

# TMA IN NASHVILLE



**THE 2021 TMA ANNUAL**

OCTOBER 26-29, 2021 | GRAND HYATT NASHVILLE

# THE 2021 TMA ANNUAL

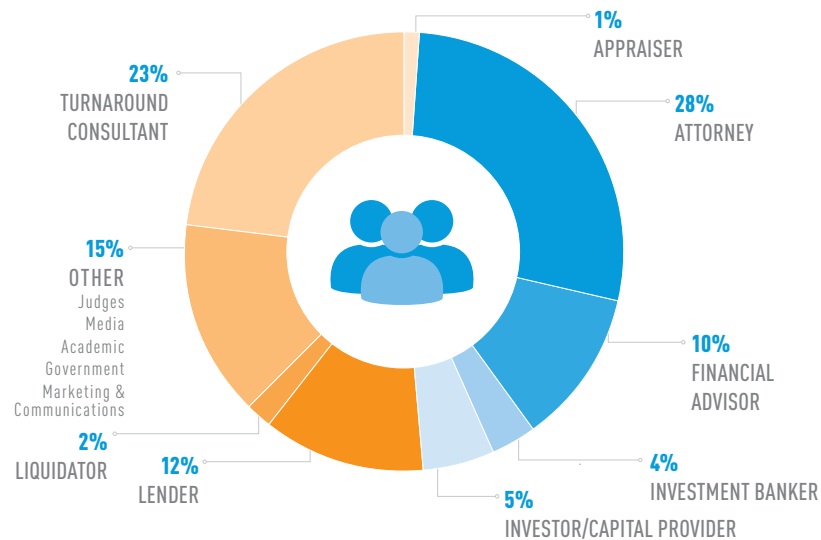
OCTOBER 26-29, 2021 | GRAND HYATT NASHVILLE | NASHVILLE, TN

The **2021 TMA Annual** is the premier turnaround event where TMA's global community will convene in Nashville with 650+ 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 host city has to offer.



**93%** of sponsors choose The TMA Annual to build brand awareness and increase visibility.

## A LOOK AT PROFESSIONS REPRESENTED AT THE ANNUAL:



## TMA SPONSOR TESTIMONIALS:

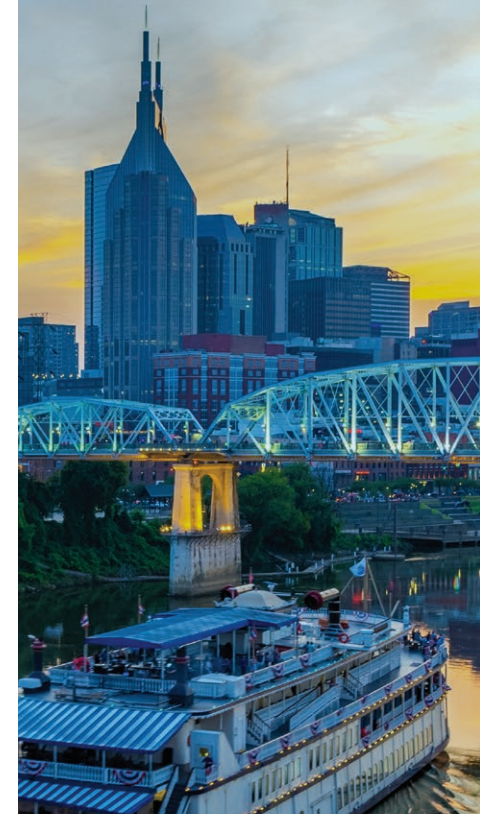
The **TMA IMPACT 2020** was engaging and FUN! The topics and networking went way above my expectations. **GREAT JOB & APPLAUSE TO THE TMA TEAM!**

*Martin Pichinson, Sherwood Partners*

First virtual conference and **it was a huge success**. The platform was great and allowed the ability to **connect with people**.

*Howard Bailey, CTP, Arch + Beam*

the annual



[ANNUAL.TURNAROUND.ORG](https://www.annual.turnaround.org)

**COMMUNITY,  
PROFESSIONAL  
DEVELOPMENT,  
NETWORKING**








## 2021 TMA PARTNERSHIP PROSPECTUS

If interested in becoming a TMA partner, please contact **Scott Zeller**, Director, Sponsorship & Business Development, at 312-578-2047 or [szeller@turnaround.org](mailto:szeller@turnaround.org).

# THE 2021 TMA ANNUAL SPONSORSHIP

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BENEFITS	 ELITE	 KEYNOTE	 SIGNATURE	 ADVOCATE	 PATRON
	2 Available	1 Available	10 Available	10 Available	7 Available
# of attendee registrations for The 2021 TMA Annual	10	2	6	3	1
# of TMA NextGen registrations for The 2021 TMA Annual* <i>*(must be given to first-year TMA NextGen members from sponsor company)</i>	3	1	2	1	-
# of discounted attendee registrations to purchase	2	2	2	2	1
Sponsor recognition prominently positioned on event page and recognition throughout duration of event marketing campaign	Primary Placement	Keynote Placement	Secondary Placement	Tertiary Placement	Support Placement
Prominently placed logo and exhibitor profile in live and/or Virtual Exhibit Hall Includes ability to chat with attendees, provide links to download your resources and/or schedule a demo	Primary Placement	Keynote Placement	Secondary Placement	Tertiary Placement	Support Placement
Includes sponsorship of one (1) session, based on availability <i>(see added benefits below under a la carte opportunities)</i>	✓	-	-	-	-
Includes one (1) 30-sec. sponsor-produced video that will be played in rotation with other elite sponsors at the start of morning announcements	✓	✓	-	-	-
Social media banners will be created and shared, recognizing you as a 2021 TMA Annual sponsor. TMA will share on our social media sites before, during and immediately following The 2021 TMA Annual	✓	✓	✓	✓	✓
Sponsor tier recognition in waiting rooms for presentations and/or on event signage Your logo will be prominently displayed as attendees wait to enter a session	✓	✓	✓	✓	✓
Includes recognition at The 2021 TMA Annual premier networking or entertainment event	✓	✓	✓	✓	✓
Attendee list* with contact name/address/phone/email sent 3 weeks prior to event and 1 week after event <i>(*attendee may choose to opt-out of list at the time of registration)</i>	✓	✓	✓	✓	✓
Recognition in the <i>Journal of Corporate Renewal</i> distributed to TMA members <i>(print &amp; digital copies subject to print deadline of September 10, 2021)</i>	✓	✓	✓	✓	✓
<b>PRICE:</b>	<b>\$17,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$4,000</b>	<b>\$2,000</b>

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## A LA CARTE OPPORTUNITIES:

### VIP ATTENDEE GIFT BOX

1 Available – \$5,000

This gift box will be mailed in advance to luminaries and members who have served in leadership roles at TMA and those who bought into the VIP package (capped at between 100-150 recipients). Any 2021 TMA Annual attendees can buy the VIP package during their registration, but it will already be sent to the above group. Contact TMA to discuss items for insertion.



### CHAIR'S RECEPTION AND NETWORKING EVENT

1 Available – \$5,000

Be the title sponsor of the closing Chair's Reception at The 2021 TMA Annual. This exclusive sponsorship will include prominent signage, promotion and recognition, in addition to branding throughout the experience.



### ANNUAL GENERAL SESSION SPONSOR

Limited Availability – \$4,500/ea.

Be the title sponsor of a general session at The 2021 TMA Annual. We will have the session sponsors clearly identified on the event website. One sponsor per session.

Includes:

- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition
- Slide identifying your company as session sponsor before all sessions
- 30-second video played prior to session
- Splash screen branded messaging (sponsor provided)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for The 2021 TMA Annual

### ANNUAL EDUCATION OR NETWORKING SESSION SPONSOR

(Limited Availability – \$3,000/ea.)

Be the title sponsor of a session at The 2021 TMA Annual. We will have the education or networking session sponsors clearly identified on the event website. One sponsor per session.

Includes:

- Sponsor exclusivity to a single session
- Session-specific logo placement and recognition
- Slide identifying your company as session sponsor before all sessions
- 30-second video played prior to session
- Splash screen branded messaging (sponsor provided)
- Attendee lead generation at the conclusion of your sponsored session
- Includes one (1) attendee registration to attend Annual 2021

### DAILY TARGETED EMAIL SPONSOR

3 Available – Choose your day: Tues/Wed/Thurs – \$1,750/ea.

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.

### SPONSOR CONTENT PUSH NOTIFICATION\*

3 Available – Choose your day: Tues/Wed/Thurs – \$1,500/ea.)

Attendees will have the power, via their smartphones, to confirm their schedules, interact with session content, network with peers, and navigate through The 2021 TMA Annual mobile app, presented by YOU. Integrate your content into the Annual mobile experience through conference communications, in app advertising, and leveraging app engagement.

(\*# of characters limited, pending approval by Marketing Dept.)

### TMA ANNUAL GOLF OUTING

Multiple sponsorships are available – Contact Scott Zeller for opportunities and pricing



LOOKING FOR SOMETHING DIFFERENT?  
WANT TO CREATE A 'ONE-OF-A-KIND' SPONSORSHIP?

Contact Scott Zeller to share your sponsorship ideas and let us customize an opportunity for you! [szeller@turnaround.org](mailto:szeller@turnaround.org) / 847-471-8225



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