



Europe

# 2022 TMA EUROPE PARTNERSHIP PROSPECTUS

BE A PART OF #TMATOMORROW

[TMA-EUROPE.ORG](https://www.tma-europe.org)



Turnaround Management Association (TMA) is the only international organisation that allows you to build your personal brand and develop your professional network in a resource-rich organisation that boasts the most diverse group of professionals in the turnaround, restructuring, and corporate health space. No matter what time of year, partnering with TMA Europe can help you connect with the entire turnaround and restructuring ecosystem in a myriad of ways. Want to collaborate? Whatever your branding goals, TMA Europe can provide custom sponsorship packages that help you get in front of the right audience at the right time.

Our Partnerships are designed to give you visibility and exposure across TMA Europe’s diverse community and connect you with key decision-makers, increase brand exposure and raise your corporate profile.

Packages are designed to create opportunities for different sized companies and to suit a cross-section of budgets.

TMA Europe has proven time and again that its members are diverse, engaged and enthusiastic community participants. Nowhere else can you access the entire supply chain of turnaround professionals at once, and nowhere else will you find a more loyal or engaged audience.

**MEMBERS:**

**Nearly 1,500 European members and 10,000 active members worldwide**

**CHAPTERS WORLDWIDE:**

**54 Chapters including 12 in Europe**

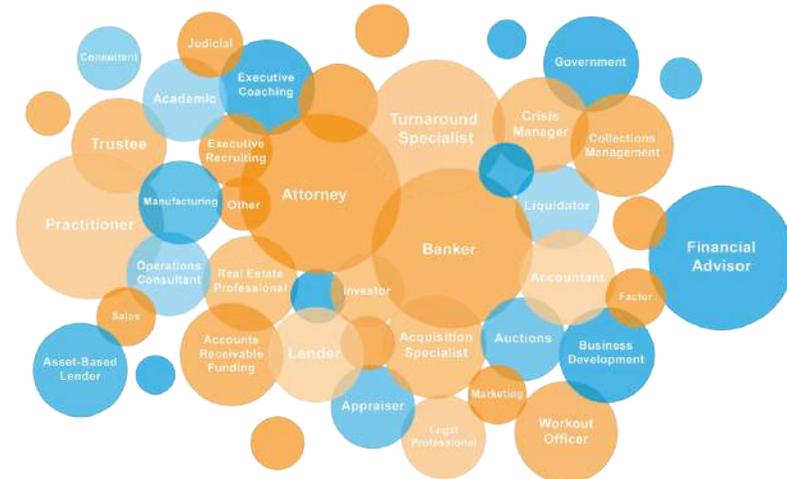
**SOCIAL MEDIA:**

**TMA has 20,000+ followers**



**WHO ARE TMA MEMBERS?**

- **43%** - Turnaround practitioners who consult with or participate in helping troubled companies in the recovery process, including interim corporate managers, financial and operating advisors, accountants
- **20%** - Lawyers
- **14%** - Lenders and bankers/workout officers
- **3%** - Investors, including equity investors, investment bankers, venture capitalists
- **20%** - Other related professionals, including receivers, appraisers, trustees, auctioneers/liquidators, factors, academics/students, government/judges, and recruiters





## INNOVATION THROUGH DISRUPTION

As we emerge from the pandemic, creating new value, opportunity, and a fresh feel to TMA, we welcome you to our year of Innovation Through Disruption. The promise that TMA holds starts with the many innovative ways we have created, and continue to create, opportunity that challenges thought, connects our members more widely, and brings the world of TMA Tomorrow to the forefront.

We manage disruption and as we do, we have innovated, and will continue to innovate, for you. Whether it be in the way we have continued to grow by launching new chapters throughout the world, or the way we have increased engagement by connecting the in-person and virtual worlds or how we have made access to online education easier, we showed how we managed disruption that afforded us the opportunity to innovate, seamlessly so.

This is how we lead and why TMA is the go-to organization in the corporate restructuring space. From the professional and geographic diversity, we boast to the brand power and growth we are experiencing because we continue to innovate and create new opportunities, experiences, and ways to connect, the power and presence of TMA is profound.

The support of our sponsors has been enormous because you, too, see the value visibility of your brand receives in our global organization. And in this year of Innovation Through Disruption, we will continue to create new opportunities that bring meaningful experiences to our members and will shine a great light on your companies and brands.

We invite you to be part of our journey and the story of TMA Tomorrow. The future is now, and we invite you to consider the unique opportunities to support our European organization this year.

Warm regards,

Scott Y. Stuart, Esq.  
TMA Global CEO | @TMA\_CEO



The last two years have seen phenomenal challenges. For TMA, an organisation that prides itself on its exceptional educational and networking opportunities, the inability to meet face to face has been a particular challenge. But TMA members are well versed in quickly reacting to changing circumstances and the pivot to a variety of online events was swift and successful.

Within Europe, numerous events have taken place at chapter and European level. These have ranged from the purely social to the entirely educational and everything in between. Our own learning curve and the increased sophistication of online platforms enabled us to improve the quality and variety of our events in a virtual world.

Whilst we have all missed face to face contact, the online experience continued to open up other opportunities across the globe. Power hour online networking meetings between chapters both within Europe and with North American chapters have been a great success and are here to stay. The return to more in-person events this year, will give our community some much needed face-to-face opportunities and connectivity. We are excited by the prospect of seeing many friends and colleagues again after such a long time.

I have been in the TMA for 17 years and am always impressed by the breadth and depth of our membership. An organisation that brings together the broad skill sets of people involved in all aspects of turnaround work provides much greater opportunities for internationally focused education and productive networking than narrow interest groups.

We welcome everybody and the numerous companies they work for. We are proud and grateful to have been supported by many of them over the years. The opportunity to extend that support through partnering with us on the upcoming programme of online events and showcase your business to that diverse membership is one I hope will be of interest. TMA is the only true pan-European organisation dedicated to all aspects of corporate renewal. I hope to see you at an in-person event this year.

Best regards,

David Bryan  
TMA Europe, President

# INNOVATION THROUGH DISRUPTION: #TMATOMORROW



TMA Europe members represent the entire supply chain of turnaround professionals—a broad, diverse audience of turnaround practitioners, lawyers, 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 off-plan events, and help healthy companies avoid similar pitfalls.

Your partnership with TMA Europe will bring you front and centre with these leading industry professionals as they work toward building #TMATomorrow.

Partnership options are designed to work with your budget, desired brand exposure and business development goals to showcase your firm as an Industry Leader. Looking for something different? Contact us to discuss your sponsorship ideas.

Options available:

**2022 ANNUAL EUROPEAN** – 9<sup>th</sup> & 10<sup>th</sup> June, Madrid (pages 5-8)

**2022 YEAR-ROUND PARTNERSHIPS\*** (pages 9-10)

**2022 EAST EUROPEAN SUMMIT** – September, Bucharest (pages 11-12)

\*Cost is pro-rated for 2022 from date of contract

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# INNOVATION THROUGH DISRUPTION: #TMATOMORROW



A white banner with an orange border containing the event details. The text is centered and uses a mix of bold, sans-serif fonts. The year '2022' is in orange, while the rest is in black.

**2022 ANNUAL EUROPEAN**  
**9<sup>th</sup> & 10<sup>th</sup> JUNE, MADRID**

# 2022 ANNUAL EUROPEAN: RECOVER. RECONSTRUCT. REIMAGINE.



A highlight in the European event calendar, our Annual European is the destination of choice for international turnaround professionals from across Europe, the USA and beyond. This year's theme is **RECOVER. RECONSTRUCT. REIMAGINE. The Need for Change: Reindustrialisation**. This premier event has a full programme of cutting-edge knowledge sharing, business development and excellent peer-to-peer networking opportunities.

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

Thursday 9 <sup>th</sup> & Friday 10 <sup>th</sup> June, Madrid	ELITE	KEYNOTE	SIGNATURE	COMMUNITY	SUPPORTER
<b>Benefits:</b>	<del>2 available</del> <b>1 AVAILABLE</b>	<del>2 available</del>	<del>10 available</del> <b>8 AVAILABLE</b>	10 available	7 available
# Complimentary Registrations for the 2022 Annual European <i>Additional registrations available at discounted Early Bird rate</i>	4	3	2	1	0
Prominently placed logo and exhibitor table in Sponsor Lounge/Open Networking area <i>Includes ability to display pull-up banner, provide materials and giveaways</i>	Top tier	Second tier	Third tier	Fourth tier	Support placement
Sponsor recognition prominently positioned on event page and recognition through duration of event marketing campaign	Top tier	Second tier	Third tier	Fourth tier	Support placement
Includes sponsorship of one content-led session, based on availability	Yes (Panel)	Yes (Keynote)	-	-	-
Includes opportunity to host one roundtable discussion	Yes	-	-	-	-
Includes one 20-second sponsor-produced video to be included on the event website and in at least one pre-event marketing message	Yes	Yes	-	-	-
Includes one 20-second sponsor-produced video (without audio) that will be played in rotation with other elite and keynote sponsors and event partners throughout the event in the Sponsor Lounge/Open Networking area	Yes	Yes	-	-	-
Social media banners will be created and shared, recognising you as a 2022 Annual European sponsor. <i>TMA Europe will share via its social media channels</i>	Top tier	Second tier	Third tier	Fourth tier	Support placement
Includes recognition at the 2022 Annual European premier networking or entertainment event	Top tier	Second tier	Third tier	Fourth tier	Support placement
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	Yes	Yes (no email)	Yes (no email)	Yes (no email)
Required investment with TMA Europe	€5,000	<b>SOLD OUT</b>	€1,000	€500	€250

See the next two pages for a la carte options, which maybe taken in addition to the above, or individually.

Cost excludes VAT. VAT will be charged in accordance with European rules



## 2022 TMA EUROPE PARTNERSHIP PROSPECTUS

If interested in becoming a TMA Europe partner, please contact Helen Jacobi, General Manager, TMA Europe at [hjacob@turnaround.org](mailto:hjacobi@turnaround.org).

# 2022 ANNUAL EUROPEAN: RECOVER. RECONSTRUCT. REIMAGINE.



## A LA CARTE SPONSORSHIP OPTIONS - 1

These may be taken individually, or in addition to a conference—wide option on the previous page. More à la carte options available on next page.

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

### KEYNOTE SPONSOR

SOLD OUT

**Friday 10th June**

*One Sponsor per keynote session*

Be the title sponsor of one of two keynote sessions at the 2022 Annual European. Keynote sponsors will be clearly identified on the event website, in pre-event marketing and onsite.

One sponsor per session.

Includes:

- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition onsite
- Slide identifying your company as session sponsor before the session
- Brand recognition in the rolling slidedeck in the Sponsor Lounge (all day)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for the 2022 Annual European

Cost €4,000 + VAT per session

### PANEL SPONSOR

4 AVAILABLE

**Friday 10th June**

*One Sponsor per panel session*

Be the headline sponsor of a panel session at the 2022 Annual European. Panel session sponsors will be clearly identified on the event website, in pre-event marketing and onsite.

One sponsor per session, including TMA NOW and TMA NextGen options.

Includes:

- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition onsite
- Slide identifying your company as session sponsor before the session
- Brand recognition in the rolling slidedeck in the Sponsor Lounge (all day)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for the 2022 Annual European

Cost €2,500 + VAT per session

Cost excludes VAT. VAT will be charged in accordance with European rules

### TMA CONNECT ROUNDTABLE OR 1:1 NETWORKING SESSION SPONSOR

**Friday 10th June**

SOLD OUT

*One Sponsor per session*

Be the title sponsor of the roundtable, or a networking session at the 2022 Annual European. Sponsors will be clearly identified on the event website, in-pre event marketing and onsite. One sponsor per session.

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 the session
- Brand recognition in the rolling slidedeck in the Sponsor Lounge (all day)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for the 2022 Annual European

Cost €2,500 + VAT per session

### OPENING RECEPTION & DINNER SPONSOR

**Thursday 9th June**

1 AVAILABLE

*Co-Sponsored - two (2) available*

Be a headline sponsor of the Opening Reception and Dinner. This sponsorship will include prominent signage, promotion and recognition in addition to branding throughout the experience. Includes two (2) attendee registrations for both the Dinner and the 2022 Annual European

Cost €5,000 + VAT per sponsor

### CLOSING RECEPTION SPONSOR

**Friday 10th June**

*Co-Sponsored - two available*

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 2022 Annual European

Cost €2,500 + VAT per sponsor



# 2022 ANNUAL EUROPEAN: RECOVER. RECONSTRUCT. REIMAGINE.



## A LA CARTE SPONSORSHIP OPTIONS - 2

These may be taken individually, or in addition to a conference—wide option on page 8. More à la carte options available on previous page.

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

### DINNER GUEST SPEAKER SPONSOR

**Thursday 9<sup>th</sup> June**

*Exclusive - one available*

Be the Opening Dinner Guest Speaker sponsor at the 2022 Annual European. This sponsorship will include prominent signage, promotion and recognition in addition to branding throughout the experience. Includes two (2) attendee registrations for both the Dinner and the 2022 Annual European.

Cost €3,500 + VAT

### LUNCH SPONSOR

**Friday 10<sup>th</sup> June**

*Co-Sponsored - two available*

Be the sponsor of the 'Re-Fuel & Re-Connect' 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 2022 Annual European for each sponsor.

Cost €2,500 + VAT per sponsor

#### **All à la carte options include:**

- 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.
- Attendee lead generation following the event. *Please note, attendees may choose to opt out of the list at registration.*
- Ability to display one (1) promotional material item at designated session, or in the Networking Lounge.

Cost excludes VAT. VAT will be charged in accordance with European rules

### EVENT APP SPONSOR *\*new this year\**

**Friday 10<sup>th</sup> June**

*Exclusive – one available*

The Event App sponsorship is a new opportunity to raise your profile and gain exposure to all delegates and speakers accessing the conference app at this year's conference. Your company name and logo visible to all conference guests each time they access the event app. Includes two (2) attendee registrations for both the Dinner and the 2022 Annual European.

Cost €4,000 + VAT

### LANYARD SPONSOR

**Friday 10<sup>th</sup> June**

*Exclusive – one available*

This is a great opportunity to place your company name on the badge lanyards to be worn by all speakers and guests. 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 200 branded lanyards to be sent to the hotel venue in advance of the event.

Includes two (2) attendee registrations for both the Dinner and the 2022 Annual European.

Cost €4,000 + VAT



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The background of the entire page is a bokeh effect of out-of-focus lights in various colors (orange, yellow, green, blue) against a dark background. In the lower right portion, there is a blurred image of a crowd of people at an event, some with their arms raised.

# **2022 TMA EUROPE YEAR-ROUND PARTNERSHIPS**

# 2022 TMA EUROPE YEAR-ROUND PARTNERSHIPS



A Year-Round Partnership with TMA Europe gives your company an incomparable opportunity to reach the TMA European community throughout the entire calendar year. Options are designed to work with your budget, desired brand exposure and business development goals to showcase your firm as an Industry Leader. With a TMA Year-Round Partnership, you'll receive benefits throughout 2022, gaining the highest level of exposure with exclusive access to TMA Europe's 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 Europe members represent the entire supply chain of turnaround professionals—a broad, diverse audience of turnaround practitioners, lawyers, 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 off-plan events, and help healthy companies avoid similar pitfalls. Your partnership with TMA Europe will bring you front and centre with these leading industry professionals as they work toward building #TMA Tomorrow.

**Looking for something different, or to partner with us for more than a year?**  
 Contact us to discuss your sponsorship ideas and to discuss discount on two years or more options

	LEADER	CHAMPION	SUPPORTER	NEWSLETTER	TMA NOW <i>or</i> NextGen
# Complimentary Registrations to TMA Europe Events including the Annual European, East European Summit plus additional events ( <i>maximum number of registrations to be used at each event is 4</i> )	8	6	2	1	2 each
Speaking opportunities during the partnership term*	3	2	1	-	1 each
Sponsored Post on the TMA Europe LinkedIn and Twitter Activity Feed* <i>Sponsored tweet(s) deployed by TMA Europe on a sponsor's behalf; distribution at the discretion of TMA Europe. Sponsor will provide content (copy/hashtags/graphic) for TMA Europe deployment; copy must include TMA Europe hashtag</i>	Quarterly	Bi-Annually	Annually	Annually	Annually
Prominent visibility on TMA Europe's website, microsites and Partner page, including your specific business development contacts and company detail	Top tier	Middle tier	Lower tier	Lower tier	Lower tier
Partnership recognition in all email marketing campaigns including newsletters and event marketing	Yes	Yes	Yes	Yes	Yes
Opportunity to contribute education-focused articles for distribution to TMA Europe's community*	Quarterly	Bi-Annually	Annually	Each edition	Annually
Opportunity to contribute open content for distribution to TMA Europe's community*	Quarterly	Bi-Annually	Annually	Each edition	Annually
Required investment with TMA Europe <i>Investment amount and benefits are pro-rated for 2022 from date of contract</i>	£15,000	£10,000	£5,000	£5,000	£5,000

Prices exclude VAT. VAT will be charged in accordance with European rules. \*subject to approval by TMA Europe.



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**2022 TMA EUROPE  
EAST EUROPEAN SUMMIT**

# 2022 TMA EUROPE EAST EUROPEAN SUMMIT



Attracting turnaround practitioners and professionals from across Europe. An event experience comprising of high-level industry expertise, thought leadership, case studies, connections and concluding with a celebratory networking reception.

2022 East European Summit – September | Bucharest

Looking for something different?

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

	Platinum	Gold	Silver
<b>Benefits:</b>	3 available	6 available	9 available
# Complimentary Registrations to the Summit/s	4	2	1
Sponsor recognition prominently positioned on event page and recognition throughout duration of event marketing campaign	Yes - top tier	Yes - mid tier	Yes - low tier
Includes sponsorship of one session, based on availability	Yes	Yes	-
Sponsor recognition in networking area, presentations and/or onsite event signage	Yes - top tier	Yes - mid tier	Yes - low 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	Yes	Yes
Social media banners will be created to thank you for your support <i>TMA Europe will share these on social media during the Summit</i>	Yes	Yes	Yes
Price per Summit	£1,500	£1,000	£500

Prices exclude VAT. VAT will be charged in accordance with European rules



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## We look forward to being part of your journey. 2022 TMA Europe Representation Committee

### DAVID BRYAN

CEO | BM&T  
TMA Europe President

### EVA RINGELSPACHER

Senior Managerin | Restrukturierungspartner RSP GmbH & Co. KG  
2022 President Elect and Chair, TMA NOW

### TYRONE COURTMAN

Partner | RSM UK Restructuring Advisory LLP  
Co-Chair Conferences & Sponsorships

### CATALIN NICHIFOR

Managing Director, Central & Eastern Europe | BM&T  
Co-Chair Conferences & Sponsorships

### RASHMI DUBÉ

Partner | gunnercooke LLP  
Co-Chair, Communications & Chapter Relations

### ALAIN LE BERRE

Founder | Alebimta  
Co-Chair, Communications & Chapter Relations

### CARLOS MACK-CASTELLETTI

Partner | Studio Legale Trabucchi Padova  
Chair, Education

### ANNA NOLAN

Counsel | Alston & Bird  
Chair, TMA NextGen

### ELENA LOKTEVA

Director | Strategic Initiatives  
Chair, Finance