



# NCBA SPRING 2021

MAY 19-21, 2021

ORLANDO, FL

## SPONSORSHIP & EXHIBIT OPPORTUNITIES



Photo by [Denys Kostyuchenko](#)

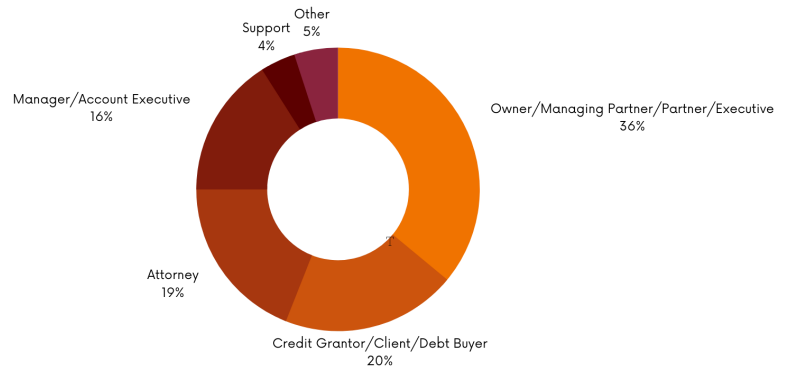


supports, promotes, and protects the practice of creditors rights law while ensuring fair treatment for all.

## 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.



SOURCE: 2019 ATTENDANCE DATA

### NCBA MEMBERSHIP BY FIRM TYPE

Commerical Collections	67%
Judgement Enforcement	67%
Contracts - General	62%
Credit Cards	62%
Auto Loans	57%
Bankruptcy	57%
Credit Unions	57%
Foreclosure	57%
Repossession / Replevin	57%
Landlord / Tenant	52%

Liens / Mechanic's Liens	43%
Medical Bills	38%
HOA	33%
Government/Tax	28%
Probate	28%
Student Loans	28%
FDCPA Defense	24%
Insurance Subrogation	24%
Utilities / Communications	19%
Utilities / Communications	9%

For questions about NCBA Conferences and Events, please contact Lisa Linke & Erin Snyder at [conferences@creditorsbar.org](mailto:conferences@creditorsbar.org).

Creditorsbar.org

8043 Cooper Creek Blvd., Suite 206, University Park, FL 34201



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## Sponsorship Information



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 Lisa Linke & Erin Snyder at [conferences@creditorsbar.org](mailto:conferences@creditorsbar.org).



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# 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!)
- Exhibitor identification sign
- Complimentary WiFi (basic browsing, no streaming)

Furniture, electricity, phone lines and other services are available for an additional fee through the hotel.

## Exhibitor Networking Access & Opportunities

NCBA Spring 2021 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. Events designed to generate interaction with attendees include Wednesday and Thursday evening receptions. All food and beverage items will be served in the exhibit hall.

## Cancellation Policy

Exhibit booths may be canceled for any reason up until 20 business days prior to the start of the conference, and at any time for any COVID-related reason. Your company may transfer the booth commitment to a future event or receive a full refund.

## 2021 Exhibit Hall Hours

The 2021 Exhibit Hall will be set up in the Bonnet Creek Ballroom of the Hilton Bonnet Creek Hotel.

DAY	SET-UP	HALL OPEN	BREAKDOWN
Tuesday, May 18, 2021	12—6 PM		
Wednesday, May 19, 2021		9:30 AM— 6 PM	
Thursday, May 20, 2021		8:15 AM— 6 PM	
Friday, May 21, 2021		8:30 AM— 11:45 AM	12—2:30 PM

## Additional Exhibit Staff

Exhibitor Access Only: \$525 (limit 2)

Exhibitor Full Conference: \$970 (limit 2)

## Applying for Exhibit Space

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

**\*\*There will not be an Exhibit Company/Decorator. Deliveries should be scheduled through the FedEx office at the Hilton Bonnet Creek.**

## Mark Your Calendar — Upcoming Conferences



### NCBA FALL 2021

OCTOBER 13-16, 2021  
SAN ANTONIO, TX



### NCBA SPRING 2022

MAY 4-7, 2022  
NASHVILLE, TN



### NCBA FALL 2022

OCTOBER 26-29, 2022  
TAMPA, FL



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# Sponsorship Opportunities

### Event Wi-Fi Sponsorship—Thank you to ProVest for your continued support

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 - \$10,000

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.

### 2021 National Creditors Bar Association Scholarship Sponsorship—Thank you to Stratus for your continued support

Your company will be recognized as the 2020 NCBA Scholarship sponsor.

### Lanyards Sponsorship—Thank you to JST for your continued support

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.

### Attendee List Sponsorship - Thank you Stratus for your continued support

Have your company logo prominently displayed on the front cover, and a full page advertisement on the back cover of the attendee list that is distributed to all full event attendees.

### 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!

### Wednesday or Thursday Lunch Sponsorship - \$5,000 each

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.

### Event Pocket Agenda Sponsorship - Thank you KnovaOne for your continued support

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 - Thank you InvestiNet for your continued support

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

#### Thank you LexisNexis for your continued support

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 recharge 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 plus cost of key cards and hotel distribution fees

#### Thank you TRAKAmerica for your continued support

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.

### Wednesday Morning & Afternoon Breaks - \$3,500 each

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

### Thursday Morning & Afternoon Breaks —Thank you KnovaOne for your continued support

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



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### Speaker Room Sponsorship—\$3,000

Give NCBA conference speakers a place to prep and relax before their session. The speaker room sponsorship includes comfy seating, snacks and waters and any branded items you wish to provide (please let NCBA know what item(s) you will be providing).

### Speaker Presentation Sponsorship - Thank you to ABC Legal/Docketly for your continued support

Promote your brand even after NCBA Spring 2021 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 (3 available)

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.

### Hand Sanitizer Sponsorship - \$2,500

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

### Escalator Branding Sponsorship - Price varies

Choose between displaying your logo on the glass of the escalator or a full cling down the side—attendees will see your brand as they make their way to and from sessions.

### 2021 Spring 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 - \$1,500 plus cost of item and hotel delivery charges

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.