

# Distressed Investing

## 2018

Maximizing Profits in the Distressed Debt Market

November 26, 2018  
The Harmonie Club ■ New York City

25TH ANNUAL CONFERENCE

PRESENTED BY  
**BEARD GROUP**  
LAW & BUSINESS PUBLISHERS

## Sponsorship and Marketing Opportunities

### “Celebrating our 25<sup>th</sup> Year”

**Date:** Monday, November 26, 2018

**Location:** The Harmonie Club, 4 E 60th St, New York City

**Brief Program Outline:**

- Registration and Breakfast starting at 7:30 a.m.
- Four morning sessions and mid-morning Networking Break
- Plated Lunch
- Four afternoon sessions and mid-afternoon Networking Break
- Wine and Hors d'oeuvre Reception
- Awards Dinner

**Target Audience:**

- Hedge Fund Managers
- Distressed Debt Advisors
- Investment Bankers
- DIP Lenders
- Workout Lenders
- Members of the Judiciary
- Restructuring Professionals
- Key Media contacts

## **Sponsorship Tiers: Distressed Investing Conference**

### ***Bronze Level***

\$3,500

- Firm listed as Bronze sponsor in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- one (1) conference attendance registration (in addition to any faculty member registrations) -- valued at \$895 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner
- CLE and CPE credit for delegates and enhanced credit for faculty members

### ***Silver Level***

\$5,000

- Firm listed as Silver sponsor in all conference and marketing materials
- Invitation to sponsor planning luncheon -- hosted by Beard Group -- in New York, during first week of September
- Faculty membership and participation on one (1) panel
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Three (3) conference attendance passes (in addition to any faculty member passes) -- valued at \$2,685 -- which can be given away to clients or used for member of same firm
- Three (3) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

### ***Gold Level***

\$8,500

- Firm listed as Gold sponsor in all conference and marketing materials
- Direct input into, and shaping of conference agenda, panels and participants
- Invitation to sponsor planning luncheon -- hosted by Beard Group -- in New York, during first week of September
- Faculty membership and participation on up to two (2) panels
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Five (5) conference attendance passes (in addition to any faculty member passes) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
- Five (5) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Platinum Level - *SOLD***

\$10,000 (2 available)

- Named as co-chair of conference
- Present opening remarks at conference
- Opportunity for inclusion in gift bag, 25<sup>th</sup> Anniversary Reception & Dinner
- Firm listed as Platinum sponsor in all conference and marketing materials
- Direct input into, and shaping of conference agenda, panels and participants
- Invitation to sponsor planning luncheon -- hosted by Beard Group -- in New York, during first week of September
- Faculty membership and participation on up to two (2) panels
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Seven (7) conference attendance passes (in addition to any faculty member passes) -- valued at \$6,265 -- which can be given away to clients or used for member of same firm
- Seven (7) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Audio and Video Recording** (1-available), \$10,000.00

- Exclusive opportunity to sponsor recording of all conference highlights, including, the Awards luncheon and Awards Dinner
- Invitation to sponsor planning luncheon – hosted by Beard Group – in New York, during first week of September
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Five (5) conference registrations (in addition to any faculty member registrations) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
- Five (5) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Charging Stations** (1-available), \$3,500.00

- Provide delegates access to power-up their devices throughout the day using branded charging stations
- Firm listed as Bronze sponsor in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- One (1) conference registration (in addition to any faculty member registrations) -- valued at \$859 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner

- CLE and CPE credit for delegates and enhanced credit for faculty members

**Conference App** (1-available), \$10,000.00

- Exclusive opportunity to provide our first-ever conference app
- Sponsor to receive prominent brand and name exposure in app
- All sponsors are able to provide a 50-word company description and logo in app
- Delegate contact information pre-loaded for opt-in contact information
- Invitation to sponsor planning luncheon -- hosted by Beard Group -- in New York, during first week of September
- Faculty membership and participation on up to two (2) panels
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Seven (7) conference registrations (in addition to any faculty member registrations) -- valued at \$6265 -- which can be given to clients or used for members of same firm
- Seven (7) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Conference Brief Bag** (1-available), \$8,500.00

- Exclusive opportunity to provide a branded, modern brief bag
- Benefits of Gold sponsorship in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Five (5) conference registrations (in addition to any faculty member registrations) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
- Five (5) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Delegate Pad-folio** (1-available), \$8,500.00

- Exclusive opportunity to provide a branded pad-folio to each attendee, sponsor, and faculty member
- Brand name and logo on pad-folio cover
- 8 ½ x 11, white writing pad in each pad-folio
- Firm listed as Gold sponsor in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Five (5) conference registrations (in addition to any faculty member registrations) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
- Five (5) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance

Questions, contact Bernard Toliver, [bernard@beardgroup.com](mailto:bernard@beardgroup.com); tel: (240) 629-3300 x-149

- CLE and CPE credit for delegates and enhanced credit for faculty members

**Lanyard** (1-available), \$5,000.00

- Brand name and logo on lanyard with Beard Group logo
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- One (1) conference registration (in addition to any faculty member registrations) -- valued at \$859 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Pen** (1-available), \$2,500.00

- Provide a branded pen for all delegates
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- One (1) conference registration (in addition to any faculty member registrations) -- valued at \$859 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Speaker Ready Room** (1-available), \$2,500.00

- Provide continuous refreshments throughout the day
- Provide access to a laptop computer for last minute changes
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- One (1) conference registration (in addition to any faculty member registrations) -- valued at \$859 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Stainless Steel Travel Mug** (1-available), \$5,000.00

- Exclusive opportunity to provide a branded, stainless steel travel mug to each attendee, sponsor, and faculty member
- Benefits of Silver sponsorship in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Two (2) conference registrations (in addition to any faculty member registrations) -- valued at \$2,685 -- which can be given away to clients or used for member of same firm
- Two (2) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

**USB Flash Drive** (1-available), \$2,500.00

- Brand name and logo imprinted on Flash Drive
- Opportunity to pre-load business overview presentation
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- One (1) conference registration (in addition to any faculty member registrations) -- valued at \$859 -- which can be used for member of same firm
- One (1) Ticket to Wine and Hors D'oeuvre Reception and Awards Dinner
- CLE and CPE credit for delegates and enhanced credit for faculty members

**Wi-Fi** (1-available), \$8,500.00

- Provide complimentary, secure internet access for all delegates
- Event signage on each table with log-in instructions
- Exclusive opportunity to sponsor recording of all conference highlights, including, the Awards luncheon
- Firm listed as Gold sponsor in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at DistressedInvestingConference.com
- Five (5) conference registrations (in addition to any faculty member registrations) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
- Five (5) Tickets to Wine and Hors D'oeuvre Reception and Awards Dinner
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- CLE and CPE credit for delegates and enhanced credit for faculty members

**Added Value – Luncheon**

**Luncheon Sponsor** - \$10,000.00 (2-available)

- Named as co-chair of conference
- Present Welcome remarks at the luncheon (2-3 minutes)
- Introduction of the Presenter of the Harvey R. Miller Award
- Reserved table of ten (10)
- Honoree to be seated at Sponsor's Table
- Opportunity to present a gift at each place setting during lunch
- Firm listed as Platinum sponsor in all conference and marketing materials
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at Distressed InvestingConference.com
- Seven (7) conference attendance passes (in addition to any faculty member passes) -- valued at \$6,265 -- which can be given away to clients or used for member of same firm
- Contact information of conference faculty & delegates, provided 1 week in advance
- CLE and CPE credit for delegates and enhanced credit for faculty members

## Added Value – Reception and Dinner

### ***25<sup>th</sup> Anniversary Awards – Wine & Hors D’oeuvre Reception & Dinner*** - \$15,000.00 (4-available)

- Signature opportunity to sponsor the Reception & Dinner for the Outstanding Young Restructuring Lawyers-2018
- Reserved table of ten (10), prime location
- Opportunity to serve as co-host of Reception & Dinner
- Special “gobo logo signage” featured in Ballroom during Reception & Dinner
- Opportunity to include marketing materials or item in gift bag, 25<sup>th</sup> Anniversary
- Firm listed as Platinum sponsor in all conference and marketing materials
- Faculty membership and participation on up to two (2) panels
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at Distressed InvestingConference.com
- Seven (7) conference attendance passes (in addition to any faculty member passes) -- valued at \$6,265 -- which can be given away to clients or used for member of same firm
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### ***Award Sponsors - 12 Outstanding Restructuring Lawyers*** - \$5,000.00 (12-available)

- Sponsor an Award/Honoree
- Sponsorship includes a table of ten (10) at the Awards Dinner
- Company name listed by the Award/Honoree in Program
- Firm listed as Gold sponsor in all conference and marketing materials
- Opportunity to include marketing materials or item in gift bag, 25<sup>th</sup> Anniversary
- Brand and name exposure to over 30,000 corporate restructuring professionals
- Full-color advertising of firm brand in all printed conference materials
- Ongoing email marketing and social media impressions, and logo exposure at Distressed InvestingConference.com
- Five (5) conference attendance passes (in addition to any faculty member passes) -- valued at \$4,475 -- which can be given away to clients or used for member of same firm
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## About Beard Group, Inc.

Beard Group, Inc., is a law and business publisher founded in 1986.

The world's largest law firms, financial professionals, risk managers and business consultants subscribe to our newsletter titles that include [\*Troubled Company Reporter\*](#), [\*Class Action Reporter\*](#), [\*Troubled Company Prospector\*](#) and [\*Turnarounds & Workouts\*](#).

We publish more than 300 business, law and finance books, all of which are available at [BeardBooks.com](http://BeardBooks.com) or through your favorite book retailer.

We produce [Webinars](#) and [Podcasts](#) serving the corporate restructuring and complex litigation markets and host the annual [Distressed Investing Conference](#) and [Class Action Money & Ethics Conference](#) in Midtown Manhattan, and we invite you to join us.