



Europe

# TMA EUROPE 2023 PARTNERSHIP PROSPECTUS

THE GATEWAY TO TURNAROUND EXPERTISE

[TMA-EUROPE.ORG](https://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**

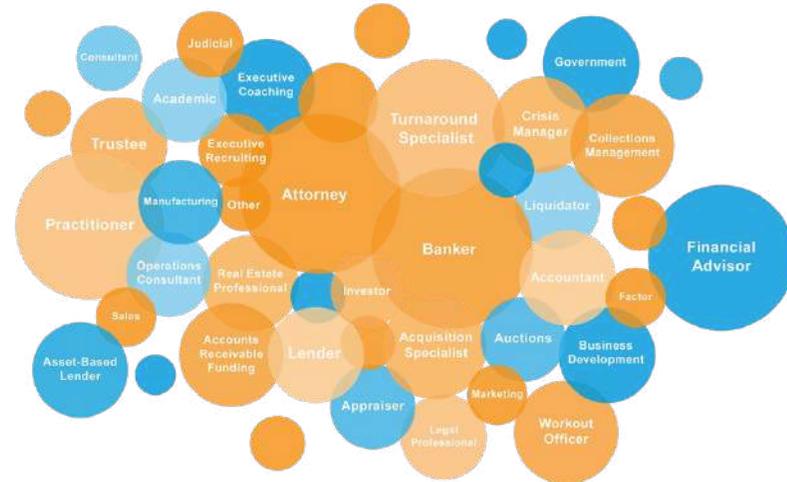
**SOCIAL MEDIA:**

**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





## TMA celebrates its 35<sup>th</sup> anniversary in 2023, and in this Hall of Fame year, our organization rides high.

With member retention at historic highs, global support assuring greater connectivity amongst our members worldwide, and our Conference programmes continuing to grow, there has never been a better time to be a TMA Europe sponsor.

First-time participation at our conferences grows every year, and the freshness of what sponsors receive from being a part of these opportunities cannot be overemphasized. Likewise, our Global NextGen Leadership Conference and Network of Women Summit solidify TMA's commitment to Diversity, Equity and Inclusion, those we support and empower, and the proof of the value there is unprecedented.

Women comprise nearly 20% of our organization, and our average member age continues to skew lower. This means that we are attracting more members from entry level to senior roles than ever before, with many in mid-career and becoming the decision makers in their firms.

This year at TMA, we are all part of something bigger. We are a bigger organization. We are part of a bigger and growing professional community whose members are loyal to TMA. And in our 35th year, where we will celebrate luminaries of our industry as Hall of Fame inductees, we are something bigger and better than we have ever been.

We are TMA Strong and TMA Proud, and at an inflection point that secures the highest levels of importance to our members, value to our sponsors, and incomparable opportunities in the corporate restructuring, renewal, and corporate health space.

Thank you for being part of a journey that your support both makes possible and will continue to enhance what it means to be #TMAPROUD.

Warm regards,

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



## The Gateway to Turnaround Expertise

It was Summer when I took on the role as President of TMA Europe and I am very proud to work with the powerful members of TMA, and the influential business community it serves.

This was a year with many possibilities and to meet in person once again.

We started with our Annual European in Madrid followed by the East European Summit in Bucharest, both with record levels of attendance and sponsor participation. Feedback from both events was some of the best we have ever seen.

Besides this, additional opportunities to connect our chapters throughout Europe and worldwide via the TMA organisation remain critical and highly valued. TMA Europe is growing with new chapters being established and is building up new European-focused NextGen and TMA NOW groups across the region.

With this continued momentum, we embrace 2023 with focus, drive and determination to make TMA Europe 'The Gateway to Turnaround Expertise'.

I have been with TMA for 12 years and I am involved not only in TMA Europe but also as a Board member of TMA Germany and TMA Global. And it is still thrilling! For me TMA is the most important network platform for turnaround professionals all over the world. Connectivity and internationality are the key words!

With our sponsor opportunities, your support through partnering with us year-round or at a key conference to showcase your business to that diverse community is one, I hope, that you will consider.

Best regards,

Eva Ringelspacher  
TMA Europe President

# THE GATEWAY TO TURNAROUND EXPERTISE



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, or to bundle options? Contact us to discuss your requirements.

#### Options available:

**2023 YEAR-ROUND PARTNERSHIPS\*** Lock in your 2023 partnership by 31<sup>st</sup> October 2022 and receive 2 additional months (November and December 2022) at no extra cost

#### **\*NEW\* 2023 DIGITAL ADVERTISING**

**2023 ANNUAL EUROPEAN** – 21<sup>st</sup> & 22<sup>nd</sup> June 2023, Hotel Atlantic, Hamburg, Germany

**2023 EAST EUROPEAN SUMMIT** – September [date/location to be announced]

\*Cost is pro-rated for the remainder of the calendar year from date of contract

#### WHAT OUR SPONSORS SAY:

*"Chiron Financial has seen significant benefits from sponsoring and supporting TMA Europe's events. We find it to be an incredibly connected organization with a lot of opportunities. We have made great business relationships and even garnered a few deals" - Jay Krasoff, Co-Founder and Managing Director, Chiron Financial LLC*

*"The strength and depth of TMA's reach across Europe and the globe makes our investment worthwhile"*

*"Extremely high quality events"*

#### WHAT OUR ATTENDEES SAY:

*"I've attended the Annual European many times over the years. I have to say the event is unique and immeasurably valuable. Unique because I don't know of any other event in the turnaround and restructuring conference calendar that brings together such a diverse group of people from across the whole of the turnaround and restructuring supply chain Europe wide. Invaluable because of the conferences educational content and case studies, combined with experiences shared. Not failing to mention the array of networking opportunities, which were both great fun, and provided an invaluable spring board from which to make meaningful new business relationships and long standing friendships. Those make the Annual European priceless as far as I am concerned" – Tyrone Courtman, Partner, RSM UK Restructuring Advisory LLP*

*"Great event. Great people. Thank you!"*

*"Year on year, attending these events has grown and expanded my network significantly. The business opportunities that have arisen make it a must-attend conference every year"*

---  
In , 100% of attendees met at least one new contact. 68% made more than 10 new contacts. 96% felt the event either exceeded all, or met, their expectations and plan to attend again in the future.

*Based on Annual European post-event survey*

---

# THE GATEWAY TO TURNAROUND EXPERTISE



A horizontal banner with a white background and orange borders on the top and bottom. The text is centered and reads '2023 ANNUAL EUROPEAN 21<sup>st</sup> & 22<sup>nd</sup> JUNE, HAMBURG'. The year '2023' is in orange, while the rest of the text is in black.

**2023** ANNUAL EUROPEAN  
**21<sup>st</sup> & 22<sup>nd</sup> JUNE, HAMBURG**

# 2023 ANNUAL EUROPEAN: HAMBURG | GERMANY



## GATEWAY TO NEW DYNAMICS: MEGATRENDS IN TURNAROUND & RESTRUCTURING

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 premier event has a full programme of cutting-edge knowledge sharing, business development and excellent peer-to-peer networking opportunities. The 2023 Annual European will be held at the iconic Hotel Atlantic, Hamburg. *NB: sponsors receive discounted registration to TMA Global's 2023 International Symposium on Wednesday 21<sup>st</sup> June.*

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

Thursday 22 <sup>nd</sup> June 2023	ELITE	KEYNOTE	SIGNATURE	COMMUNITY	SUPPORTER
<b>Benefits:</b>	<del>2 available</del> 1 available	<del>2 available</del> 1 available	10 available	10 available	7 available
# Complimentary attendee registrations for the 2023 Annual European <i>Additional registrations available at discounted Early Bird rate</i>	4	3	2	1	0
# Complimentary NextGen attendee registrations for the 2023 Annual European <i>Must be given to NextGen attendees from sponsor company. Non-transferable.</i>	4	3	2	1	0
Prominently placed company logo throughout the event	Top tier	Second tier	Third tier	Fourth tier	Support placement
Exhibitor table in Networking Lounge. <i>Includes ability to display pull-up banner, provide materials and giveaways</i>	Top tier (up to 4 items)	Second tier (up to 3 items)	Third tier (up to 2 items)	Fourth tier (1 item)	Support placement
Sponsor tier recognition prominently positioned on event webpage 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. One sponsor per session	Yes (Panel)	Yes (Keynote)	-	-	-
Includes opportunity to host one roundtable discussion	Yes	Yes	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	-	-	-
Social media banners will be created and shared, recognising you as a 2023 Annual European sponsor. <i>TMA Europe will share via its social media channels</i>	Top tier	Second tier	Third tier	Fourth tier	Support placement
Sponsor tier recognition in presentation rooms and on event signage	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	€6,000	€4,000	€2,000	€1,000	€500
	ONE SOLD	ONE SOLD			

*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 European rules



### 2023 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).

# 2023 ANNUAL EUROPEAN: HAMBURG



## A LA CARTE SPONSORSHIP OPTIONS – page 1/3

These may be taken individually, or in addition to a conference-wide option on the previous page.

Wednesday 21<sup>st</sup> June: Opening Reception & Dinner, co-hosted with TMA Global

Thursday 22<sup>nd</sup> June: Main Conference Day

*NB: sponsors receive discounted registration to TMA Global's 2023 International Symposium on Wednesday 21<sup>st</sup> June.*

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

### 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.

## OPENING RECEPTION & DINNER SPONSOR

### Wednesday 21<sup>st</sup> June

*Two 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 three (3) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €5,000 + VAT per sponsor

## CLOSING RECEPTION SPONSOR

### Main Conference Day – Thursday 22<sup>nd</sup> June

*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 Opening Dinner and 2023 Annual European.

Cost €2,500 + VAT per sponsor

ONE SOLD

## PANEL SPONSOR

### Main Conference Day – Thursday 22<sup>nd</sup> June

*One Sponsor per panel session – 4 (four) sessions available*

Be the headline sponsor of a panel session at the 2023 Annual European. Panel session sponsors will be clearly identified on the event website, in pre-event marketing and onsite. One sponsor per session – four sessions available. 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 Networking Lounge (all day)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for the Opening Dinner and 2023 Annual European

Cost €3,000 + VAT per sponsor

TWO SOLD, ONE RESERVED

## NETWORKING SESSION SPONSOR

### Main Conference Day – Thursday 22<sup>nd</sup> June

*One Sponsor per session*

Be the title sponsor of the roundtable, or a networking session at the 2023 Annual European. 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
- Slide identifying your company as session sponsor before the session
- Brand recognition in the rolling slidedeck in the Networking Lounge (all day)
- Attendee lead generation at the conclusion of your sponsored session
- Includes two (2) attendee registrations for the Opening Dinner and 2023 Annual European

Cost €2,500 + VAT per sponsor

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



## 2023 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).

# 2023 ANNUAL EUROPEAN: HAMBURG



## A LA CARTE SPONSORSHIP OPTIONS – page 2/3

These may be taken individually, or in addition to a conference—wide option on slide 10.

Wednesday 21<sup>st</sup> June: Opening Reception & Dinner, co-hosted with TMA Global

Thursday 22<sup>nd</sup> June: Main Conference Day

*NB: sponsors receive discounted registration to TMA Global's 2023 International Symposium on Wednesday 21<sup>st</sup> June.*

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

### 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.

### DINNER GUEST SPEAKER SPONSOR

#### Opening Dinner – Wednesday 21<sup>st</sup> June

*Co-Sponsored – two available*

ONE SOLD

Be the Opening Dinner Guest Speaker sponsor at the 2023 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 Opening Dinner and the 2023 Annual European.

Cost €3,500 + VAT per sponsor

### LUNCH SPONSOR

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*Co-Sponsored - two available*

SOLD - EXCLUSIVE

Be a sponsor of the 'ReFuel & ReConnect' 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 Opening Dinner and 2023 Annual European for each sponsor.

Cost €2,500 + VAT per sponsor

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

### LANYARD SPONSOR

#### Main Conference Day – Thursday 22<sup>nd</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 three (3) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €4,000 + VAT

### ROUNDTABLE SPONSOR

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*One Sponsor per table.*

Host a one-hour roundtable conversation at either the morning or afternoon designated session. 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 at your table
  - Slide identifying your company as a roundtable sponsor at the session
  - Brand recognition in the rolling slidedeck in the Networking Lounge (all day)
  - Includes one (1) attendee registrations for the Opening Dinner and 2023 Annual European
- Cost €1,000 + VAT per sponsor

50% RESERVED



# 2023 ANNUAL EUROPEAN: HAMBURG



## A LA CARTE SPONSORSHIP OPTIONS – page 3/3

These may be taken individually, or in addition to a conference—wide option on slide 10.

Wednesday 21<sup>st</sup> June: Opening Reception & Dinner, co-hosted with TMA Global

Thursday 22<sup>nd</sup> June: Main Conference Day

*NB: sponsors receive discounted registration to TMA Global's 2023 International Symposium on Wednesday 21<sup>st</sup> June.*

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

### 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.

### WIFI

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*\*NEW THIS YEAR\* Exclusive – one available*

The WIFI 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 visible to all attendees. Includes two (2) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €4,000 + VAT

### EVENT APP SPONSOR

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*Exclusive – one available*

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 Whova 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 visible to all conference guests each time they access the event app. Includes three (3) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €4,000 + VAT

### WATER HYDRATION STATIONS

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*\*NEW THIS YEAR\* Exclusive – one available*

Keeping attendees refreshed and rehydrated during the event! Your company name and logo visible to all attendees each time they visit a water station. Includes two (2) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €4,000 + VAT

### MESSAGE STATION OR CHARGING STATION

#### Main Conference Day – Thursday 22<sup>nd</sup> June

*\*NEW THIS YEAR\* Exclusive – one available for each*

Your company name and logo visible to all attendees each time they re-charge their phone, or themselves! Includes two (2) attendee registrations for the Opening Dinner and 2023 Annual European.

Cost €4,000 + VAT

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





## We look forward to being part of your journey. 2023 TMA Europe Representation Committee

### EVA RINGELSPACHER

Member of the Executive Board | Dr. Wieselhuber & Partner GmbH  
TMA Europe President

### JAY KRASOFF

Managing Director | Chiron Financial LLP  
Chair, Finance

### TYRONE COURTMAN

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

### Dr. CHRISTIAN SCHMITT

Lawyer | GL Gerloff Liebler Rechtsanwälte  
Co-Chair Conferences & Sponsorship

### RASHMI DUBÉ

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

### MARCO FILIPPO MARTINENGO

Head of HR Solutions | Vertus S.r.l.  
Co-Chair, Communications & Chapter Relations

### Dr. JANINA RUSTER, LL.M.

maître en droit, Lawyer | White & Case LLP  
Chair, TMA NextGen

### Dr. ANNA NOLAN

Counsel | Alston & Bird  
Chair, TMA NOW

### CARLOS MACK-CASTELLETTI

Partner | Studio Legale Trabucchi Padova  
Chair, Education

