

# NCBA 2022

## SPONSORSHIP & EXHIBIT GUIDE

NCBA 2022

 **SPRING**  
conference

Nashville, TN | May 4-6

NCBA 2022

 **FALL**  
conference

Tampa, FL | October 26-29



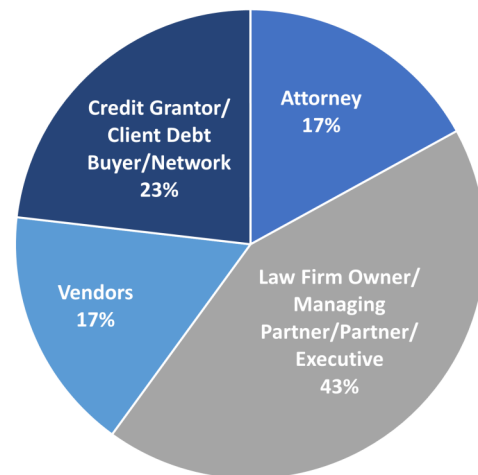
supports, promotes, and protects the practice of creditors rights law while ensuring fair treatment for all.

## About National Creditors Bar Association

Founded in 1993, National Creditors Bar Association is a national bar association of over 400 creditors rights law firm members and in-house counsel of creditors. Attorney members are committed to being professional, responsible and ethical in their practice area of creditors rights law. National Creditors Bar Association is committed to representing our industry in Washington and providing our members with the highest level of service, outstanding member benefits, and relevant resources and activities to meet their professional and business needs.

National Creditors Bar Association consistently offers multiple business development opportunities, through various sponsorships, exhibitor participation and advertising.

### 2021 CONFERENCE ATTENDEES



Over 40% of 2021 conference attendees were **DECISION MAKERS**.

NCBA member firms and conference attendees practice in **ALL 50 STATES** plus Puerto Rico and Canada.

Attending firms represent both **LARGE** and **SMALL** businesses most commonly in the areas of:

- ◇ Auto Loan Deficiencies
- ◇ Bankruptcy
- ◇ Credit Cards
- ◇ Credit Unions
- ◇ Insurance Subrogation
- ◇ Judgment Enforcement
- ◇ Commercial and Residential Lease Deficiencies
- ◇ Medical Debt
- ◇ Replevin
- ◇ Student Loans

For questions about NCBA Conferences and Events, please contact Melanie Duffy at [melanie@creditorsbar.org](mailto:melanie@creditorsbar.org)

**Creditorsbar.org**

1990 Main Street, Suite 750 | Sarasota, FL 34236



Support of National Creditors Bar Association and its events demonstrates commitment to the practice of creditors rights law.

Sponsorships at NCBA conferences and events are open to all vendors, clients, law firms and members of NCBA. This year, we are offering many new ways to demonstrate your support and commitment to legal education in the creditors rights industry. Please refer to our [Industry Partnerships Prospectus](#) for customized, annual partnerships to engage with NCBA and our members throughout the year.

Annual Industry Partnerships give your company:

ACCESS: Interact and network with the decision makers: NCBA's Board members, law firm partners and owners;

QUALITY EDUCATION: Share insights and trends shaping the industry through webinars, podcasts, and more;

EXCLUSIVITY: Be among the influential. A smaller, deeply engaged group of partners benefits all parties: less competition for you, better business partners for our law firms.

**At NCBA Conferences, Sponsors receive the following:**

- **Recognition in your sponsorship category**
- **Your company name or logo displayed on the event webpages**
- **Your company name or logo displayed on the announcements slides in the session rooms**
- **Your company name or logo displayed on event signage**
- **Your company logo (linked to your website) displayed in the sponsors section of at least 2 promotional emails prior to and during the conference**

To reserve your sponsorship, exhibit space or to ask any questions about NCBA Conferences and Events, please contact Melanie Duffy at [melanie@creditorsbar.org](mailto:melanie@creditorsbar.org).

# Exhibit Opportunities

## Exhibitor Package

Exhibitor tables are \$4,200 each. Benefits include:

- 1 skirted 6' table
- 2 chairs
- 2 complimentary conference registrations (a \$3,280 value!)
- Tabletop ID sign
- Complimentary WiFi (basic browsing, no streaming)

Electricity and AV items are available at an additional fee through the hotel

## Exhibitor Networking Access & Opportunities

NCBA Conferences 2022 will offer opportunities to network with owners, managing partners, C-level executives, and decision-makers. The exhibit hall is configured to facilitate continuous interaction between exhibitors and attendees.

## 2022 Spring Exhibit Hall Hours

**Exhibitor Set-up:** Wednesday, May 4, 2022, 10:00 AM-1:00 PM

- Wednesday, May 4, 2022, 1PM - 6:30PM. Reception 5:00PM - 6:15PM in the Exhibit Hall
- Thursday, May 5, 2022, 7:45AM - 6:30PM. Reception 5:00PM - 6:15PM in the Exhibit Hall
- Friday, May 6, 2022, 7:45AM - 11:45AM

## Additional Exhibit Staff

Exhibitor Full Conference: \$990 until 3/16 then \$1,190 (limit 2)

## Applying for Exhibit Space

To apply for exhibit space, please visit [Creditorsbar.org](https://creditorsbar.org) and complete the Exhibitor Application and Contract.

## Cancellation Policy

Exhibit booths may be cancelled up until 6 weeks prior to the conference.

## Mark Your Calendar — Upcoming Conferences

NCBA 2022  
 **SPRING**  
conference  
Nashville, TN | May 4-6

NCBA 2022  
 **FALL**  
conference  
Tampa, FL | October 26-29

# Sponsorship Opportunities

## **Event Wi-Fi Sponsorship - SOLD! Thank you ProVest for your partnership!**

Capture the attention of attendees and increase your exposure by sponsoring free Wi-Fi access for the entire event in the General Sessions, Exhibit Area and Event Lobby Area. Sponsorship benefits include your company brand and internet access code displayed on signs throughout the event meeting space (Example code: NCBA2021).

## **Thursday Night Networking Reception Sponsorship - SOLD! Thank you Equifax for your partnership!**

This Thursday evening event brings attendees, clients, and vendors together for a fun and relaxed evening of networking. Your company can be the exclusive sponsor of this exciting and memorable event. Sponsorship benefits include your company brand on all signs and table tents displayed during the event.

## **2022 National Creditors Bar Association Scholarship Sponsorship - SOLD! Thank you Stratus for your partnership!**

Your company will be recognized as the 2022 NCBA Scholarship sponsor.

## **Lanyards Sponsorship - SOLD! Thank you JST for your partnership!**

Every NCBA conference attendee gets a name badge lanyard when they register, so this sponsorship is near the top in visibility! Your company will provide the lanyards.

## **Specialty Beverage Bar - \$8,000**

Include your branded items, like napkins or beer koozies on this specialty bar set up during cocktail receptions in the exhibit hall. You can also work with NCBA and hotel catering to create a "specialty cocktail" for attendees to enjoy!

## **Thursday Morning & Afternoon Breaks - SOLD! Thank you KnovaOne for your partnership!**

Refreshments are provided to event attendees on Thursday in the morning and afternoon. Sponsorship benefits include your company brand on signs and table tents.

## **Thursday Lunch Sponsorship - \$5,000**

After a morning full of informational sessions, event attendees are ready for lunch! NCBA provides lunch in the Exhibit Hall. Why not have your company say "Lunch is on us!" Sponsorship benefits include your company brand on signs and table tents displayed during the lunch.

## **Attendee List Sponsorship - SOLD! Thank you Stratus for your partnership!**

Have your company logo displayed on all electronic versions of the conference attendee list.

## **Event Pocket Agenda Sponsorship - SOLD! Thank you KnovaOne for your partnership!**

Have your company logo prominently displayed on the front cover of the pocket agenda that is inserted in each attendee badge - a very visible sponsorship!

## **Registration Desk & Registration Website Sponsorship - SOLD! Thank you InvestiNet for your partnership!**

This powerful combination gets your company name in front of all event attendees. The Registration Desk is the first place NCBA event attendees go when they arrive! It's the first chance you have to promote your company.

## **Charging Station Sponsorship - \$4,000—SOLD! Thank you LexisNexis for your partnership!**

Everyone hates it when a mobile device battery loses power half-way through the day. NCBA is proud to offer this convenient option for a quick re-charge to event attendees. Your company sponsorship of the event Charging Station associates you with a valuable resource to event attendees in a highly visible area at the event. The charging station may contain promotional graphics for the sponsor.

## **Custom Room Key Sponsorship - \$4,000 + cost of custom key cards -SOLD! Thank you National Credit Adjusters for your partnership!**

Be the first brand attendees see at check-in when they pick up their branded hotel room key! Your company logo/design will be printed on the custom room key to be distributed to all conference attendees upon check-in to the hotel.

## **Branded Placemat Sponsorship - \$3,500 each**

This highly visible sponsorship includes your logo on NCBA-designed placemats for attendees to reserve their seat in the general session room. NCBA prints multiple copies for each day of the conference.

## **Wednesday Lunch and Afternoon Breaks - \$5,000**

Refreshments and snacks are provided to event attendees on Wednesday in the afternoon. Sponsorship benefits include your company brand on signs and table tents.

## **Client Reception Sponsorship — \$5,000**

Sponsor NCBA's Client Reception! Sponsor gets to greet all reception attendees and will kick off the reception with a 3-minute intro! Your company brand will be on all table tents and signs for the event!

# Sponsorship Opportunities

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## **Speaker Presentation Sponsorship - \$2,500**

Promote your brand even after NCBA 2022 Spring Conference ends! Your logo will be included as the sponsor of the speaker presentations in NCBA's post-event email sent to all attendees with speakers' PPT decks. NCBA will also include one of your recent articles or promotional pieces as a link in the email.

## **Thursday or Friday Breakfast Sponsorship - \$2,500**

Help NCBA Conference attendees get a great start to their day. Increase your visibility by sponsoring the Breakfast on Thursday or Friday. Sponsorship benefits include your company brand on signs and table tents.

## **Friday Morning Break Sponsorship- \$2,500**

Breaks are provided for participants. Sponsorship benefits include your company brand on signs and table tents.

## **Branded Video Sponsorship - \$2,500 each (2 available) Thank you ASRI for your Partnership !**

Show your own 30 second video to play at the beginning of the general session on either Wednesday, Thursday or Friday. This is a great way to showcase your brand and company's offerings.

## **Meter Board Sponsorship - \$2,500**

Your own custom double-sided 38" x 84" meter board with floor stand, displayed prominently in the hotel event area. Sponsor provides the custom art and NCBA will print and display the sign onsite.

## **2022 National Creditors Bar Association Award Sponsorships - \$2,000 each**

Award sponsorship choices are the Outstanding SCBA Award and the Outstanding Community Service Award.

## **Goodie Bags Sponsorship - \$2,000**

Get your brand and message out to attendees with custom goodie bags filled with treats, swag, and marketing materials, that will be distributed at the event check-in. You supply the pre-made and pre-filled goodie bags.

## **Room Drop Sponsorship - SOLD! Thank you Vertican for your sponsorship!**

Have (1) promotional piece advertising your company delivered to each attendee's hotel room.

## **Online Conference Agenda Sponsorship - \$1,500**

NCBA's Conference Agenda is frequently being updated with new speakers and content online and accessible to attendees before the event and used consistently during the event hours. Sponsorship benefits include your company logo displayed prominently at the top of the agenda.

## **Educational Session Chair Drop Sponsorship - \$1,200 plus cost of item**

Have (1) promotional piece advertising your company delivered to each chair in an educational session of your choice.

## **Education Session Sponsorship - \$1,000 for current sponsors & exhibitors, or \$1,500 as a standalone sponsorship**

Sponsor one of the Conference education sessions and your company brand will be displayed full size on the screen prior to the start of the session. Your company will also be thanked verbally on the microphone as the session begins.

## **Hand Sanitizer Sponsorship - \$1,000 SOLD! Thank you 360 Legal for your sponsorship!**

Your logo will be printed on a sticker to be placed on each individual hand sanitizer, provided by you, the sponsor. These travel-sized sanitizers will be available and distributed at the registration desk.