

H I T



AMERICAN
BANKRUPTCY
INSTITUTE

Y O U R

M A R K



ABI SPONSORSHIP & EXHIBITING OPPORTUNITIES
NETWORK WITH MORE THAN 12,000 INSOLVENCY PROFESSIONALS

A LOOK BACK

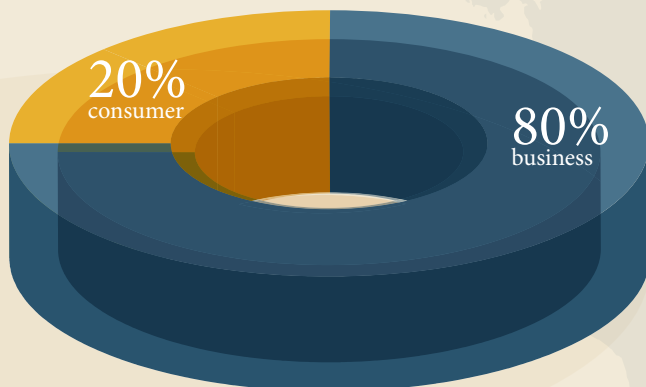
What happened in 2015



In 2015, ABI administered more conferences and programs than ever before: 34 (including 26 annual programs, some having now spanned 20+ years).

- 2 national meetings
- 10 regional conferences
- 12 specialized and international programs
- 5 conferences specifically for consumer practitioners
- 7 one-day focused programs
- 23 cities
- More than 5,000 unique attendees and 7,000 total attendees

Breakdown of ABI national meeting business and consumer attendees



Non-attorney attendee profile



How many people will your company reach this year?

ABI's 2016 calendar of events includes countless interesting and innovative sponsorship and exhibiting opportunities. Network while showcasing your company's products and services and strengthening ties with existing clients. Whether you choose to sponsor, exhibit or both, you will be joining a community of insolvency decision-makers.

Like your business goals, sponsorship and exhibit costs vary. Choose one, or combine exhibit space and/or sponsorships from various conferences into one package.

National Events

ABI's national events attract high-level insolvency practitioners from every corner of the bankruptcy community. Whether you are marketing to the business or consumer professional, these events present unique and widespread branding opportunities for your firm. Choose from a generous selection of sponsorship options to fit your budget. National sponsorships range from \$2,500 - \$10,000.

Regional Events

ABI's regional conferences focus exclusively on insolvency trends and issues influencing bankruptcy law and practice in particular geographic areas — as well as current trends affecting the country. With ABI's variety of available sponsorship opportunities, your firm's brand will be front and center, leaving a lasting impact with attendees. Regional sponsorships range from \$1,000 - \$10,000.

Specialty and International Events

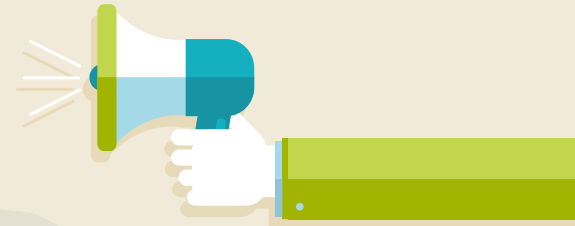
Have a specific insolvency market in mind? Whether you are launching a new product or building brand awareness, you can showcase your products and services to specific insolvency niches by exhibiting at or sponsoring any of these specialized conferences. Sponsorship and exhibit costs vary by conference.

Consumer Events

Each year, ABI offers no fewer than five educational programs customized specifically for consumer practitioners — providing ample opportunities for you to market exclusively to this unique audience. Select from several sponsorship opportunities that are filled with benefits.

ABI Workshops & Webinars

Gain national exposure by sponsoring ABILive webinars and ABI Workshops hosted at ABI headquarters. These programs give us the flexibility to cover timely topics at a reasonable cost to our members.



DID YOU KNOW THAT ADVERTISING IN THE *ABI JOURNAL* WILL INCREASE YOUR BOOTH TRAFFIC?

A study¹ found that exhibitors' booth traffic increased by an average of 40 percent for every four pages of advertising they placed during the preceding 12 months.

Take 25% off

Integrate advertising into your exhibiting budget! Take 25% off your *ABI Journal* ad published during the month(s) that you are exhibiting at or sponsoring an ABI conference.

¹ Exhibit Surveys, Inc., exhibit-surveys.com.

VISIT MEDIKIT.ABI.ORG FOR CURRENT AD RATES AND SIZES.

Partner Packages



As an ABI Partner, you will experience consistent brand exposure throughout the entire year. We'll work with you to build a Partner package that meets your specific objectives and budget while leveraging all elements of the communication mix — including:

- Advertising (both in the *ABI Journal* and online)
- Sponsorships
- Exhibiting
- Memberships
- Conference Registrations
- And much more

ABI Partners are recognized by ABI members as being integral components of the insolvency community. Partners gain increased visibility through recurrent on-site conference signage and scrolling PowerPoint presentations, recognition in conference print and online brochures, and on an exclusive Partner page located on abi.org, just to name a few.

Becoming an ABI Partner is easy and affordable. With three partner levels to choose from, ABI can help you design a customized package, at discounted prices, that will continuously and significantly increase your brand awareness throughout the year.

Consistent Exposure!

Partner Packages start at \$55,000

Presidential Partner



Executive Partner



Capital Partner



For the most up-to-date information on current ABI Partner affiliations, visit abi.org.

Sponsorship Examples & Benefits



To learn more about ABI's regional event sponsorship and exhibiting opportunities, or if you would like to combine exhibit space and/or sponsorships from various conferences into one package, contact Sharisa Sloan, Marketing Manager, at ssloan@abi.org.

Sponsorship Examples

- Conference Internet Service
- Opening Receptions
- Bottled Water
- Refreshment Breaks
- Shuttle Service Bus
- Final Night Entertainment
- Sporting Event Suites
- Networking Receptions
- Social Media Sites
- Digital Signage
- Conference Apps
- Conference Lanyards
- Onsite Landing Pad Graphics
- Hotel Column Wrap and Wall Graphics
- Wifi
- And Much More



Benefits

- Attendee Lists (by request)
- Free Registrations
- 25% Off an Ad in the *ABI Journal*
- Name or Logo Online, On-Site and In Print
- Public Recognition at the Conference
- Free Registrations
- Placement of a Giveaway or Brochure in the Conference Tote Bag or at the Sponsored Event

Plus much more!

Locations, dates and times all subject to change. For the most up-to-date information, visit events.abi.org.

National Events



Annual Spring Meeting (ASM)

April 14-17 · Washington, D.C.
JW Marriott
Target Audience: 1,100 attendees
80% Business, 20% Consumer
Attendee States: 45

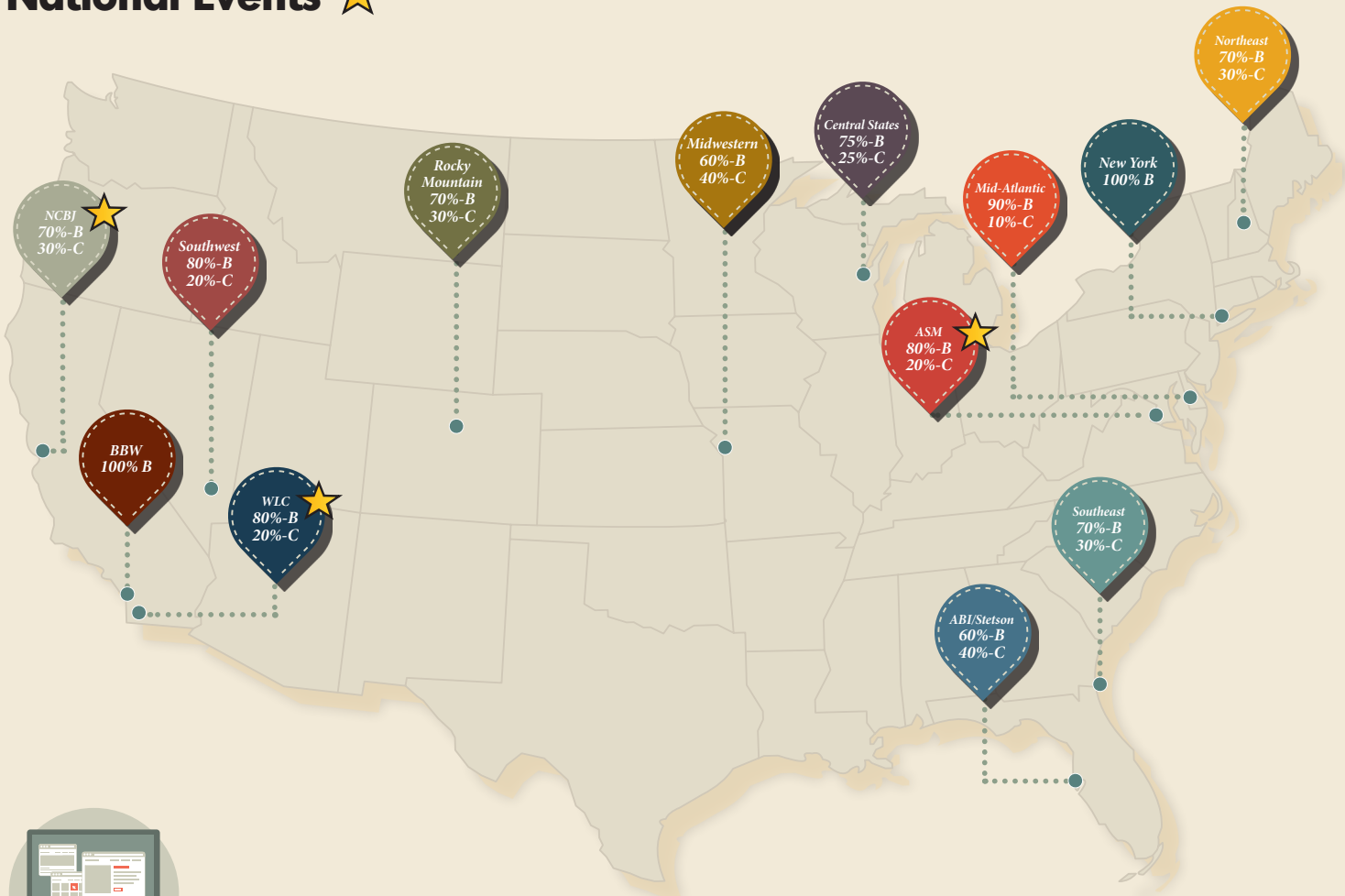
National Conference of Bankruptcy Judges (NCBJ)

October 28 · San Francisco
ABI-Sponsored Luncheon
Marriott Marquis
Target Audience: 400-500 attendees
Luncheon Guests
70% Business, 30% Consumer
(Luncheon sponsorships available)

Winter Leadership Conference (WLC)

Dec. 3-5 · Rancho Palos Verdes, Calif.
Terranea Resort
Target Audience: 700-750 attendees
80% Business, 20% Consumer
Attendee States: 36

National Events ★



For the most up-to-date information, visit events.abi.org.



events.abi.org

Regional Events



ABI's Annual Spring Meeting and Winter Leadership Conference **BONUS! SPONSOR & EXHIBITOR SPOTLIGHT**

Your firm will be featured in the *ABI Journal* with a description of up to 100 words — at no additional cost to you!

Rocky Mountain Bankruptcy Conference

- Four Seasons Hotel Denver
Jan. 21-22 · Denver
Target Audience: 230 attendees
70% Business, 30% Consumer

ABI/Stetson Alexander L. Paskay Bankruptcy Seminar

- Sheraton Sand Key Resort
March 31-April 2 · Clearwater Beach, Fla.
Target Audience: 300 attendees
60% Business, 40% Consumer

Bankruptcy Battleground West

- Hyatt Regency Century Plaza
March 11 · Los Angeles
Target Audience: 250 attendees
100% Business

New York City Bankruptcy Conference

- New York Hilton
May 12 · New York
Target Audience: 500 attendees
100% Business

Central States Bankruptcy Workshop

- Grand Geneva Resort & Spa
June 16-19 · Lake Geneva, Wis.
Target Audience: 375 attendees
75% Business, 25% Consumer

Northeast Bankruptcy Conference & Consumer Forum

- Omni Mt. Washington
July 14-17 · Bretton Woods, N.H.
Target Audience: 350 attendees
70% Business, 30% Consumer

Southeast Bankruptcy Workshop

- The Ritz-Carlton, Amelia Island
July 21-24 · Amelia Island, Fla.
Target Audience: 300 attendees
70% Business, 30% Consumer

Mid-Atlantic Bankruptcy Workshop

- Hyatt Regency Chesapeake Bay
Aug. 4-6 · Cambridge, Md.
Target Audience: 250 attendees
90% Business, 10% Consumer

Southwest Bankruptcy Conference

- Four Seasons Las Vegas
Sept. 8-10 · Las Vegas
Target Audience: 400 attendees
80% Business, 20% Consumer

ABI/UMKC CLE Midwestern Bankruptcy Institute

- Venue TBD
Date TBD · Kansas City, Mo.
Target Audience: 250
60% Business, 40% Consumer

ABI's regional conferences focus exclusively on insolvency trends and issues influencing bankruptcy law and practice in particular geographic areas — as well as current trends nationwide. Regional conference exhibit space is **\$1,600** and includes one conference registration.

Locations, dates and times all subject to change.

Specialty & International Events



Have a specific insolvency market in mind? Whether you are launching a new product or building brand awareness, you can showcase your products and services to a specific insolvency niche by exhibiting at or sponsoring any of these specialized conferences. Sponsorship and exhibit costs vary by conference.

VALCON 2016

Four Seasons Hotel
March 14-16 · Las Vegas
Co-hosted by ABI, AIRA and the University of Texas School of Law

Attendees: 200-225

Target Market: Distressed-Debt, Restructuring and Valuation Professionals

Views from the Bench, 2016

Georgetown University Law Center
Date TBD · Washington, D.C.

Attendees: 275

Target Market: Business Bankruptcy Practitioners and Judges

Complex Financial Restructuring Program

Venue TBD
Nov. 3 (tent.) · Philadelphia

Attendees: 125

Target Market: Business Bankruptcy Attorneys, Investment Bankers and Financial Advisors involved in insolvency and restructuring

Corporate Restructuring Competition Reception & Dinner

Venue TBD
Nov. 3 (tent.) · Philadelphia

Attendees: 125

Target Market: MBA Students and Experts in the turnaround/crisis-management field

International Insolvency & Restructuring Symposium

TBD
Date TBD – Location TBD

Attendees: 100

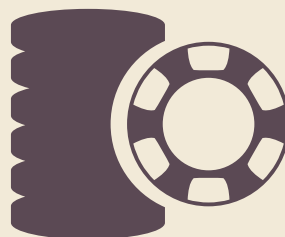
Target Market: Bankruptcy Attorneys and Other Insolvency Professionals

Caribbean Insolvency Symposium

Ritz-Carlton San Juan
Feb. 4-6 · San Juan, P.R.

Attendees: 250

Target Market: Business and Consumer Attorneys and Other Insolvency Professionals



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Consumer Events



REACH THE CONSUMER INSOLVENCY MARKET!

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ABI CONSUMER WEBSITE

ABI's Consumer Center is www.bankruptcyresources.org. This site allows consumer professionals to advertise to their target audience.

Interested in Placing a Banner Ad?

Integrate a web banner ad with your sponsorship or exhibit space and take 25% off your banner ad on one of our consumer sites! Visit mediakit.abi.org for pricing, and contact Sharisa Sloan, Marketing Manager, at ssloan@abi.org to receive your discount.

Each year, ABI offers five educational programs customized specifically for consumer practitioners — *providing ample opportunities for you to market exclusively to this unique audience*. Select from several sponsorship opportunities that are filled with benefits, or exhibit on site and meet ABI's consumer practitioners in person.

Rocky Mountain Bankruptcy Conference Consumer Workshop

Four Seasons Hotel · Jan. 21-22 · Denver

Attendees: 70+ Consumer practitioners

Northeast Consumer Forum

Omni Mt. Washington · July 14-17 · Bretton Woods, N.H.

Attendees: 90+ Consumer practitioners

ABI/UMKC CLE Midwestern Bankruptcy Institute

Location TBD · Date TBD · Kansas City, Mo.

Attendees: 100 Consumer practitioners

Hon. Eugene R. Wedoff

Consumer Bankruptcy Conference

Location TBD · Oct. 10 (tent.) · Chicago

Attendees: 175 Consumer practitioners

Hon. Steven W. Rhodes

Consumer Bankruptcy Conference

Location TBD · Nov. 11 (tent.) · Detroit

Attendees: 300 Consumer practitioners