



2021

TMA EUROPE PARTNERSHIP PROSPECTUS

BE A PART OF #TMATOMORROW

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

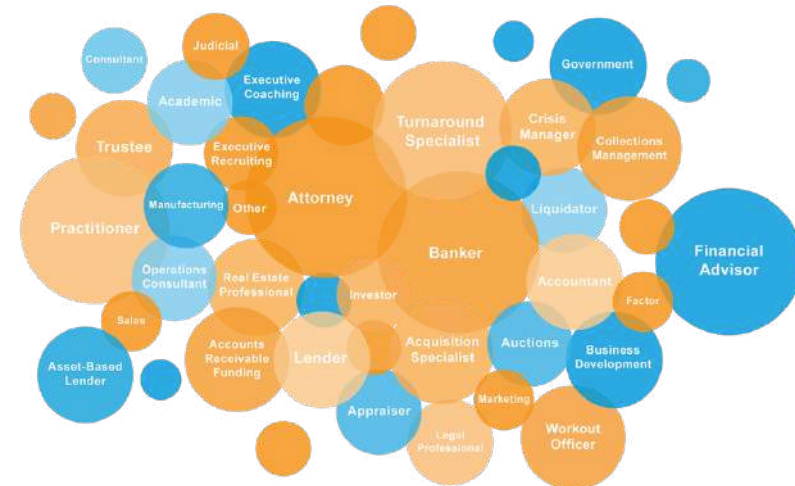
SOCIAL MEDIA:

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





Leading through crisis is no easy task, but lead we did last year. We were unafraid to face the challenges before us and in an extraordinary pivot with purpose created opportunities that set the standard for providing premium value to our nearly 10,000 worldwide members in a largely virtual environment.

In response to the COVID-19 pandemic we took bold action to ensure that our members had access to the full global network of TMA professionals and that opportunities to connect, learn, and share trends and best practices were plentiful. In fact, while we weren't able to gather in person

for events and conferences, TMA members have had more opportunities to connect over the past 12 months than ever before showing how we are #BetterTogether as we pave the way to #TMATomorrow.

As a result of the impact we made, TMA saw an **8% rise in membership** in 2020 and greater exposure and notoriety for our partner firms. Those partners who supported TMA through our pivot with purpose saw the value of their partnerships grow. Those partners new to the TMA big tent were promised value that we delivered on like no other organization could.

As we enter the year of IMPACT to INNOVATION, I would like to personally invite you to join our robust network of TMA partners who will play a critical role in #TMATomorrow. With exposure to the most professionally diverse group of professionals in the corporate restructuring space, there is no other place where your brand will receive as much value as it will through TMA.

Please consider one of the many innovative opportunities we offer that will afford you the opportunity to impact this organization and our profession during the most critical time we've experienced since the founding of TMA. No matter what happens next, this is certain: the next year will be full of tremendous opportunities supported by the excitement and innovation of TMA.

We'd love to have you join us for the journey ahead so you too can experience the rewards of #TMATomorrow.

Warm regards,

Scott Y. Stuart, Esq.
TMA Global CEO | @TMA_CEO



The last year has seen phenomenal challenges and the year ahead will undoubtedly give rise to more. 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 purely educational and everything in between. At the European level we have been able to run our annual conference online and develop a programme of shorter online events. All this has enabled many more events to be held than would have been face to face and with increased attendance. In addition, our own learning curve and the increasing sophistication of online platforms is enabling us to improve the quality and variety of our events all the time.

I have been privileged to attend many TMA events all around the world via these online platforms. Events that I would never have been able to go to in person. Whilst we all miss face to face contact, the online experience does open up other opportunities. Indeed, the first transatlantic chapter to chapter networking event between the UK and Toronto chapters will take place in March.

I have been in the TMA for 16 years and am hugely 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 online event soon, or maybe a face to face event later in the year.

Best regards,

David Bryan
TMA Europe, President

FROM IMPACT TO INNOVATION: #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:

- 2021 YEAR-ROUND PARTNERSHIPS* - 3 options
- 2021 TMA EUROPE ANNUAL EUROPEAN CONFERENCE – 5 options
- 2021 TMA EUROPE SUMMITS – 3 options
- 2021 TMA EUROPE ADDITIONAL EVENTS – 3 options

*Cost is pro-rated for 2021 from date of contract

FROM IMPACT TO INNOVATION: #TMATOMORROW



The background of the slide is a bokeh effect of out-of-focus lights in warm tones (orange, yellow, red) and cooler tones (teal, blue). In the lower right, there is a blurred image of a crowd of people at an event, some with their arms raised.

2021 TMA EUROPE YEAR-ROUND PARTNERSHIPS

2021 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. There are three options available 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 2021, 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
	★★★★★	★★★	★
	1 available	2 available	3 available
# Complimentary Registrations to TMA Europe Events: Annual European, Summits plus additional events <i>(maximum number of registrations to be used at each event is 4)</i>	12	9	6
Speaking opportunities during the partnership term**	3	2	1
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
Prominent visibility on TMA Europe's website, microsites and Partner page, including your specific business development contacts and company detail	Yes - top tier	Yes - mid tier	Yes - low tier
Partnership recognition in all email marketing campaigns including newsletters and event marketing	Yes	Yes	Yes
Opportunity to contribute education-focused articles for distribution to TMA Europe's community*	Quarterly	Bi-Annually	Annually
Opportunity to contribute open content for distribution to TMA Europe's community <i>Content is subject to TMA Europe editorial guidelines*</i>	Quarterly	Bi-Annually	Annually
Required investment with TMA Europe, totalling sponsored events and/or print/digital advertising in 2021 <i>Investment amount and benefits are pro-rated for 2021 from date of contract</i>	£15,000	£10,000	£5,000
*pending approval by TMA Europe **subject to approval by TMA Europe			

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



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

A large, bold title centered on a white horizontal band with orange borders. The year '2021' is in orange, while the rest of the text is in black. The background of the entire page is a bokeh effect of colorful, out-of-focus lights in shades of orange, yellow, and teal.

**2021 TMA EUROPE
ANNUAL EUROPEAN: TRANSFORMATION**

2021 TMA EUROPE ANNUAL EUROPEAN: TRANSFORMATION



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 **Transformation**. 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 30 th September 2021 online	ELITE	KEYNOTE	SIGNATURE	COMMUNITY	SUPPORTER
Benefits:	3 available	6 available	9 available	12 available	Unlimited
# Complimentary Registrations for the 2021 Annual European <i>*Additional registrations available at a discounted rate</i>	4*	2*	1*	50% discount	25% discount
Prominently placed logo and exhibitor profile in live and/or Virtual Sponsor Lounge. <i>Includes ability to chat with attendees, provide links to download your resources and/or schedule a demo.</i>	Top tier	Keynote placement	Second tier	Lower tier	Support placement
Speaking opportunity – <i>subject to approval by the Organising Committee</i>	Yes	Yes	-	-	-
Sponsor recognition prominently positioned on event page and recognition through duration of event marketing campaign	Top tier	Keynote placement	Second tier	Lower tier	Support placement
Includes sponsorship of one session, based on availability	Yes	-	-	-	-
Includes one 30-second sponsor-produced video that will be played in rotation with other elite sponsors at the start of each morning and afternoon sessions	Yes	Yes	-	-	-
Social media banners will be created and shared, recognising you as a 2021 Annual European sponsor. <i>TMA Europe will share on our social media channels before, during and immediately following the 2021 Annual European</i>	Quarterly	Bi-Annually	Annually		
Includes recognition at the 2021 Annual European premier networking or entertainment event	Yes	Yes	Yes	Yes	-
Attendee list with contact name/company/email sent prior to and after the event. <i>Attendees may choose to opt-out of a list at the time of registration</i>	Yes	Yes	Yes	Yes	Yes
Required investment with TMA Europe, totalling sponsored events and/or print/digital advertising in 2021	£5,000	£2,500	£1,000	£500	£250

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



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The background of the entire image is a blurred photograph of a large indoor event, likely a summit or conference, with many people and bright lights. Overlaid on this is a large, white, stylized arrow graphic pointing upwards and to the right. A thick red horizontal bar spans the width of the image, containing the main title text.

**2021 TMA EUROPE
SUMMITS**

2021 TMA EUROPE SUMMITS



NEW! Over the next 12 months we will be rolling out a new Summit programme.

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.

- 2021 East European Summit – Tuesday 27th April 2021 (online)
- 2021 Winter Summit – Thursday 2nd December 2021 (online)
- 2022 East European Summit – March 2022 (date TBC)

Looking for something different?

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

	Platinum	Gold	Silver
	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 waiting rooms, 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 a 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
Price for additional Summits. Cost is per additional Summit	£1,125	£750	£375

*Prices exclude VAT. VAT will be charged in accordance with EU rules
Speaking opportunities maybe available – contact us to enquire*



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The title '2021 TMA EUROPE ADDITIONAL EVENTS' is centered within a white horizontal bar that has a green border on its top and bottom edges. The word '2021' is in green, while 'TMA EUROPE' and 'ADDITIONAL EVENTS' are in black.

**2021 TMA EUROPE
ADDITIONAL EVENTS**

2021 TMA EUROPE ADDITIONAL EVENTS



NEW!

Additional events are scheduled throughout the year including content-led, social and networking opportunities.

- **Climate Change: Sustainability & Fashion** – 15th April
- **Using Cryptocurrency in Business** - June

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

	Platinum	Gold	Silver
# Complimentary Registrations to the Event	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
Sponsor recognition in waiting rooms, 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 a list at the time of registration</i>	Yes	Yes	Yes
Social media recognition to thank you for your support	Yes	Yes	Yes
Price per Event	£1,000	£500	£250

*Prices exclude VAT. VAT will be charged in accordance with EU rules
Speaking opportunities maybe available – contact us to enquire*





DAVID BRYAN
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TMA Europe President



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