your preferred site
- Recognition in the January/February 2025 issue of the *Journal of Corporate Renewal*
- Conference attendee mailing list (provided four weeks pre- and post-conference)
- Sponsor ID ribbons for attendee name badges
- Visibility in conference mobile app with logo, company description, and contact information



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# 2025 TMA NETWORK OF WOMEN (NOW) SUMMIT

**MAY 7-8, 2025**  
**NASHVILLE, TN**



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# 2025 TMA NOW SUMMIT

MAY 7 – 8, 2025 | NASHVILLE, TN



NOW.TURNAROUND.ORG

The **TMA Network of Women (TMA NOW)** is an affinity group within TMA created to foster leadership by creating the premier business development and networking group for women in the turnaround community. The **TMA NOW Summit** is an annual event held in the spring that consists of a half-day program, providing substantive educational programming and networking opportunities to promote career growth and provide a forum for women to help each other break through the glass ceiling.

## SPONSORSHIP TIERS BENEFITS

	MARQUEE	KEYNOTE	SUPPORT
# of attendee registrations for 2025 TMA NOW Summit ( <i>Non-transferable</i> )	3	2	1
Sponsor tier prominently displayed on event web page ( <a href="http://now.turnaround.org">now.turnaround.org</a> ) and on event marketing leading up to the conference.	Tier 1	Tier 2	Tier 3
Distribution of sponsor-provided marketing collateral at registration	✓	–	–
Custom sponsor social media banners provided	✓	✓	✓
Sponsor tier recognition on event signage	✓	✓	✓
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	✓	✓	✓
Attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓
<b>PRICE</b>	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$3,000</b>

## INDIVIDUAL EVENT/BRANDING OPPORTUNITIES

\$8,500	Music City Welcome Reception Sponsor, Hosted by Gibson Guitars
\$7,500	Closing Rooftop Reception Sponsor at the Twelve Thirty Club
\$5,250	Networking Lunch Sponsor
\$4,500	Beverage Hydration Station Sponsor
\$4,500	“Giddy-up!” Breakfast Sponsor
\$4,250	Attendee Badge Sponsor
\$3,500	Device Charging Hub Sponsor (2 Available)

Individual Branding Opportunities include the following benefits:

- One (1) Complimentary attendee registration for sponsorship spend between \$3,000-\$3,999
- Two (2) Complimentary attendee registrations for sponsorship spend between \$4,000-\$4,499
- Three (3) Complimentary attendee registrations for sponsorship spend at \$4,500 or greater
- Recognition on walk-in slides
- Recognition on the NOW Summit website with logo and URL redirect to your preferred site
- Conference attendee mailing list (provided four weeks pre- and post-conference)
- Sponsor ID ribbons for attendee name badges



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ANNUAL EUROPEAN  
AND  
INTERNATIONAL  
SYMPOSIUM 2025

# 2025 TMA Global International Symposium & TMA Europe Annual European

**JUNE 2-4**  
**PARIS, FRANCE**



**2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT**

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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS



Now **attracting 200+ turnaround and restructuring professionals**, not just from Europe but also from North America and beyond for two days of cutting-edge industry expertise, high value case studies, industry masterclasses, roundtables and peer-to-peer networking.



Bolstered by the addition of **TMA NOW (Network of Women)** and TMA NextGen programming, the return on investment of this defining annual event has never been higher.



Utilising an event app, Sponsors and Attendees connect with convenience before, during and after the event like never before. The app Sponsors digital coverage in addition to onsite branding opportunities with all Sponsors and Attendees able to schedule **1:1 meetings**.

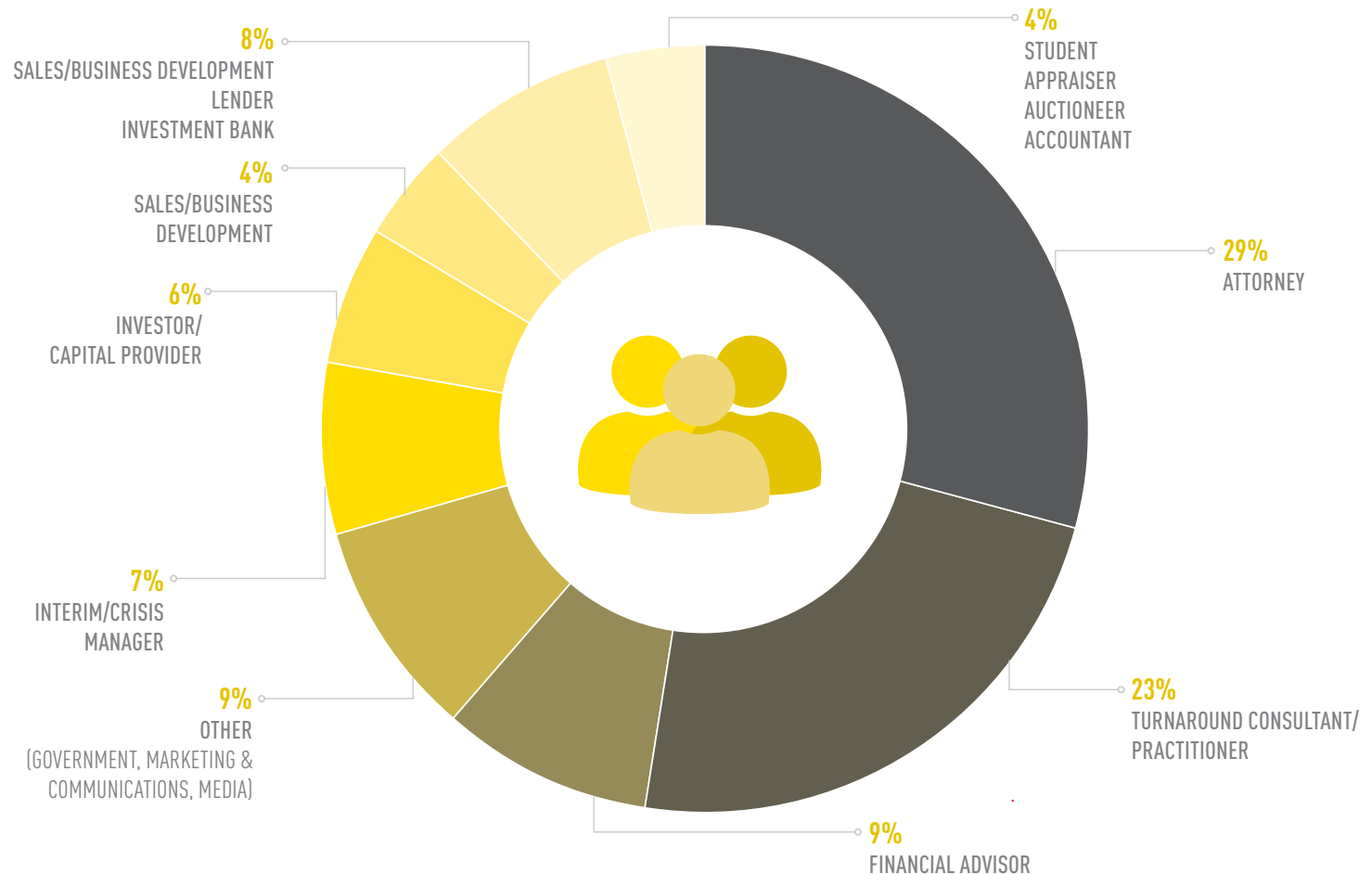


## Who attends the International Symposium & Annual European?

Over **20 jurisdictions** in attendance from across the globe, offering high value networking opportunities.

In 2024, **100%** of survey respondents made new contacts during the event.

**82%** made at least five new contacts, with **21%** making over **20 new contacts**.



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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS

## Sponsor & Attendee Testimonials:

“We sponsor this Conference each year. We do that because we know our brand is highly visible both before and during the event. The return on investment is consistent and has opened new avenues that underpin our business development goals.”

“I came away from the conference with deeper connections I think will be valuable and increased knowledge I will apply within my daily working life.”

“It was so great to meet so many international colleagues and make new friends. Learnt a lot about new and growing businesses and services available for Turnaround so that was really handy, and the industry update was truly enlightening so thank you!”

“It doesn't get better than to capture the elite of turnaround professionals between 20 counties in a room to quickly get a finger on the pulse of what is next and stay ahead. A warm group of leaders makes for a welcoming experience.”

“An outstanding opportunity to network with colleagues, cross-border professionals and meet friends from different jurisdictions. It was absolutely wonderful to see a brilliant balance of women and men! A real highlight.”

**ALONGSIDE MANY EUROPEAN  
TMA MEMBERS AND INDUSTRY  
LUMINARIES, RECENT  
EXTERNAL SPEAKERS  
HAVE INCLUDED:**

**Dr. Frauke Esser**

*Vice President Purchasing  
VolkswagendeMéxico, S. A.*

**Prof. Horst Eidenmüller**

*Commercial Law  
& Professorial Fellow  
St Hugh's, University of Oxford*

**Judge Noel L. Hillman (Ret.)**

*Chair, Alternative Dispute Resolution  
Gibbons Law*

**Sam McAlister**

*BAFTA-nominated  
Interview Producer*

**LSE Senior Fellow**

**Carolyn Jones**

*Accredited Civil and  
Commercial Mediator  
CJ Mediation*

**Laura Davis Jones**

*Partner  
Pachulski Stang Ziehl & Jones LLP*

**Christian Säuberlich**

*Senior Partner  
& Speaker of the Board  
FTI-Andersch*



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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS

A highlight in the European event calendar, the TMA Global International Symposium & TMA Europe Annual European is the destination of choice for international turnaround professionals from across Europe, the USA and beyond. This premier event has a full programme of cutting-edge knowledge sharing, business development and excellent peer-to-peer networking opportunities. The 2025 programme will be held at the Pullman Paris Tour Eiffel, Paris.



## SPONSORSHIP TIERS

### BENEFITS

	ELITE	SIGNATURE	COMMUNITY
	3 available	6 available	10 available
# Complimentary attendee registrations for the 2025 TMA Global International Symposium & TMA Europe Annual European <i>Additional registrations available at discounted Early Bird rate</i>	4	2	1
Prominently placed company logo throughout the event	Top tier	Second tier	Third tier
Exhibitor table in Networking Lounge <i>Includes ability to display pull-up banner, provide materials and giveaways</i>	✓ (Up to 4 items)	✓ (Up to 2 items)	–
Sponsor tier recognition prominently positioned on event webpage and recognition through duration of event marketing campaign	Top tier	Second tier	Third tier
Includes sponsorship of one content-led session in either the International Symposium or Annual European, based on availability. <i>One sponsor per session</i>	✓ Keynote	✓ Workshop or panel	–
Includes opportunity to host one TMA Connect round-table discussion	✓	✓	–
Includes one 30-second sponsor-produced video to be included on the event website and in at least one pre-event marketing message	✓	–	–
Social media banners will be created and shared, recognising you as a 2025 TMA Global International Symposium & TMA Europe Annual European sponsor. TMA will share via its social media channels	Top tier	Second tier	Third tier
Sponsor tier recognition in presentation rooms and on event signage	Top tier	Second tier	Third tier
Attendee list with contact name/company +/- email sent prior to and after the event <i>Attendees may choose to opt-out of the list at the time of registration</i>	✓	✓	Yes (no email)
Required investment with TMA Europe	€10,000 per sponsor	€5,000 per sponsor	€1,500 per sponsor

See next page for à la carte options, which maybe taken in addition to the above, or individually.

Cost excludes VAT. VAT will be charged in accordance with French rules. Additional terms and conditions may apply. Please refer to sponsorship agreement provided by TMA Europe.

*Looking for something different?*

Contact us to discuss your sponsorship ideas and we will create a bespoke opportunity for you.



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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS

## ALL À LA CARTE OPTIONS:

Available for purchase individually, or in addition to a conference-wide option

- Pre-event email marketing coverage including logo and clickable link
- Onsite signage and brand recognition.
- Brand recognition in the rolling slidedeck in the Networking Lounge (all day)
- Logo with clickable link in the Event App

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES – (covering all days of the conference)

### WI-FI | EXCLUSIVE

Exclusive – One available | Cost €4,000 + VAT

The Wi-Fi sponsorship is a unique opportunity to raise your profile and gain exposure to all delegates and speakers accessing the internet onsite during the event via a dedicated network. Your company name and logo will be visible to all attendees.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### EVENT APP SPONSOR

Exclusive – One available | Cost €4,500 + VAT

The Event App sponsorship is the perfect opportunity to raise your profile and gain exposure to all delegates and speakers accessing the conference app at this year's event. The event app enables guests to connect before, during, and after the event as well as schedule their experience, meet sponsors, and share via social channels. Your company name and logo will be visible to all conference guests each time they access the event app.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### WATER HYDRATION STATION/WATER BOTTLE SPONSOR

Exclusive – One available | Cost €4,000 + VAT

Keep attendees refreshed and rehydrated during the entire conference! Your company name and logo will be visible to all attendees each time they visit a water station.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### COFFEE BARISTA BAR SPONSOR

Exclusive – One available for each | Cost €6,500 + VAT

TMA attendees will appreciate you keeping them recharged during the entire conference! Your company name and logo will be visible to all attendees each time they visit the coffee barista bar station with premium signage and branding!

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### LANYARD & ATTENDEE BADGE SPONSOR

Exclusive – One available | Cost €5,500 + VAT

This is a great opportunity to place your company name on the badge lanyards to be worn by all speakers and guests during the 2025 International Symposium and Annual European. This is one of the most highly visible ways to maximize your presence at this year's event.

*Sponsor to have company name and/or logo on the lanyard given to conference delegates. Sponsor supplies 250 branded lanyards to be sent to the hotel venue in advance of the event.*

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### HOTEL ROOM KEYCARD SPONSOR

Exclusive – One available | Cost €4,500 + VAT

This is a great opportunity to place your company name on accommodation keycards for guests staying at the venue during the 2025 International Symposium and Annual European. This is one of the most highly visible ways to maximize your presence at this year's event.

*Sponsor to have company name and/or logo on the lanyard given to conference delegates. TMA supplies 500 branded keycard holders to be distributed by the hotel in guest rooms.*

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### MEETING HUB SPONSOR

Co-Sponsored – Two available | Cost €3,500 + VAT per sponsor

Located in the Networking Lounge, the Meeting Hub is a great sponsor opportunity at the 2025 International Symposium & Annual European. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

*Cost excludes VAT. VAT will be charged in accordance with French rules. Additional terms and conditions may apply. Please refer to sponsorship agreement provided by TMA Europe.*



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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS

## TUESDAY JUNE 3, 2025 SPONSORSHIP OPPORTUNITIES

### LUNCH SPONSOR

Co-Sponsored – Two available

Cost €3,500 + VAT per sponsor

Be the Welcome Lunch sponsor at the 2025 International Symposium. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

**Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.**

### SYMPOSIUM DRINKS RECEPTION SPONSOR

Exclusive – One available

Cost €3,970 + VAT per sponsor

Be the drinks reception sponsor at the close of the 2025 International Symposium. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

**Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.**



### TMA CONNECT ROUNDTABLE SPONSOR

One sponsor per table

Cost €1,500 + VAT per sponsor

Host a one-hour TMA Connect roundtable conversation during the designated session at the 2025 Annual European.

These well received sessions create the ideal opportunity to meet, converse and showcase your expertise in a small group. Sponsors will be clearly identified on the event website, in pre-event marketing and onsite. One sponsor per table.

**Includes:**

- Sponsor exclusivity to a single unopposed roundtable session. Topic of discussion to be agreed with the Conference Committee to ensure alignment with the conference theme and other sessions.
- Session-specific logo placement and recognition on plenary slide deck identifying your company as a roundtable sponsor at the session
- Opportunity to provide one (1) promotional piece for distribution during your roundtable session.

**Includes one (1) attendee registrations for the 2025 International Symposium & Annual European.**



### COCKTAIL DINATOIRE

Tuesday 3 June, 2025

Cost: Co-Sponsored options €3,750 – €7,500 + VAT per sponsor

Limited availability

Opportunities are available to co-sponsor the Tuesday evening Cocktail Dinatoire at the Pullman Paris! With magnificent views of the Eiffel Tower, elevate your brand at the most highly anticipated reception and create a lasting and memorable experience for TMA attendees!

**Includes:**

- An allotment of attendee registrations for the 2025 International Symposium & Annual European, based on your co-sponsorship level:
  - €3,750 to include two (2) attendee registrations
  - €7,500 to include three (3) attendee registrations
- Your company logo prominently displayed at the Cocktail Dinatoire
- Sponsor logo included on the event website
- Sponsor recognition in TMA marketing promotion and event newsletters
- Public mention during the Cocktail Dinatoire

*Cost excludes VAT. VAT will be charged in accordance with French rules. Additional terms and conditions may apply. Please refer to sponsorship agreement provided by TMA Europe.*



2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

If interested in sponsoring or becoming a TMA partner, please contact Scott Zeller, Director, Sponsorships & Business Development, at **847-471-8225** or **szeller@turnaround.org**



# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS

## WEDNESDAY JUNE 4, 2025 SPONSORSHIP OPPORTUNITIES

### TMA NOW NETWORKING BREAKFAST SPONSOR

Co-Sponsored – Two available

Cost €2,500 + VAT per sponsor

Be the headline sponsor of the TMA NOW Networking Breakfast. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### MORNING NETWORKING COFFEE & CONTINENTAL BREAKFAST SPONSOR

Co-Sponsored – Two available

Cost €3,000 + VAT per sponsor

Be the headline sponsor of the Wednesday morning Coffee & Continental Breakfast. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### REFUEL & RECONNECT NETWORKING LUNCH SPONSOR

Co-Sponsored – Two available

Cost €3,500 + VAT per sponsor

Be a sponsor of the 'ReFuel & ReConnect' networking lunch. This sponsorship will include prominent signage, promotion, and recognition in addition to branding during lunch on the main event day.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

### CLOSING RECEPTION SPONSOR

Co-Sponsored – Two available

Cost €2,500 + VAT per sponsor

Be the headline sponsor of the closing Networking Reception. This sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

Includes two (2) attendee registrations for the 2025 International Symposium & Annual European.

the next generation of TMA

# nextGen

### NEXTGEN WORKSHOP

Co-Sponsored – Two available

Cost €2,000 + VAT/per sponsor

Be a headline sponsor of the TMA NextGen workshop. New this year, this sponsorship will include prominent signage, promotion, and recognition in addition to branding throughout the experience.

Includes one (1) attendee registrations for the 2025 International Symposium & Annual European.



#### 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA GLOBAL INTERNATIONAL SYMPOSIUM & TMA EUROPE ANNUAL EUROPEAN

JUNE 2-4 | PULLMAN PARIS TOUR EIFFEL | PARIS



## EACTP TURNAROUND WORKSHOP

Co-Sponsored – Two available on Tuesday, June 3, 2025

Cost €2,000 + VAT per sponsor

Be a Workshop sponsor for EACTP's immersive workshop. Requiring active participation and led by Certified Turnaround Professionals (CTPs), this educational programme will focus on the importance of ESG in turnaround and restructuring, taking a deep dive into the topic with case studies, discussion, and group work.

Includes one (1) registration for the EACTP Turnaround Workshop and one (1) attendee registrations for the 2025 International Symposium & Annual European.

*Cost excludes VAT. VAT will be charged in accordance with French rules. Additional terms and conditions may apply. Please refer to sponsorship agreement provided by TMA Europe.*



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the next generation of TMA  
**2025 nextGen**  
LEADERSHIP CONFERENCE



# 2025 TMA NEXTGEN LEADERSHIP CONFERENCE

**JULY 24-25, 2025**  
**New York, NY**



## 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA NEXTGEN LEADERSHIP CONFERENCE

JULY 24-25, 2025 | NEW YORK, NY

The **TMA NextGen Leadership Conference** is an annual event that provides educational opportunities tailored to those in the early stages of their career. NextGen participants receive the opportunity to learn best practices, improve their local NextGen initiatives, and network.

## SPONSORSHIP TIERS

### BENEFITS

	MARQUEE	KEYNOTE	SUPPORT
# of attendee registrations for TMA NextGen Leadership Conference (NGLC) <i>(Non-transferable)</i>	3	2	1
Sponsor tier prominently displayed on event web page ( <a href="https://nextgen.turnaround.org">nextgen.turnaround.org</a> ) and on event marketing leading up to the conference	Tier 1	Tier 2	Tier 3
Distribution of sponsor-provided marketing collateral at registration	✓	–	–
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	✓	✓	✓
Custom sponsor social media banners provided	✓	✓	✓
Sponsor recognition via slideshow before sessions and/or event signage. Your logo will be prominently displayed in the slideshow attendees view prior to the start of a session	✓	✓	✓
Attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓
PRICE	\$5,000	\$4,000	\$3,000



## INDIVIDUAL EVENT/BRANDING OPPORTUNITIES

\$7,250	Closing Cocktail Reception Sponsor
\$5,000	Networking Lunch Sponsor
\$4,500	'Bagel & Schmear' Breakfast Sponsor
\$4,250	Attendee Badge Sponsor
\$3,500	Device Charging Hub Sponsor (2 available)

Individual branding opportunities include the following benefits:

- One (1) complimentary attendee registration for sponsorship spend between \$3,000-\$3,999
- Two (2) complimentary attendee registrations for sponsorship spend between \$4,000-\$4,499
- Three (3) complimentary Complimentary attendee registrations for sponsorship spend at \$4,500 or greater
- Recognition on walk-in slides
- Recognition on the NextGen Leadership Conference website with logo and URL redirect to your preferred site
- Conference attendee mailing list (provided four weeks pre- and post-conference)
- Sponsor ID ribbons for attendee name badges





the  annual

# THE 2025 TMA ANNUAL

**OCTOBER 14-17, 2025**

**THE ROOSEVELT  
NEW ORLEANS,  
A WALDORF ASTORIA HOTEL  
NEW ORLEANS, LA**



## 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

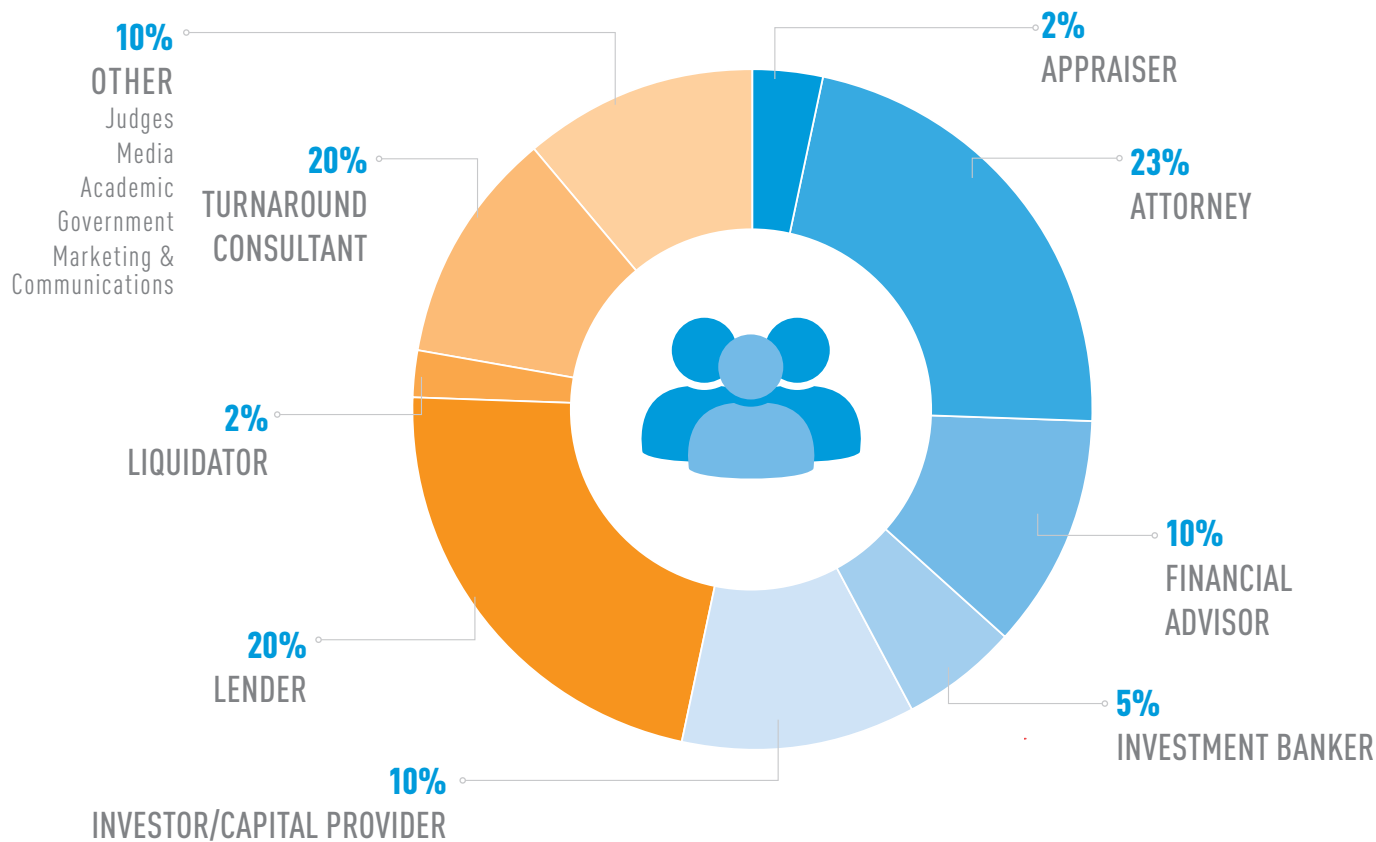
If interested in sponsoring or becoming a TMA partner, please contact Scott Zeller, Director, Sponsorships & Business Development, at **847-471-8225** or **[szeller@turnaround.org](mailto:szeller@turnaround.org)**

# THE 2025 TMA ANNUAL SPONSORSHIP

OCTOBER 14 – 17, 2025 | THE ROOSEVELT NEW ORLEANS | NEW ORLEANS, LA

The **2025 TMA Annual** is the premier turnaround event where TMA's global community will convene in New Orleans with 800+ industry insiders over three energetic days of networking, education, and top-notch events. The entire conference is designed to meet the needs of the corporate health, turnaround, and restructuring professional while taking advantage of everything the vibrant the Big Easy has to offer.

## A LOOK AT PROFESSIONS REPRESENTED AT THE ANNUAL



2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# THE 2025 TMA ANNUAL SPONSORSHIP

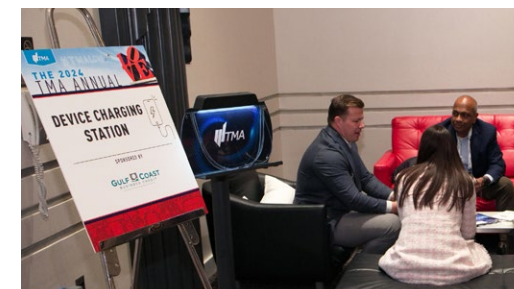
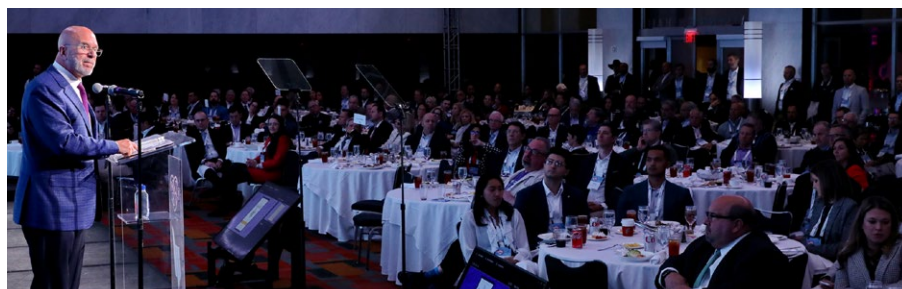
OCTOBER 14 – 17, 2025 | THE ROOSEVELT WALDORF ASTORIA | NEW ORLEANS, LA



## SPONSORSHIP TIERS

### BENEFITS

	ELITE	SIGNATURE	ADVOCATE	PATRON
# of complimentary attendee registrations for The 2025 TMA Annual <i>(non-transferable)</i>	5	3	2	1
# of discounted attendee registrations available to purchase <i>(non-transferable)</i>	3	2	1	–
Sponsor tier prominently displayed on event web page (annual.turnaround.org) and on event marketing leading up to the conference	Tier 1	Tier 2	Tier 3	Tier 4
One-day use of a hospitality suite or meeting room in the host hotel <i>(subject to availability)</i>	✓	–	–	–
Sponsor tier prominently displayed at 2025 TMA Annual	Tier 1	Tier 2	Tier 3	Tier 4
Exhibitor table in the attendee lounge	✓	✓	–	–
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	✓	✓	✓	✓
Social media banners will be created and shared recognizing you as a 2025 TMA Annual sponsor	✓	✓	✓	✓
Sponsor tier recognition on presentation rooms and on event signage	✓	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓	✓
Attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	✓	✓
Sponsor produced ad in the October 2025 issue of the <i>Journal of Corporate Renewal</i> <i>(Subject to ad submission deadline of (Sept. 1, 2025))</i>	Full Color Page	Half Color Page	25% Off Ad Rates	15% Off Ad Rates
Recognition in the <i>Journal of Corporate Renewal</i> distributed to TMA members	✓	✓	✓	✓
<b>PRICE</b>	<b>\$13,500</b>	<b>\$9,000</b>	<b>\$5,500</b>	<b>\$3,000</b>



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# THE 2025 TMA ANNUAL SPONSORSHIP

OCTOBER 14 – 17, 2025 | THE ROOSEVELT WALDORF ASTORIA | NEW ORLEANS, LA



## PROMOTIONAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### ANNUAL GENERAL SESSION SPONSOR

**\$5,750 each**

Be the title sponsor of a general session at The 2025 TMA Annual. General session sponsors will be clearly identified on the event website.

#### Benefits Include:

- Two (2) attendee registrations for the 2025 TMA Annual
- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as session sponsor before all sessions
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads

### ANNUAL EDUCATION SPONSOR

**\$3,500 each**

Be the title sponsor of an education session at The 2025 TMA Annual. Session sponsors will be clearly identified on the event website.

#### Benefits Include:

- One (1) attendee registration to attend the 2025 Annual
- Sponsor exclusivity to a single session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as session sponsor before all sessions
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads

### DAILY TARGETED EMAIL SPONSOR

**3 Available – Choose your day:  
Tues/Wed/Thurs – \$3,000 each**

TMA Global will send out to registered attendees a daily email in which your logo will be prominently positioned at the top. Each day's email will include the day's agenda, providing helpful information to attendees.

### KEYNOTE LUNCHEON SPONSOR

**\$23,000**

Align your company with TMA Global and industry professionals by sponsoring the exclusive keynote presentation at the 2025 Annual. Our keynote presenters are recognized as experts in their industries and can provide great recognition to your company.

#### Benefits Include:

- Four (4) attendee registrations to attend the TMA 2025 Annual
- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and Recognition on event page
- Presentation slide identifying your company as the keynote sponsor prior to the keynote address
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Opportunity to introduce host of keynote presentation
- Keynote stage sponsor branding
- Promoted posts in mobile conference app



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# THE 2025 TMA ANNUAL SPONSORSHIP

OCTOBER 14 – 17, 2025 | THE ROOSEVELT WALDORF ASTORIA | NEW ORLEANS, LA



## PROMOTIONAL EVENT NETWORKING & HOTEL BRANDING SPONSORSHIP OPPORTUNITIES

### NETWORKING RECEPTIONS & EVENTS

\$37,500	Closing Jazz Reception Sponsor on the City of New Orleans Natchez Riverboat
\$20,000	Opening Reception Sponsor at The Roosevelt Waldorf Astoria
\$10,000	Welcome Party at the Sazerac House
\$8,000	Thursday Networking 'Big Easy' Breakfast Sponsor
\$7,750	TMA NOW/IWIRC Luncheon Sponsor
\$5,500	NextGen, First Timer, and International Attendee Reception Sponsor
\$5,000	Friday Networking Breakfast and Grab-n-Go Sponsor
\$4,000	DEI 'Crescent City' Speakeasy Reception
\$3,750	Mimosas with Mentors Sponsor

### INDIVIDUAL BRANDING OPPORTUNITIES

\$17,000	Attendee Badges & Lanyards Sponsor
\$13,500	Attendee Registration & Welcome Coffee Sponsor
\$10,500	Hotel Key Cards & Sleeves Sponsor
\$10,000	Conference Wi-Fi Sponsor
\$9,000	Bottled Water & Hydration Station Sponsor
\$8,500	Executive Board/Board of Trustees Meeting Sponsor
\$8,000	Conference Mobile App Sponsor
Call for Pricing	Hotel Door or In-Room Drops

### ATTENDEE LOUNGE

\$6,000	Networking Innovation Hub (4 available)
\$6,000 per day	Coffee Barista Bar Sponsor
\$5,500	Device Charging Hub Sponsor (2 available)
\$5,000	Shoeshine Station Sponsor
\$4,500	Attendee Networking Breaks (3 available)
\$3,500	Company Exhibit Table Top (8 available)

### HOTEL BRANDING \*Multiple locations available

\$5,000 per side	Elevator Landing Wall Column Cling: Mezzanine Level
\$4,500	Roosevelt Way Escalator Cling: Mezzanine to Lobby Level
\$4,500	Waldorf Astoria/Tower Two Wall Cling
\$4,500	Roosevelt Foyer Escalator to Chamber Level
\$4,000	Roosevelt Foyer
\$3,750 per column	Ballroom Foyer Columns
\$3,750	Tower Two Elevator Landing Column
\$1,500 per day	Hotel Television Branding/Dark Channel

Networking Receptions & Events, Individual Branding Opportunities and, Attendee Lounge sponsorships include the following benefits:

- Two (2) complimentary attendee registrations for sponsorship spend between \$4,000–\$6,999
- Three (3) complimentary attendee registrations for sponsorship spend between \$7,000–\$9,999
- Four (4) Complimentary attendee registrations for sponsorship spend more than \$10,000
- Two (2) Additional registrations available for purchase at the discounted sponsor rate
- Recognition on walk-in slides during general sessions
- Recognition on the 2025 Annual website with logo and URL redirect to your preferred site
- Recognition in the October 2025 issue of the *Journal of Corporate Renewal*
- Conference attendee mailing list (provided four weeks pre- and post-conference)
- Sponsor ID ribbons for attendee name badges
- Visibility in conference mobile app with logo, company description, and contact information



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# 2025 TMA YEAR-ROUND PREMIER PARTNERSHIPS



## 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA YEAR-ROUND PARTNERSHIP BENEFITS

A Year-Round Partnership with TMA gives your company an incomparable opportunity to reach the TMA community throughout the entire calendar year. With a TMA Year-Round Partnership, you'll receive benefits throughout 2025, gaining the highest level of exposure with exclusive access to TMA industry professionals, events, and education during a time when turnaround professionals have never been more in-demand and the need for TMA has never been greater.

TMA members represent the entire supply chain of turnaround professionals—a broad, diverse audience of turnaround practitioners, attorneys, accountants, advisors, liquidators, consultants, as well as academic, government employees, and members of the judiciary. All are seeking to strengthen the global economy by working to save distressed businesses, assist management to navigate offplan events, and help healthy companies avoid similar pitfalls. Your partnership with TMA will bring you front and center with these leading industry professionals as they work toward building #TMATomorrow.

Achieve the following sum of sponsorship and/or advertising spend in the 2025 calendar year, and receive these additional year-round partnership benefits	★★★★★ INSPIRATION PARTNER	★★★ ELEVATION PARTNER	★ IMAGINATION PARTNER
	\$75,000 or greater	\$50,000–\$74,999	\$25,000–\$49,999
# of complimentary one-year TMA memberships for 2025 (non-transferable)	12	9	6
# of complimentary one-year TMA NextGen memberships for 2025 (non-transferable)	3	2	1
Complimentary Hospitality Suite or Meeting Room at either the DIC or Annual Conference**	✓		
Early hotel room block access to 2025 TMA DIC and Annual Conference	✓	✓	–
Prominent visibility and recognition on TMA's website, microsites, and TMA Partner page	✓	✓	✓
Partnership recognition in <i>Journal of Corporate Renewal</i>	✓	✓	✓
Opportunity to contribute education-focused articles to the <i>Journal of Corporate Renewal</i> and TMA Weekly Report*	✓	✓	✓
TMA Global to provide a custom partnership logo to use on year-round partner's website, social media, and marketing collateral	✓	✓	✓
Partnership tier recognition on TMA Connect microsite	✓	✓	✓
Discounted advertisement rates in the <i>Journal of Corporate Renewal</i> .	12% off published ad rates	8% off published ad rates	5% off published ad rates

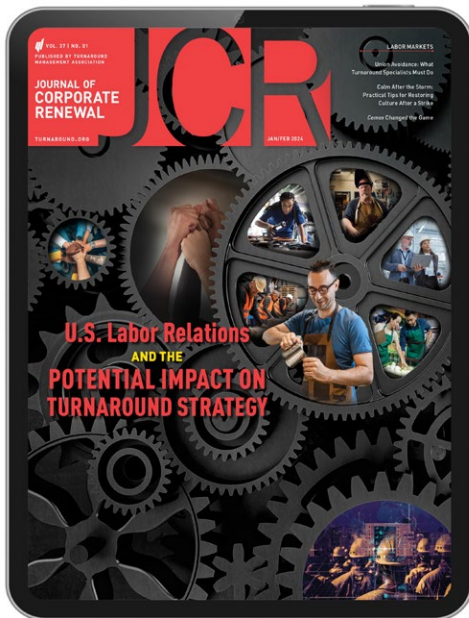
\*(pending approval by Editorial Committee)

\*\*Single-day use is subject to availability



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# JOURNAL OF CORPORATE RENEWAL

The *Journal of Corporate Renewal* (JCR) is the leading publication devoted exclusively to professionals in the corporate renewal industry.

The JCR is delivered to 6,400+ North American readers 10 times a year, and the digital JCR extends the magazine's reach around the globe through free apps for Apple and Android smartphones and tablets, and its online presence at [turnaround.org/jcr](http://turnaround.org/jcr).

Additional distributions of the magazine also occur at TMA's two global conferences and eight North American TMA chapter-sponsored regional conferences held annually, and at various other industry-related conferences throughout the year. All print ads will also translate to the digital app as mobile ads for extended reach and value.

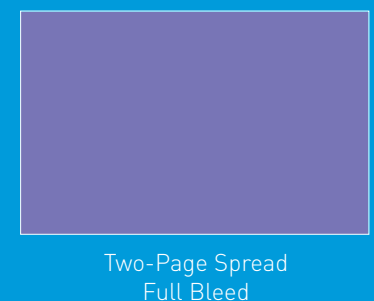
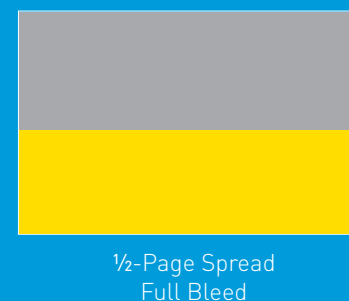
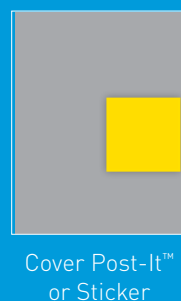
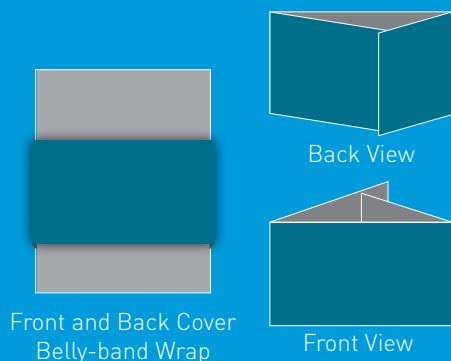
Experts in the field deliver enlightening feature-length articles on important issues and developments in the turnaround management, corporate restructuring, and distressed investing industry in eye-catching, easy-to-read presentations. The JCR showcases informative practice strategies and keeps readers up-to-date on trends involving current legal issues and economic perspectives in the corporate renewal industry. Through Snapshots, a member Q&A, industry stalwarts and rising stars explain in their own words what inspires them, personally and professionally. Monthly departments provide news for and about TMA members and their chapters, as well as areas of special interest.



## FIRST IMPRESSIONS ARE EVERYTHING.

### TMA NOW OFFERS CREATIVE PRINT ENHANCEMENTS TO DRIVE BRAND ENGAGEMENT:

Belly band | Bellytip | Insert | Tip-In | Cover Post-It™/Stickers | Standalone material poly-bagged with the issue



## 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# JOURNAL OF CORPORATE RENEWAL

## PREMIUM POSITION RATES (ONLY AVAILABLE FOR THE FULL YEAR)

10x	
Back Cover	\$3,740
Inside Front Cover	\$3,565
Inside Back Cover	\$3,510

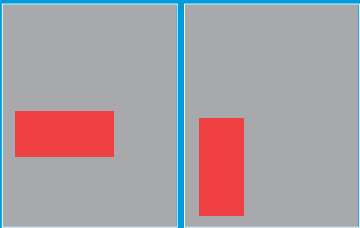
## 2025 ADVERTISING RATES – STANDARD COLOR RATES

AD SIZE	1x	3x	6x	10x
Two Page Spread	\$5,685	\$5,440	\$5,060	\$4,830
Full Page	\$3,460	\$3,215	\$3,030	\$2,845
1/2 Page Spread	\$3,460	\$3,215	\$3,090	\$2,930
1/2 Page	\$2,100	\$1,915	\$1,725	\$1,610
1/3 Page Vertical	\$1,665	\$1,480	\$1,420	\$1,300
1/3 Page Square	\$1,480	\$1,300	\$1,265	\$1,235
1/6 Page	\$1,090	\$1,050	\$1,020	\$920

## AD DIMENSIONS

AD SIZE	WIDTH	X	HEIGHT
Two-Page Spread Full Bleed*	17"	x	10.875"
Full-Page Bleed*	8.5"	x	10.875"
Full-Page	8.0"	x	10.375"
1/2-Page Spread Full Bleed*	17"	x	5.3125"
1/2-PagePage Full Bleed*	8.5"	x	5.3125"
1/2-PagePage	7.125"	x	5.0625"
1/3-Page Vertical	2.7917"	x	10.375"
1/3-Page Square	4.71"	x	5.0625"
1/6-Page (Horizontal)	4.7083"	x	2.5275"
1/6-Page (Vertical)	2.2917"	x	5.0625"
Publication trim size:	8.5"	x	10.875"

*\*Full Bleed: Add 1/8" bleed to all sides and export with crop marks. (Sizes listed above do not include bleed.) Please keep all text elements at least 3/8" inside edges. Ex: Full page – 8.75" x 11.125" Live area is 7.5" x 10.125"*



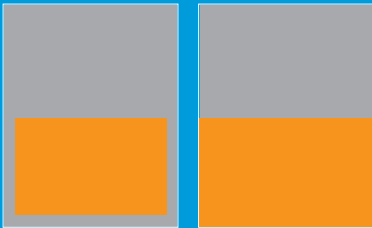
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Square

1/3-Page  
Vertical



1/2-Page

1/2-Page  
Full Bleed



Full-Page

Full-Page  
Bleed

*\*Bleeds: Add 1/8" bleed to all sides and export PDF with crop marks outside of bleed area.*



# JOURNAL OF CORPORATE RENEWAL

## 2025 EDITORIAL CALENDAR, BONUS OR SPECIAL ISSUES, AND AD DEADLINES

In a time of unprecedented distress and change, members turn to the *JCR* for timely, relevant content that can't be found anywhere else. You now have more opportunities than ever to extend your message and showcase your brand in the *JCR*.

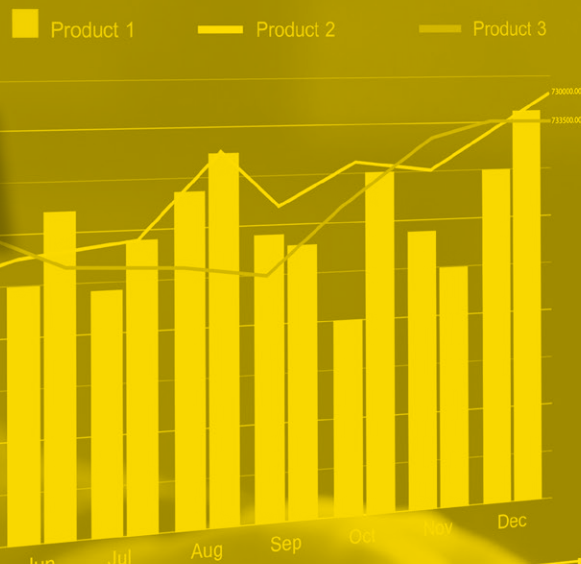


2025 EDITORIAL CALENDAR			
ISSUE	THEME	BONUS DISTRIBUTION OR SPECIAL TOPIC	AD DEADLINE
JAN/FEB	DISTRESSED LENDING	2025 TMA DISTRESSED INVESTING ISSUE February 11–14, 2025   Las Vegas, NV	December 23, 2024
MARCH	RETAIL		January 24
APRIL	POST-ELECTION ECONOMIC UPDATE		February 25
MAY	COMMERCIAL REAL ESTATE	TMA NOW SUMMIT May 7–8, 2025   Nashville, TN	March 27
JUNE	CTP DESIGNATION		April 24
JUL/AUG	INTERNATIONAL	TMA NEXTGEN LEADERSHIP CONFERENCE July 24–25, 2025   New York, NY	June 19
SEPTEMBER	DE&I		July 24
OCTOBER	BEST BANK WORKOUTS	THE 2025 TMA ANNUAL ISSUE October 14–17, 2025   New Orleans, LA	August 21
NOVEMBER	PUBLIC POLICY & REGULATION		September 30
DECEMBER	ALTERNATIVE DISPUTE RESOLUTION		October 24



### 2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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# 2025 TMA DIGITAL ADVERTISING

\*DATE/LOCATION ARE SUBJECT TO CHANGE



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# DIGITAL ADVERTISING

## THE WEEKLY REPORT

**The Weekly Report** is TMA's e-newsletter providing TMA members with up-to-the-minute industry news, event/education information, recent deals, transactions, and other news. More than **9,000** turnaround and corporate restructuring professionals from all TMA chapters depend on this piece for valuable, timely information.

If your organization is trying to create greater visibility in an area where TMA members go for information, sponsoring The Weekly Report is the perfect fit. E-newsletter sponsorship includes the ability for your company to post a link in each e-newsletter connecting readers to a press release, website, or any other pertinent company news link.

### WEEKLY REPORT BANNER ADVERTISERS ARE LIMITED TO 12 PER MONTH.

Deadline for submission is the 25th of the previous month.

Banner ad changes are permitted every three months for advertisers who run concurrent ads over a 12-month period.

Submit as JPEG. Ads should be compliant with the ad standards established by the Interactive Advertising Bureau.

## TMA WEBSITE

Advertising on [turnaround.org](http://turnaround.org) can brand and directly connect your business as a valued entity to thousands of visitors to the premier website dedicated to the turnaround and corporate restructuring industry.

Your ad will be highly visible on almost all of TMA's sites and its most visited pages. The website has more than 26,000 unique views each month and 312,000 unique views a year. The site is the go-to resource for looking up colleagues and referral sources, registering for conferences, participating in online education programs, renewing membership, learning about chapter events, and much more.

Prospective members also visit the site frequently for information about TMA events, to apply for membership, and to learn more about the industry and TMA. In addition, the site is a great resource for companies that may be in need of turnaround or restructuring services and are exploring the potential assistance a company such as yours may provide.

## ADVERTISING RATES

WEEKLY REPORT + TMA WEBSITE	
\$5,175	Three months
\$9,200	Six months
\$13,800	12 months

## AD SIZES

	WIDTH	X	HEIGHT
Website (JPEG or GIF)	300 pixels	x	250 pixels
The Weekly Report (JPEG)	600 pixels	x	200 pixels
150 kb maximum file size			



## AVAILABLE ADVERTISING BUNDLED PACKAGES

### 3-MONTH EXPOSURE

\$4,450	1/3 vertical page in (3) issues of <i>Journal of Corporate Renewal</i>
\$5,175	3-month ad banner in the Weekly Report e-newsletter 3-month ad banner on TMA website
<b>INVESTMENT</b>	
\$9,625	A la carte Investment
\$8,275	Bundled Investment

### 6-MONTH EXPOSURE

\$10,350	1/2 page in (6) issues of <i>Journal of Corporate Renewal</i>
\$9,200	6-month ad banner in the Weekly Report e-newsletter 6-month ad banner on TMA website
<b>INVESTMENT</b>	
\$19,550	A la carte Investment
\$16,330	Bundled Investment

### 12-MONTH EXPOSURE

\$25,615	Full-page in (10) issues of <i>Journal of Corporate Renewal</i>
\$13,800	12-month ad banner in the Weekly Report e-newsletter 12-month ad banner on TMA website
<b>INVESTMENT</b>	
\$39,415	A la carte Investment
\$33,895	Bundled Investment

## DIGITAL JCR PLATFORM

In addition to advertising in the *Journal of Corporate Renewal*, we offer enhanced Digital advertising in the [desktop/tablet/mobile-optimized JCR issues](#) site on any the following spots with a **three-month minimum run**:

OVERVIEW	DESCRIPTION/PLACEMENT	DIMENSIONS
<b>Top Leaderboard</b> Price: 1,495/mo. 3-month min.	<ul style="list-style-type: none"> <li>Ads can be static images or Google Ad Manager</li> <li><b>Available in reading view and page view</b></li> </ul>	960×90 728×90 320×50
<b>Bottom Banner</b> Price: \$1,090/mo. 3-month min.	<ul style="list-style-type: none"> <li>Ads can be static images or Google Ad Manager</li> <li><b>Available in reading view and page view</b></li> </ul>	320×50 300×50
<b>Table of Contents (TOC) Rectangle</b> Price: \$1,120/mo. 3-month min.	<ul style="list-style-type: none"> <li>TOC rectangle can be static images or Google Ad Manager</li> <li>TOC Interleaved can be static images only</li> <li><b>Interleaved ads available only in reading view</b></li> </ul>	300×250 300×100
<b>Mobile App Banner Ads</b> Price: \$970/mo. 3-month min.	<ul style="list-style-type: none"> <li>Static images (supports multiple images)</li> <li>Publisher provides links for static images</li> <li>Google Ad Manager</li> <li>Rendered ad size depends on screen resolution</li> <li><b>Appears on:</b> <ul style="list-style-type: none"> <li>Library Screen Navigator/Contents (android only) RSS screens</li> <li>Search Results Bookmarks</li> </ul> </li> </ul>	960×90 728×90 320×50 300×50





# 2025 TMA CEO SPEAKS SPONSOR

**\$12,000 Year-Round Sponsor**



TMA CEO Speaks podcast was created to keep all members connected as Scott Stuart, TMA Global CEO, shares his experiences and interactions from all throughout TMA Nation on a bi-monthly program. TMA CEO Speaks can be found on LinkedIn and all popular podcast platforms. All video/audio recordings are archived on Turnaround.org for future viewing. With a bi-monthly reach of over 5,000 subscribers and achieving an above average open rate of 36.2%, CEO Speaks is a sponsorship guaranteed to extend your reach like never before!

## **SPONSOR SUPPORT WILL INCLUDE THE FOLLOWING BENEFITS:**

- Exclusive sponsor title branding on the TMA landing page: <https://turnaround.org/ceo-speaks>
- Sponsor-branded live recordings/videos to be housed on the TMA Learning Link indefinitely: <https://turnaround.org/ceo-speaks>
- Sponsor recognition on all podcast marketing and promotion in 2025
- Sponsor recognition by Scott Stuart, TMA Global CEO, at the beginning and conclusion of each podcast



# 2025 TMA WEBINARS/TURNAROUND SQUARE SPONSOR

**\$3,750/per webinar**

## **ABOUT THE TURNAROUND SQUARE**

The TMA Turnaround Square webinar series will be hosting six webinars in 2025 aimed at providing timely information, thought leadership, and roundtables focused on readying our members with the most significant industry topics. While in-person events are back, member feedback on these virtual gatherings shows that they continue to be a valuable member benefit. The Turnaround Square will serve as a place of gathering, learning, and thought leadership where we can showcase the expertise of skilled professionals and educators and bring together a captive audience online.



## **SPONSOR SUPPORT WILL INCLUDE**

### **THE FOLLOWING BENEFITS:**

- Sponsor-branded Turnaround Square live recordings/videos to be housed on the TMA Learning
- Link indefinitely: <https://turnaround.org/member/learning-link>
- Sponsor-branded live recordings/videos to be housed on the TMA Learning Link indefinitely: <https://www.turnaround.org/certification-education/tma-learning-link/>
- TMA advertising acknowledging the sponsorship to potential attendees
- Sponsor recognition by moderator at the beginning and conclusion of each webinar
- TMA reserve the right to approve the topic and panelists

