

SPONSORSHIP PROSPECTUS
& MEDIA KIT

2027 PARTNERING WITH TMA



- ✓ Conference Sponsorships
- ✓ Exhibitor Packages
- ✓ JCR Print Advertising
- ✓ Webinar Sponsorships
- ✓ Year-Round Partnerships
- ✓ Digital Advertising



2027 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 9-12, 2027
ENCORE AT THE WYNN
LAS VEGAS, NEVADA



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

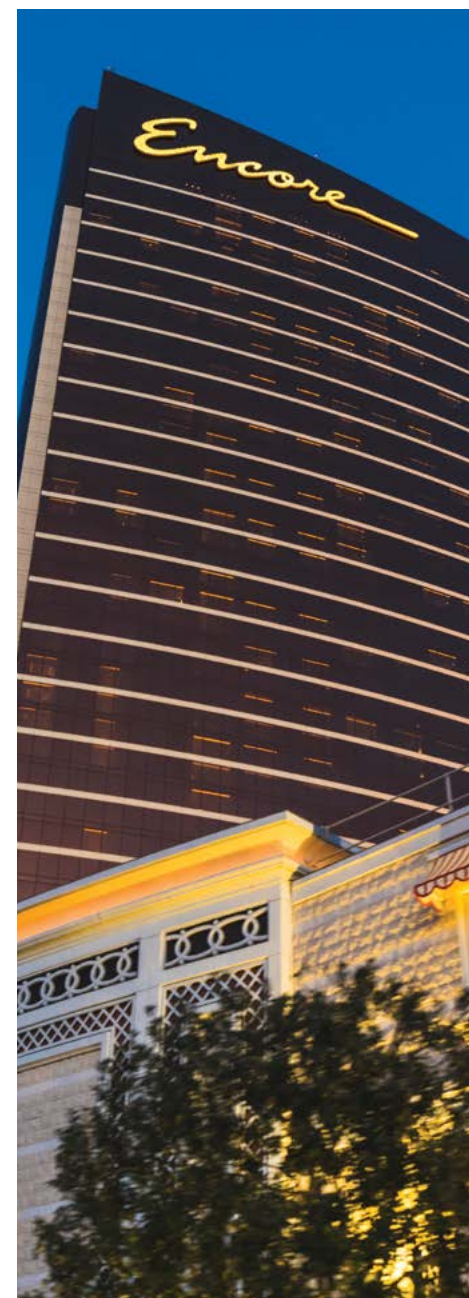
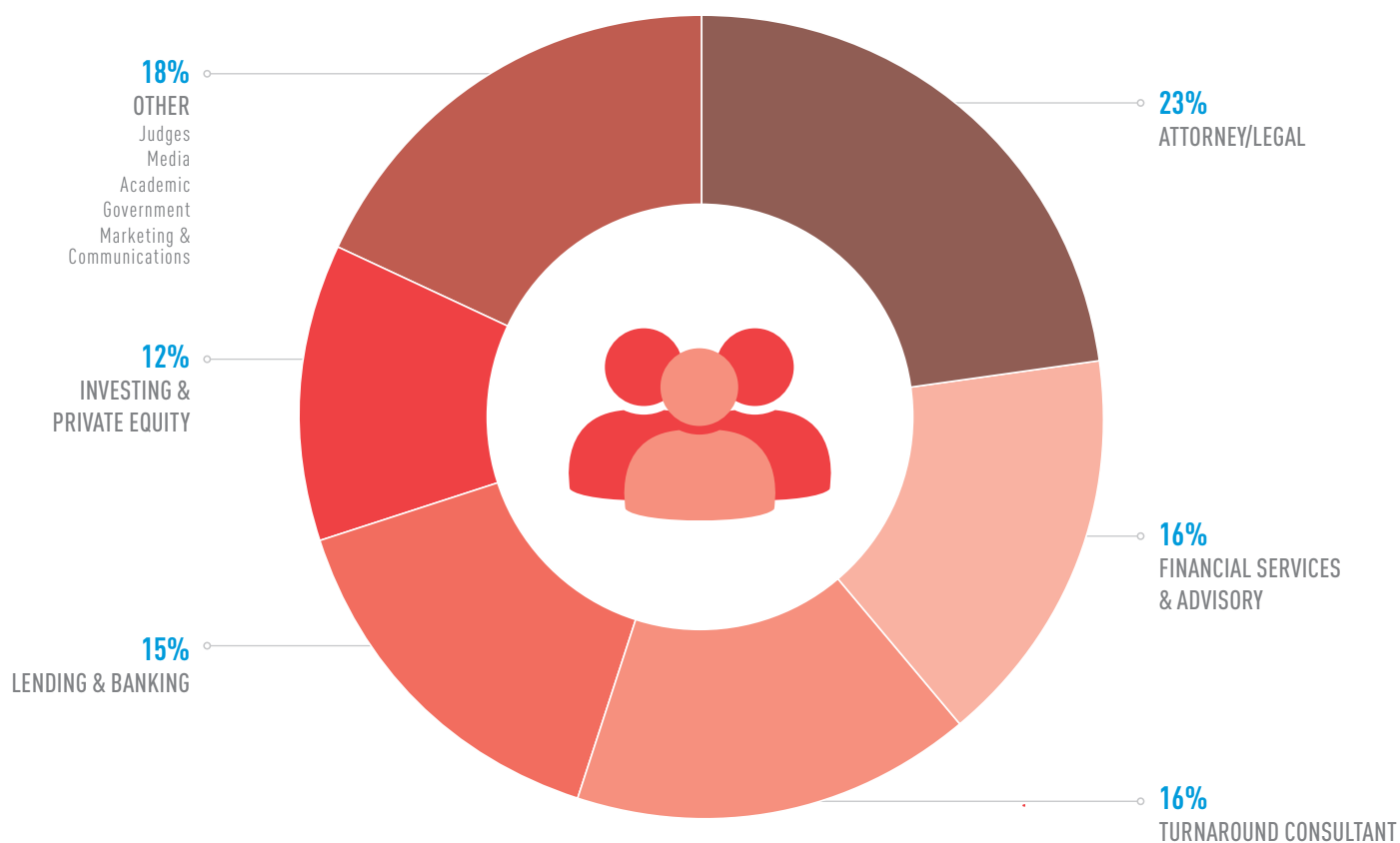
THE 2027 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 9–12, 2027 | ENCORE AT THE WYNN | LAS VEGAS

From February 9–12, over 800 top dealmakers in the distressed investing industry will gather for live networking, professional development, and dealmaking.

The 2027 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 just keep growing, with a more diversified attendance and participation from over 35 North American and international chapters.

WHO ATTENDS?



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 9–12, 2027 | ENCORE AT THE WYNN | LAS VEGAS



SPONSORSHIP TIERS

BENEFITS

	ELITE	SIGNATURE	ADVOCATE	PATRON
# of complimentary attendee registrations to The 2027 TMA Distressed Investing Conference <i>(non-transferable)</i>	4	3	2	1
# of discounted attendee registrations available to purchase <i>(non-transferable)</i>	3	2	1	–
Sponsor tier prominently displayed at The 2027 TMA Distressed Investing Conference	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 <i>(Advance reservation required)</i>	✓	–	–	–
Sponsor-provided marketing collateral or sponsor-branded swag for distribution at registration desk	✓	–	–	–
Executive Spotlight — Give one of your leaders the spotlight with a featured executive profile showcased on a large digital display in the heart of the conference, putting their leadership and your organization prominently in view.	✓	✓	–	–
Advance attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	Advance List only	–
Custom sponsor social media banners	✓	✓	✓	✓
Sponsor tier recognition in presentation rooms and on event signage throughout the conference	✓	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓	✓
Recognition in the Jan/Feb 2027 issue of the <i>Journal of Corporate Renewal</i> distributed to TMA members	✓	✓	✓	✓
Sponsor produced ad in Jan/Feb 2027 issue of the <i>Journal of Corporate Renewal</i> <i>Subject to ad submission deadline</i>	Full Page included	Half Page included	25% off ad rates	15% off ad rates
PRICE	\$15,000	\$11,000	\$7,500	\$3,750



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 9–12, 2027 | ENCORE AT THE WYNN | LAS VEGAS



SESSION SPONSORSHIP OPPORTUNITIES

KEYNOTE LUNCHEON SPONSOR

\$25,000 (Exclusive)

Align your company with TMA Global and industry professionals by sponsoring the keynote presentations at The 2027 TMA Distressed Investing Conference. 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 2027 TMA Distressed Investing Conference
- Sponsor exclusivity to a single unopposed keynote session
- Premium branding and signage for maximum sponsor recognition
- Exclusive opportunity to introduce the keynote speaker on stage in front of live audience
- Proactive sponsor promotion across the industry through focused TMA campaigns
- Promoted posts in conference mobile app

GENERAL SESSION SPONSOR

\$7,250 per session

Be the title sponsor of a general session at The 2027 TMA Distressed Investing Conference. Session sponsors will be clearly identified on the event website.

Benefits Include:

- Two (2) attendee registrations to attend The 2027 TMA Distressed Investing Conference
- 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

EDUCATION SESSION SPONSOR

\$4,750 per session

Be the title sponsor of an education session at The 2027 TMA Distressed Investing Conference. Session sponsors will be clearly identified on the event website.

Benefits Include:

- One (1) attendee registration to attend The 2027 TMA Distressed Investing Conference
- 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



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA DISTRESSED INVESTING CONFERENCE

FEBRUARY 9–12, 2027 | ENCORE AT THE WYNN | LAS VEGAS



PROMOTIONAL EVENT NETWORKING & BRANDING SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTIONS & EVENTS	
\$17,500	TMA/SFNet Joint Opening Reception Sponsor
\$9,750	Turnaround Capital Forum & Networking Reception Sponsor
\$9,000	Networking Breakfast Sponsor
\$9,000	TMA NOW Luncheon Sponsor
\$8,500	Restructuring & Bankruptcy Boot Camp Sponsor
\$8,250	Eastside Lounge Cocktail Happy Hour Reception Sponsor
\$7,750	Wine Down Welcome Reception Sponsor
\$7,250	TMA Global Chair's Reception Sponsor
\$7,250	War Stories & Whiskey Sponsor
\$6,750	First Timer/NextGen Attendee Reception Sponsor

INDIVIDUAL BRANDING OPPORTUNITIES	
\$17,500	Attendee Badges & Lanyards Sponsor
\$14,000	Attendee Registration & Welcome Coffee Sponsor
\$11,250	Hotel Room Key Sleeves Sponsor
\$10,500	Conference Mobile App Sponsor
\$10,000	Conference Wi-Fi Sponsor
\$9,750	Water Bottles & Hydration Station Sponsor
\$8,500	Executive Board/Board of Trustees Meeting Sponsor
\$4,500	GOBO Logo Floor Projection in high traffic area of the conference
\$3,500	Daily Agenda Attendee Email Sponsor (3 Available)
Call for pricing	Mobile Digital Kiosks & Video Ads
Call for pricing	Window Clings and Wraps

ATTENDEE LOUNGE	
\$6,750 per day	Coffee Barista Bar Sponsor
\$6,750	Device Charging Hub Sponsor (2 available)
\$6,250	Premier Branded Connection Corner (4 available) <i>A fully furnished, branded seating area within the Attendee Lounge, featuring sponsor signage and space for marketing collateral and swag.</i>
\$5,850	Networking Breaks Sponsor
\$5,250	Shoeshine Station Sponsor
\$4,500	Exhibitor Company Table Top (10 available)

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

- One (1) Complimentary attendee registration when sponsorship spend is between \$4,000–\$7,499
- Two (2) Complimentary attendee registrations for sponsorship spend between \$7,500–\$10,999
- Three (3) Complimentary attendee registrations for sponsorship spend between \$11,000–\$14,999
- Four (4) Complimentary attendee registrations for sponsorship spend at \$15,000 or greater
- Two (2) additional discounted attendee registrations available for purchase
- Recognition on walk-in slides during general sessions
- Recognition on The 2027 TMA Distressed Investing Conference website with logo and URL redirect to your preferred site
- Recognition in the January/February 2027 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



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

**SPONSORSHIP
OPPORTUNITIES
COMING SOON!**

2027 ANNUAL EUROPEAN CONFERENCE

MUNICH, GERMANY | 16-17 JUNE 2027



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

MAY 12-13, 2027
FOUR SEASONS HOTEL
DENVER, COLORADO

2027
network of women
tmahow
Summit

DENVER



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

2027 TMA NOW SUMMIT

MAY 12-13, 2027 | FOUR SEASONS HOTEL | DENVER, COLORADO



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 2027 TMA NOW Summit (<i>Non-transferable</i>)	3	2	1
Sponsor tier prominently displayed on event web page (now.turnaround.org) and on event marketing leading up to the conference.	Tier 1	Tier 2	Tier 3
Single marketing collateral or sponsor-branded swag available for distribution at registration desk	✓	–	–
Recognition from the stage	✓	✓	–
Advance attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	–
Custom sponsor social media banners	✓	✓	✓
Sponsor tier recognition on event signage	✓	✓	✓
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓
PRICE	\$5,750	\$4,750	\$3,750



INDIVIDUAL EVENT/BRANDING OPPORTUNITIES

\$8,750	Poolside Rooftop Welcome Reception Sponsor
\$7,500	Closing Reception Sponsor
\$6,500	NOW Summit Attendee Notebook Sponsor
\$5,250	Networking Lunch Sponsor
\$4,750	Coffee & Beverage Sponsor
\$4,650	Networking Breakfast Sponsor
\$4,500	Attendee Badge Sponsor

Individual Branding Opportunities include the following benefits:

- One (1) Complimentary attendee registration for sponsorship spend between \$3,500–\$4,499
- Two (2) Complimentary attendee registrations for sponsorship spend between \$4,500–\$5,499
- Three (3) Complimentary attendee registrations for sponsorship spend at \$5,500 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
- Visibility in conference mobile app with logo, company description, and contact information



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

the next generation of TMA

2027 nextGen

LEADERSHIP CONFERENCE

2027 TMA NEXTGEN LEADERSHIP CONFERENCE

July 21-22, 2027

CHICAGO, ILLINOIS

Hosted by

Troutman Pepper Locke



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

2027 TMA NEXTGEN LEADERSHIP CONFERENCE

July 21-22, 2027 | CHICAGO, ILLINOIS

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)	3	2	1
Sponsor tier prominently displayed on event web page (nextgen.turnaround.org) and on event marketing leading up to the conference	Tier 1	Tier 2	Tier 3
Single marketing collateral or sponsor-branded swag available for distribution at registration desk	✓	–	–
Advance attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	–
Custom sponsor social media banners	✓	✓	✓
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	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓
PRICE	\$5,750	\$4,750	\$3,750

INDIVIDUAL EVENT/BRANDING OPPORTUNITIES

\$8,750	Welcome Reception Sponsor
\$7,500	Closing Reception Sponsor
\$6,500	NGLC Attendee Notebook Sponsor
\$5,250	Networking Lunch Sponsor
\$4,750	Coffee & Beverage Sponsor
\$4,650	Networking Breakfast Sponsor
\$4,500	Attendee Badge Sponsor

Individual branding opportunities include the following benefits:

- One (1) complimentary attendee registration for sponsorship spend between \$3,500-\$4,499
- Two (2) complimentary attendee registrations for sponsorship spend between \$4,500-\$5,499
- Three (3) complimentary attendee registrations for sponsorship spend at \$5,500 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



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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



the  annual

THE 2027 TMA ANNUAL

OCTOBER 19–22, 2027

**JW MARRIOTT
INDIANAPOLIS, INDIANA**



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

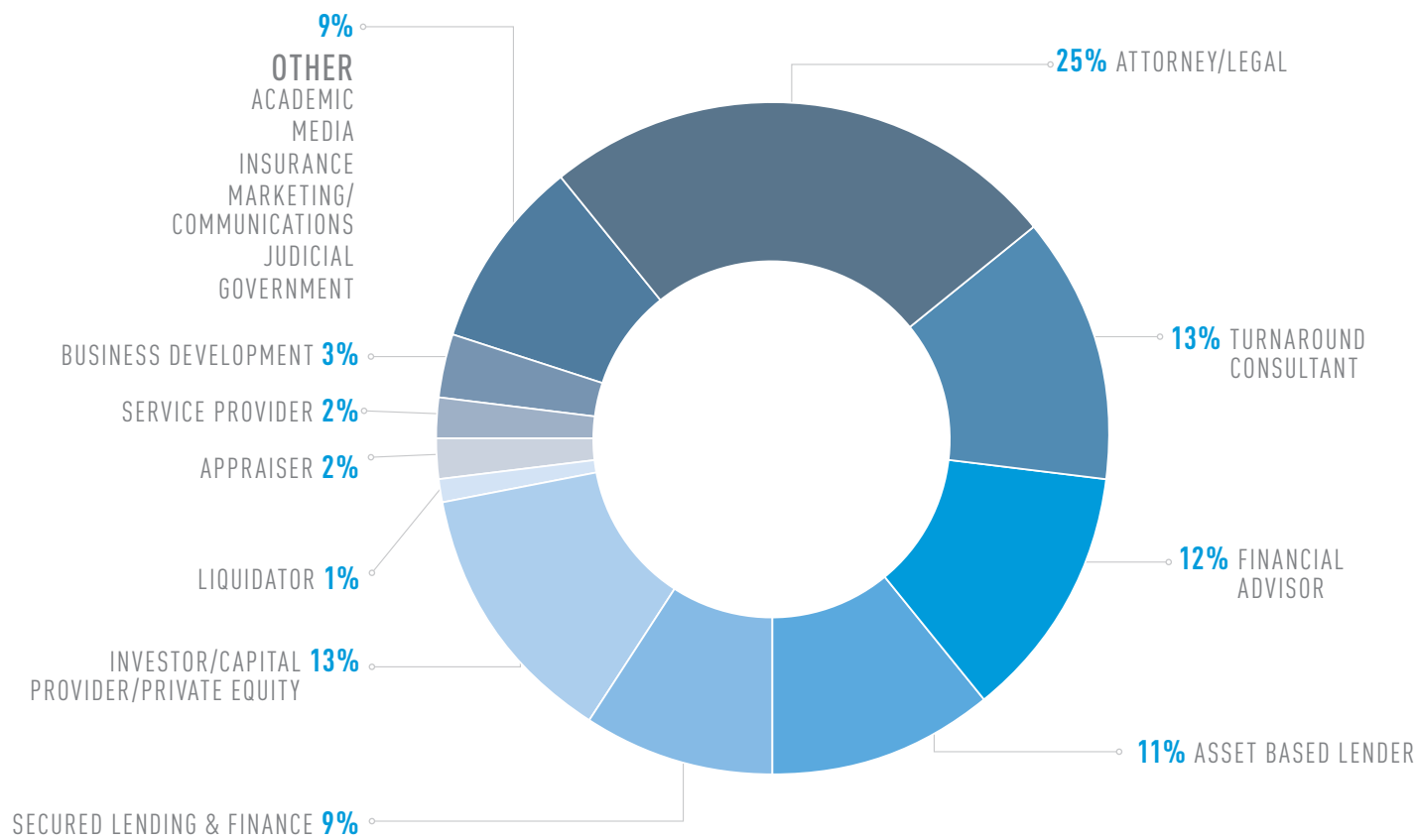
If interested in sponsoring or becoming a TMA partner, please contact Scott Zeller, Senior Director,
Sponsorship & Business Development, at **847-471-8225** or **szeller@turnaround.org**

THE 2027 TMA ANNUAL SPONSORSHIP

OCTOBER 19-22, 2027 | JW MARRIOTT | INDIANAPOLIS, INDIANA

The 2027 TMA Annual is the premier turnaround event where TMA’s global community will convene in Indianapolis 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 city has to offer.

A LOOK AT PROFESSIONS REPRESENTED AT THE ANNUAL



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA ANNUAL SPONSORSHIP

OCTOBER 19–22, 2027 | JW MARRIOTT | INDIANAPOLIS, INDIANA



SPONSORSHIP TIERS

	ELITE	SIGNATURE	ADVOCATE	PATRON
BENEFITS				
# of complimentary attendee registrations for The 2027 TMA Annual (<i>non-transferable</i>)	4	3	2	1
# of discounted attendee registrations available to purchase (<i>non-transferable</i>)	3	2	1	–
Sponsor tier prominently displayed at The 2027 TMA Annual	Tier 1	Tier 2	Tier 3	Tier 4
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
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	Tier 1	Tier 2	Tier 3	Tier 4
One-day use of a hospitality suite or meeting room in the host hotel (<i>Advance reservation required</i>)	✓	–	–	–
Sponsor-produced single marketing collateral or branded swag available for distribution at registration desk	✓	–	–	–
Executive Spotlight — Give one of your leaders the spotlight with a featured executive profile showcased on a large digital display in the heart of the conference, putting their leadership and your organization prominently in view.	✓	✓	–	–
Advance attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	Advance List only	–
Sponsor tier recognition on presentation rooms and on event signage	✓	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓	✓
Sponsor produced ad in the October 2027 issue of the <i>Journal of Corporate Renewal</i> (<i>Subject to ad submission deadline</i>)	Full Page Included	Half Page Included	25% Off Ad Rates	15% Off Ad Rates
Recognition in the <i>Journal of Corporate Renewal</i> distributed to TMA members	✓	✓	✓	✓
PRICE	\$15,000	\$11,000	\$7,500	\$3,750



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA ANNUAL SPONSORSHIP

OCTOBER 19–22, 2027 | JW MARRIOTT | INDIANAPOLIS, INDIANA



PROMOTIONAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES

KEYNOTE LUNCHEON SPONSOR

\$25,000 (Exclusive)

Align your company with TMA Global and industry professionals by sponsoring the exclusive keynote presentation at The 2027 TMA 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 2027 TMA 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
- Opportunity to introduce host of keynote presentation
- Keynote stage sponsor branding
- Promoted posts in mobile conference app
- Proactive sponsor promotion across the industry through focused TMA campaigns

ANNUAL GENERAL SESSION SPONSOR

\$7,250 per session

Be the title sponsor of a general session at The 2027 TMA Annual. General session sponsors will be clearly identified on the event website.

Benefits Include:

- Two (2) attendee registrations for The 2027 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

ANNUAL EDUCATION SPONSOR

\$4,750 per session

Be the title sponsor of an education session at The 2027 TMA Annual. Session sponsors will be clearly identified on the event website.

Benefits Include:

- One (1) attendee registration to attend The 2027 TMA 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



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

THE 2027 TMA ANNUAL SPONSORSHIP

OCTOBER 19–22, 2027 | JW MARRIOTT | INDIANAPOLIS, INDIANA



PROMOTIONAL EVENT NETWORKING & HOTEL BRANDING SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTIONS & EVENTS	
\$20,000	Opening Reception Sponsor
\$20,000	Closing Celebration Reception (<i>Co-Sponsorship available</i>)
\$9,750	Conference Kickoff Mixer Sponsor
\$8,500	Thursday Networking Breakfast Sponsor
\$8,500	TMA NOW Luncheon Sponsor
\$6,000	TMA Global Chair's Reception Sponsor
\$5,750	First Time/NextGen Attendee Reception Sponsor
\$5,000	Friday Networking Breakfast Sponsor

INDIVIDUAL BRANDING OPPORTUNITIES	
\$18,000	Attendee Registration & Welcome Coffee Sponsor
\$17,500	Attendee Badges & Lanyards Sponsor
\$13,500	Hotel Key Cards & Sleeves Sponsor
\$10,500	Conference Mobile App Sponsor
\$10,500	Conference Wi-Fi Sponsor
\$9,000	Water Bottle & Hydration Station Sponsor
\$8,500	Executive Board/Board of Trustees Meeting Sponsor
\$4,500	GOBO Logo Floor Projection in high traffic area of the conference
Call for Pricing	Window clings and column wraps
Call for Pricing	Elevator Door Clings
Call for Pricing	Hotel Door and In-Room Drops
Call for Pricing	Escalator Wraps
Call for Pricing	High-Definition Projection Wall Displays
Call for Pricing	Starbucks Tabletop Clings
Call for Pricing	Wall and Floor Clings

ATTENDEE LOUNGE	
\$7,000 per day	Coffee Barista Bar Sponsor
\$6,750	Premier Branded Connection Corner (4 available) <i>A fully furnished, branded seating area within the Attendee Lounge, featuring sponsor signage and space for marketing collateral and swag.</i>
\$5,850	Attendee Networking Breaks
\$5,250	Shoeshine Station Sponsor
\$4,500	Exhibitor Company Table Top (10 available)



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

- One (1) complimentary attendee registration when sponsorship spend is between \$4,000–\$7,499
- Two (2) complimentary attendee registrations when sponsorship spend is between \$7,500–\$10,999
- Three (3) complimentary attendee registrations when sponsorship spend is between \$11,000–\$14,999
- Four (4) complimentary attendee registrations when sponsorship spend is \$15,000 or greater
- Two (2) additional discounted attendee registrations available for purchase
- Recognition on walk-in slides during general sessions
- Recognition on The 2027 TMA Annual website with logo and URL redirect to your preferred site
- Recognition in the October 2027 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



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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



2027 TMA YEAR-ROUND PREMIER PARTNERSHIPS



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

2027 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 2027, 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.

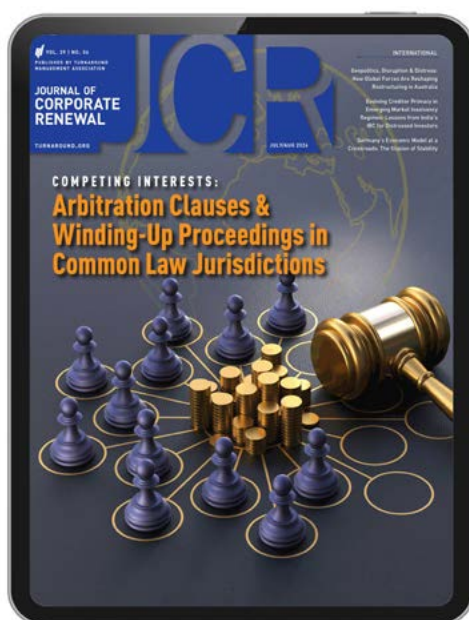
Achieve the following sum of sponsorship and/or advertising spend in the 2027 calendar year, and receive these additional year-round partnership benefits	INSPIRATION PARTNER	ELEVATION PARTNER	IMAGINATION PARTNER
	Annual Investment \$75K+	Annual Investment \$50K+	Annual Investment \$25K+
# of complimentary one-year TMA memberships for 2027 (non-transferable)	9	7	5
# of complimentary one-year TMA NextGen memberships for 2027 (non-transferable)	2	1	–
# of complimentary one-year TMA memberships for first-time members for 2027	3	2	1
Early hotel room block access to The 2027 TMA Distressed Investing Conference and The 2027 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	✓	✓	✓
Invitation to Global Chair's Receptions at The 2027 TMA Distressed Investing Conference and The 2027 Annual Conference	✓	✓	✓
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

ANNUAL INVESTMENT

Threshold is based on the sponsor's total committed investment at the time of signed agreement. Additional purchases made during the year do not qualify toward a higher threshold.





2027 JOURNAL OF CORPORATE RENEWAL



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

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.

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.



JCR DATA



46.88% of readers are under 55 years old.



78.13% of respondents read the physical edition of the JCR.



43.75% of readers view the JCR both physical and online editions.



79.31% of respondents view the JCR as "somewhat" or "very" important to their TMA membership.

DIGITAL JCR DATA



12,298 unique readers in the past year.



6.48 average views per reader.



79,723 total views in the past year.



4.14 minutes average duration per reader.



78.7% of readers view the online JCR on a desktop.



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

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

2027 PRINT ADVERTISING 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	5.4375 "
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 .125" bleed to all sides and export with crop marks.
[Sizes listed above do not include bleed.] Please keep all text elements at least .375" inside edges. Ex: Full page — 8.75" x 11.125" Live area is 7.5" x 10.125"

JCR
JOURNAL OF CORPORATE RENEWAL
COMMERCIAL REAL ESTATE
THE BUILDING WORKS.
THE BUSINESS WORKS.
THE LOAN DOESN'T.

HYPERGROUP
New look. Same dedication to clients.
Our reputation is our best asset.

Relationships aren't assumed. They're earned.

Asset Ingenuity. Intelligent Capital.

Asset Ingenuity. Intelligent Capital.
Gordon Brothers



2027 TMA DIGITAL ADVERTISING

*DATE/LOCATION ARE SUBJECT TO CHANGE



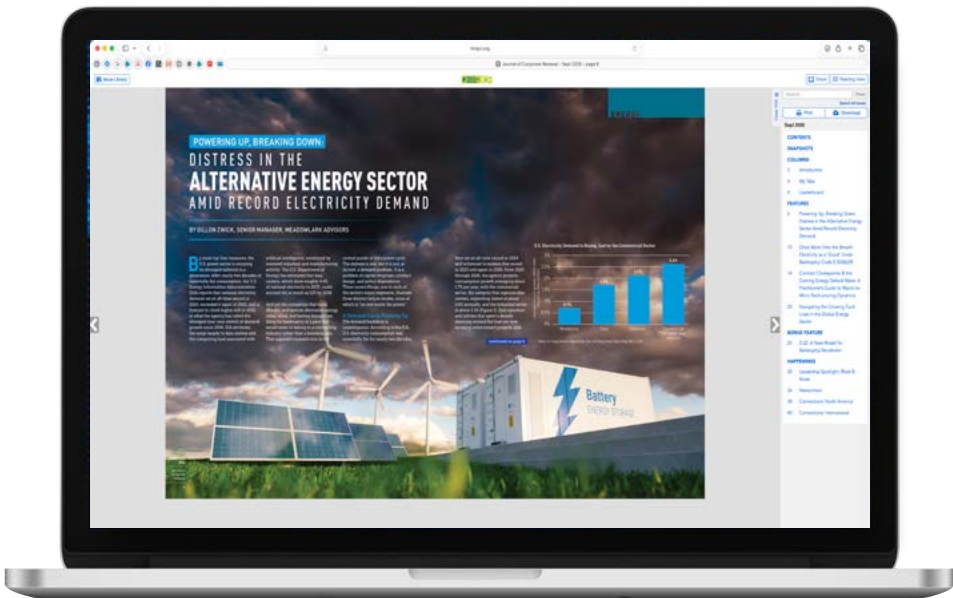
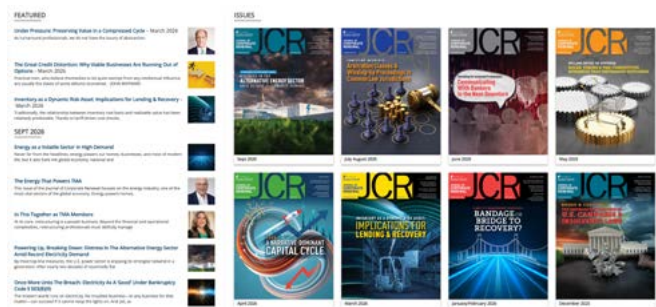
2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

DIGITAL ADVERTISING

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
Top Leaderboard Price: 1,495/mo. 3-month min.	- Ads can be static images or Google Ad Manager Available in reading view and page view	960×90 728×90 320×50
Bottom Banner Price: \$1,090/mo. 3-month min.	- Ads can be static images or Google Ad Manager Available in reading view and page view	320×50 300×50
Table of Contents (TOC) Rectangle Price: \$1,120/mo. 3-month min.	- TOC rectangle can be static images or Google Ad Manager - TOC Interleaved can be static images only Interleaved ads available only in reading view	300×250 300×100
Mobile App Banner Ads Price: \$970/mo. 3-month min.	- Static images (supports multiple images) - Publisher provides links for static images - Google Ad Manager - Rendered ad size depends on screen resolution Appears on: - Library Screen Navigator/Contents (android only) RSS screens - Search Results Bookmarks	960×90 728×90 320×50 300×50



DIGITAL ADVERTISING

THE WEEKLY REPORT

NEW FOR 2027!
A Fresh Look.
Greater Visibility.

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.

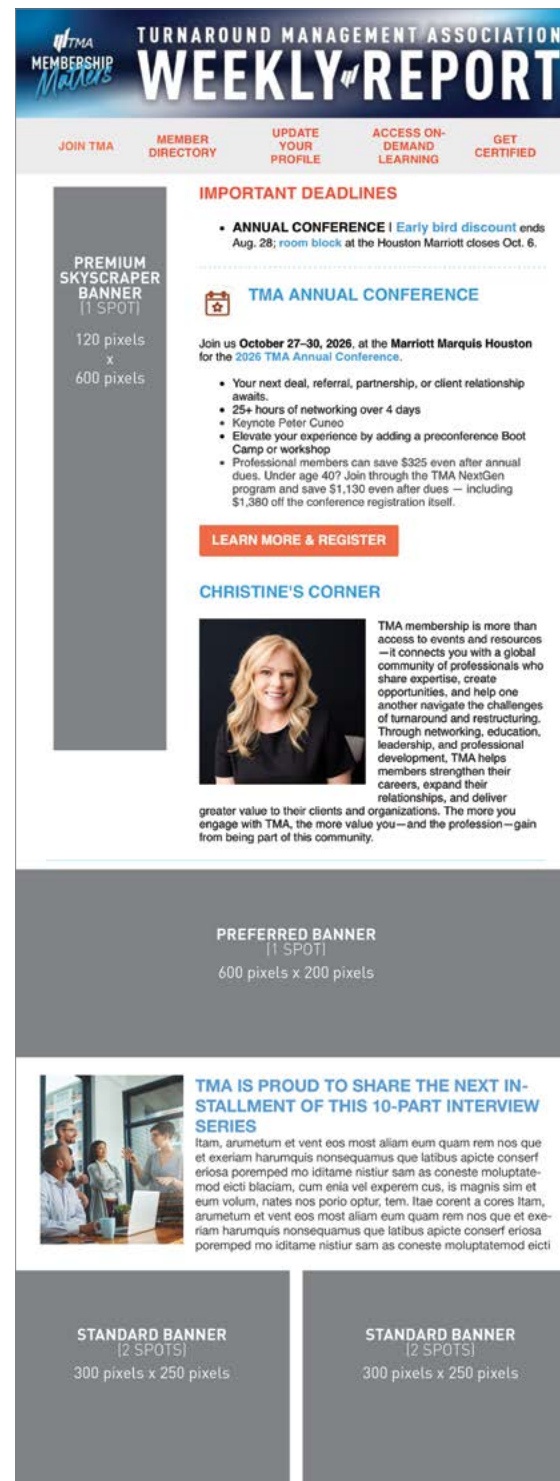
THE WEEKLY REPORT (RATES AND AD SIZES)

	WIDTH	X	HEIGHT
Premium Skyscraper Banner (1 spot) \$2,500 per month (3-month minimum) or \$25,300 annual	120 pixels	x	600 pixels
Preferred Banner (1 spot) \$1,850 per month (3-month minimum) or \$19,500 Annual	600 pixels	x	200 pixels
Standard Banner (2 spots) \$1,450 per month (3-month minimum) or \$15,700 Annual	300 pixels	x	250 pixels
150 kb maximum file size			

WEEKLY REPORT BANNER ADVERTISERS ARE LIMITED TO 4 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.

**More exclusive and
premium advertising
opportunities!**



DIGITAL ADVERTISING

TMA WEBSITE

Advertising on 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.

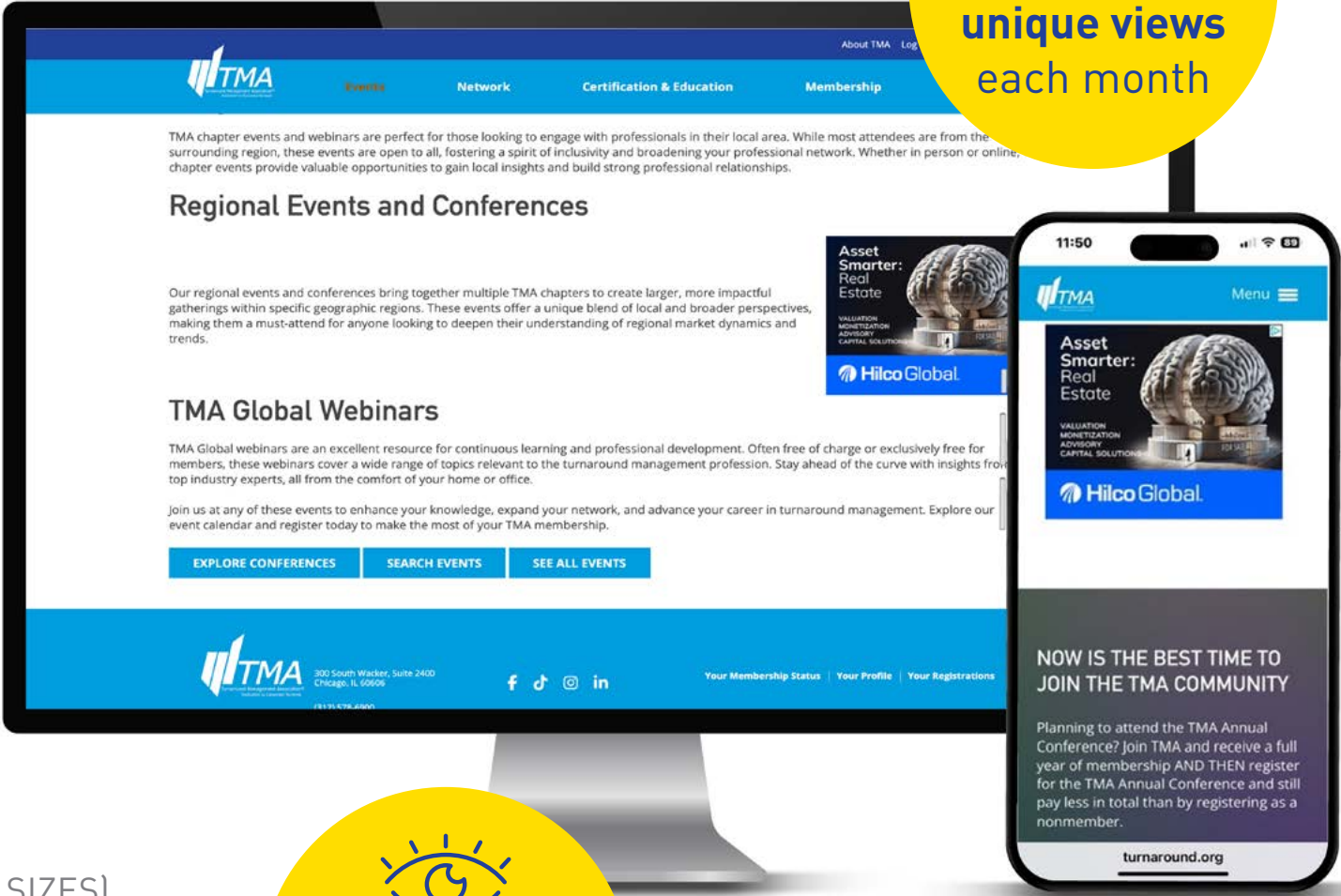
Prospective members also visit the site frequently for information about TMA events, to apply for membership, and to learn more about the industry and TMA. In addition, the site is a great resource for companies that may be in need of turnaround or restructuring services and are exploring the potential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

TMA WEBSITE (RATES AND AD SIZES)

300 WIDTH X 250 HEIGHT	
1 month	\$1,000
3 months	\$2,700 (\$900/mo)
12 months	\$9,000 (\$750/mo)
150 kb maximum file size	



26,000
unique views
each month





312,000
unique views
a year



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

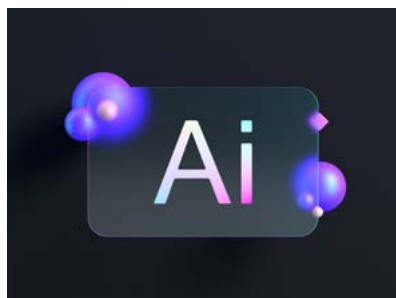
AI-IN-RESTRUCTURING WEBINAR SERIES SPONSOR

AI AT THE INFLECTION POINT

Where disruption meets
restructuring

Webinar series and eventual toolkit

AI is a variable in every engagement: a potential cause of distress, possible build-out bubble, a source of failed investment and a powerful recovery tool with fiduciary and evidentiary risk attached. This series will tackle the biggest questions professionals in turnaround and restructuring are grappling with by bringing together experts who are best positioned to confront the issues you're either facing now or will be facing soon. This is a yearlong platform and series that drives member value, webinar registrations, repeat participation, nonmember engagement and nonmember conversion.



SPONSORSHIP OPPORTUNITY

Benefits and fulfillment include:

- Digital branding and recognition on the event website
- Sponsor promotion and recognition on select weekly reports
- Sponsor promotion and recognition on select TMA LinkedIn posts
- Webinar recording archived on the TMA Learning Link indefinitely for member viewing.
- Sponsor branded registration confirmation email to individual attendees

EXCLUSIVE PRICE: \$20,000

DEMOGRAPHICS



95% of attendees/ participants are active TMA members



Average **150 registered attendees** each month for TMA Turnaround Square!



In 2025, between February and August, nearly **900 individuals registered** for TMA webinars!



TMA members and other turnaround, bankruptcy and restructuring professionals — restructuring lawyers, investment bankers, financial advisors and CROs, private-credit lenders, distressed investors, and valuation experts



2027 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

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

2027 TURNAROUND SQUARE YEAR-ROUND SPONSOR

DESCRIPTION:

Dive deep into the world of turnaround and restructuring with the TMA Turnaround Square webinar series. These webinars bring together leading industry experts to share their insights and strategies on navigating the complexities of corporate turnarounds and restructurings. Each webinar focuses on topical content addressing the latest trends, challenges, and best practices in the field.

- Monthly Series | 1-Hour with panelists. CLEs, CEUs and CPEs available



SPONSORSHIP OPPORTUNITY

Benefits and fulfillment include:

- Digital branding and recognition on the event website
- Sponsor promotion and recognition on select weekly reports
- Sponsor promotion and recognition on select TMA LinkedIn posts
- Opportunity for the sponsor to designate a subject-matter expert within their organization to participate in two (2) different panels of their choosing in a calendar year.
- Webinar recording archived on the TMA Learning Link indefinitely for member viewing.
- Sponsor branded registration confirmation email to individual attendees

EXCLUSIVE PRICE: \$25,000