



National Association of Federal Equity Receivers

10TH
ANNUAL

2021

CONFERENCE

THE RITZ-CARLTON

MARINA DEL REY

Sponsor

Opportunities & Packages

OCTOBER 21-23, 2021

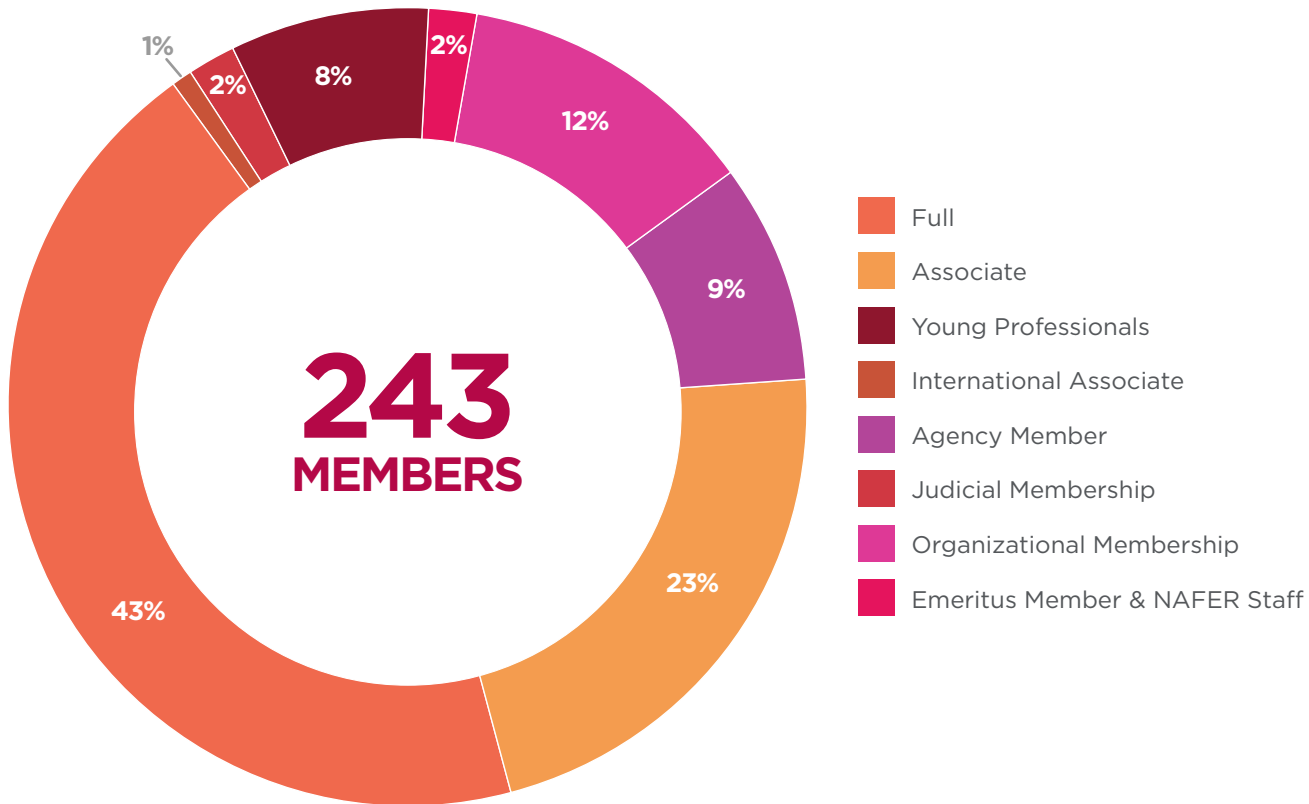
The National Association of Federal Equity Receivers (NAFER) is made up of leading professionals who work in the area of receivership, insolvency, bankruptcy, restructuring and international asset recovery. Our mission is to provide a forum for federal equity receivers and the professionals who support them to consult with one another regarding the legal and practical issues they face in order to develop best practices and common solutions.

STAY CONNECTED THROUGH THE YEAR

Take advantage of NAFER's sponsorship opportunities throughout the year to stay connected with the members of NAFER.

The Annual Conference offers you an opportunity to engage with leading professionals by exhibiting your services and developing relationships with key decision makers. Your participation showcases your company's commitment as a valuable business partner within our organization. We cannot have a successful conference without your key input and participation, so we've created multiple opportunities for contribution at every level.

MEMBERSHIP BY THE NUMBERS



2020 Virtual Attendance

- 165** Attendees
- 70%** Influencers or Decision Makers
- 38%** Receivers
- 32%** Associates

2019 Attendance

- 200** Attendees
- 52%** Influencers Receivers & Associates

2019 App Clicks

- 132** Total Number of Users
- 71** Average Clicks per User
- 9,386** Total Number of Clicks
- 105** Banner Ad Clicks
- 493** Sponsor Info Clicks
- 568** Alert Clicks

ANNUAL SPONSORSHIP OPPORTUNITIES

BRAND AWARENESS - ONLINE

Online Community Sponsorship

Featured Discussion Group Sponsor: Banner ad included at top of all NAFER Special Interest Group Email and Discussion Pages - 30 days	\$750
Community Homepage Banner Ad for 30 days	\$1,000
Announcement of company news and events on Community Homepage	\$250
Press Release included in Latest News	\$500

BRAND AWARENESS - PUBLICATIONS

The Receiver - Print

See Detailed Advertising and Media Specs	Varies
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The Receiver - Online

Button ad in online version of <i>The Receiver</i> articles with link to website	\$500
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NAFER News - Bi-Annual Electronic Newsletters

Button or Banner Ad	\$500
Button or Banner Ad with 100-word company description	\$750

THE RECEIVERS' HUDDLE: NAFER'S Virtual Educational Series

\$2,500 Industry Member Price | \$1,500 Full or Associate Member Price

Upcoming Events

JUNE 10	Look Out for Number One, But Don't Step in Number Two	SOLD
AUGUST	Current Receiverships: What's Working and What is Not	
DECEMBER	TBD	

Registration Advantages

Five (5) full access registrations

Engagement Opportunities

List of attendees pre- and post- webinar
Invitation to speak for two minutes before webinar
Invitation to introduce speaker(s)
Opportunity for post-webinar happy hour

Brand Awareness

Webinar marketing (email and website) will be branded with your logo & company description

Webinar registration will be branded with your logo & company description

PowerPoint at beginning will recognize you as sponsor

Opportunity to provide video advertisement for pre-show slides

MEMBER HAPPY HOUR

\$2,500+ Cost Industry Members | \$1,500 Full or Associate Member Price

Registration Advantages

Exclusive sponsor registrations

Engagement Opportunities

List of attendees pre- and post- happy hour

Invitation to assist in planning

Brand Awareness

Happy Hour marketing (email and website) will be branded with your logo & company description

Happy Hour registration will be branded with your logo & company description

Ability to provide attendees with company provided, branded items pre- or post- happy hour



ANNUAL CONFERENCE

October 21st - October 23rd

The Ritz-Carlton | Marina del Rey, California

DIAMOND | \$20,000 (LIMIT 3)

Registration Advantages

One (1) Room Upgrade

Four (4) full access registrations

Premium exhibition space at conference (8x8 exhibit space with 6' Table)

Engagement Opportunities

Invitation to Sponsor a Regional or International Educational Event*

Choice of acknowledgment as presenting sponsor of one of the following hosted events:

- Thursday Welcome Reception
 - Friday Breakfast
 - Friday Evening Cocktail Reception
-

Invitation to participate in post conference focus group

List of conference attendees pre- and post-conference

Brand Awareness

One (1) half-page color ad in *The Receiver*, Fall/Winter 2021 issue

One (1) Featured Article on NAFER's social media pages.

Recognition as a Diamond Sponsor during the conference (signage, projected imagery and verbally by conference leaders)

Name and Logo prominently placed on NAFER website, pre-event e-mail invitations and post-event recognition

Recognition by the program moderator at the start of program and introduction of Company attendees by program moderator

Prominent placement of company name and logo on the hosted event's signage and program

One 5-minute timeslot for Company Overview/ Presentation to conference attendees. Can be delivered in person by a key representative of your organization, presented as an audio-visual promotion, or a combination of methods. (Specific time slot requests will be taken under consideration; however, the scheduling of presentation will be at the discretion of the Conference Planning Committee and the Session Producers)

Inclusion in targeted Social Media Marketing Campaign

Acknowledgment as a Diamond Sponsor in conference App, promotional e-mails, and year-round on NAFER's Sponsors page (with a link to your company website)

Two (2) Full page color ads in conference App

Listing with Business Description (250 words) in conference App

**Additional cost will apply*

Sponsorships

Sponsorships

PLATINUM | \$15,000 (LIMIT 3)

Registration Advantages

Three (3) full access registrations

Premium exhibition space at conference (6' Table)

Engagement Opportunities

Choice of acknowledgment as presenting sponsor of one of the following hosted events:

- Thursday Recharge Break
 - Friday Recharge Break
 - Saturday Recharge Break
-

Invitation to participate in post conference focus group

List of conference attendees pre- and post-conference

Brand Awareness

One (1) quarter-page color ad in *The Receiver*, Fall/Winter 2021 issue

Recognition as a Platinum Sponsor during the conference (signage, projected imagery and verbally by conference leaders)

Name and Logo prominently placed on NAFER website, pre-event e-mail invitations and post-event recognition

Recognition by the program moderator at the start of program and introduction of Company attendees by program moderator

Prominent placement of company name and logo on the hosted event's signage and program

One (1) Full page color ad in conference APP

Listing with Business Description (250 words) in conference App

Inclusion in targeted Social Media Marketing Campaign

Acknowledgment as a Platinum Sponsor in conference App, promotional e-mails, and year-round on NAFER's Sponsors page (with a link to your company website)

Sponsorships

GOLD | \$10,000

Registration Advantages

Three (3) full access registrations

Exhibition space at conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

One (1) quarter-page color ad in *The Receiver*, Fall/Winter 2021 issue

Acknowledgment as a Gold Sponsor in conference App, promotional e-mails, and year-round on NAFER's Sponsors page (with a link to your company website)

One (1) Full page color ad in conference App

Listing with Business Description (250 words) in conference App

Recognition as a Gold Sponsor during the conference (signage, projected imagery and verbally by conference leaders)

SILVER | \$5,000

Registration Advantages

Two (2) full access registration

Exhibition space at conference (6" Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgment as a Silver Sponsor in conference App, promotional e-mails, and year-round on NAFER's Sponsors page (with link to your company website)

One (1) half-page color ad in conference App

Listing with Business Description (250 words) in conference App

Recognition as a Silver Sponsor during the conference (signage, projected imagery and verbally by conference leaders)

Sponsorships

BRONZE | \$3,500

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgment as a Bronze Sponsor in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with link to your company website)

One-quarter page color ad in conference App

Listing with Business Description (250 words) in conference App

Recognition as a Bronze Sponsor during the conference (signage, projected imagery and verbally by conference leaders)

EMERALD | \$2,000

Registration Advantages

50% off one (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgment in conference App, promotional e-mails, and year-round on NAFER's Sponsors page (with a link to your company website)

Listing with Business Description (250 words) in conference App

VIP ROOM | \$7,500 + Cost of F&B and extras for room (Limit 1)

Brand Awareness

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Reserved VIP Room branded as Sponsor VIP Room & set as VIP Lounge (restrictions may apply)

Acknowledgment as exclusive VIP Room Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

CONFERENCE APP SPONSOR ~~\$5,000~~ (LIMIT 1)

Sponsorships

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Welcome video in APP

Sponsored Splash Page in APP

1 In-APP/Activity Feed Message sent to attendees each conference day

Banner Ad throughout APP

Featured Ad in Sponsor listing of APP

Featured educational article in APP

Gamification opportunities through APP

Featured sponsor of conference surveys in APP

Personalized company photo in APP

Acknowledgment as exclusive APP Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment as a APP Sponsor in promotional e-mails and year-round on NAFER's Sponsors page (with link to your company website)

Listing with Business Description (250 words) in conference App

KEYNOTE SPEAKER | \$5,000 (LIMIT 1)

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Logo displayed on podium during keynote presentation

Acknowledgment as exclusive Keynote Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

CONFERENCE BAG SPONSOR

~~\$5,000~~ **SOLD** (LIMIT 1)

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Logo on Conference Bags given to all attendees

Acknowledgment as exclusive Conference Bag Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

Sponsorships

NAME BADGE SPONSOR | ~~\$5,000~~ **SOLD** (LIMIT 1)

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Logo on Name Badges given to all attendees

Acknowledgment as exclusive Name Badge Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

WIFI SPONSOR | ~~\$5,000~~ **SOLD** (LIMIT 1)

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Sponsor recognition as conference area WiFi Sponsor in conference materials

Acknowledgment as exclusive WiFi Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)"

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

Sponsorships

WATER BOTTLE SPONSOR \$4,000 (LIMIT 1)

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Sponsor recognition as conference area Water Bottle Sponsor in conference materials

Acknowledgment as exclusive Water Bottle Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

KEY CARD SPONSOR | ~~\$2,500~~ **GOLD (LIMIT 1)**

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Logo on Key Cards given to all attendees

Acknowledgment as exclusive Key Card Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

Sponsorships

POCKET GUIDE SPONSOR **SOLD** (LIMIT 1)

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Company Logo on all Pocket Agendas included in conference materials

Acknowledgement as exclusive Pocket Guide Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgement in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

EXHIBITOR | \$3,000

Registration Advantages

One (1) full access registration

Exhibition Space at Conference (6' Table)

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgement as Exhibitor during the conference (signage and projected imagery)

Acknowledgement in conference App and promotional e-mails

Listing with Business Description (250 words) in conference App

Sponsorships

CHARGING STATION \$2,500 (LIMIT 1)

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Logo and sponsorship displayed at all charging stations on tables

Acknowledgment as exclusive Charging Station Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

YOUNG PROFESSIONALS HAPPY HOUR | \$2,500 (LIMIT 1)

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgment as exclusive Young Professionals Happy Hour Sponsor (signage, projected imagery and verbally by conference leaders)

Prominent placement of company name and logo on the hosted event's signage and program

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

Sponsorships

MEDIA SPONSOR \$2,200 (LIMIT 1)

*Limited to media and/or affiliate groups providing conference marketing and media coverage of conference.

Registration Advantages

One (1) full access registration

Engagement Opportunities

List of attendees pre- and post- conference

Brand Awareness

Acknowledgment as Media Sponsor (signage, projected imagery and verbally by conference leaders)

Acknowledgment in conference App and promotional e-mails and year-round on NAFER's Sponsors page (with a link to your company website)

Opportunity to provide post-conference article in 2021 Fall/Winter edition of *The Receiver*

One-half page color ad in conference App

Listing with Business Description (250 words) in conference App

APP ADVERTISING ADD-ONS

One (1) In-APP/Activity Feed Message sent to attendees	\$1,000
Game Center Check-In Code in APP	\$750
Featured Article in APP	\$750
Featured Sponsor Document in Document Download in APP	\$500

CONFERENCE Supporters

Our conference supporters continually improve the quality of our conferences each year. We would not be as successful each year without these champions. If you would like to contribute, please consider one of the following levels of sponsorship:

International Stewards | \$2,500

Recognition as this segment's sponsor during the conference in signage, written format, projected imagery and orally by conference chair

Conference Patron | \$1,000

Recognition as this segment's sponsor during the conference in signage, written format, projected imagery and orally by conference chair

NAFER Benefactors | \$500

Recognition as this segment's sponsor during the conference in signage, written format, projected imagery and orally by conference chair

HELPFUL INFO

Sponsorships are limited to a first come/first serve basis. Right of first refusal will be available to previous year's sponsors for a limited time.

To receive full benefits of sponsorship, some deadlines may be applicable. Special consideration to booth placement of competing companies will be made but cannot be guaranteed.



CONFERENCE & SPONSORSHIP AGREEMENT

2021 Annual Conference | Thursday, October 21st – Saturday, October 23rd
The Ritz-Carlton | Marina del Rey, California

Secure your sponsorship online at NAFER.org or complete, sign and email this form to naferstaff@nafer.org. Confirmation, invoice and additional instructions will follow.

PACKAGE SPONSORSHIPS

- \$20,000 **Diamond Level** (Limit 3)
- \$15,000 **Platinum Level** (Limit 3)
- \$10,000 **Gold Level**
- \$5,000 **Silver Level**
- \$3,500 **Bronze Level**
- \$2,000 **Emerald Level**

EVENT SPONSORSHIPS

- \$7,500 + Cost **VIP Room Host**
- SOLD** ~~\$6,000~~ **Conference App Sponsor**
- \$5,000 **Keynote Speaker**
- SOLD** ~~\$5,000~~ **Conference Bag Sponsor**
- SOLD** ~~\$5,000~~ **Name Badge Sponsor**
- SOLD** ~~\$5,000~~ **WIFI Sponsor**
- \$4,000 **Water Bottle Sponsor**
- SOLD** ~~\$3,000~~ **Keycard Sponsor**
- SOLD** ~~\$3,000~~ **Pocket Guide Sponsor**
- \$3,000 **Exhibitor**
- SOLD** ~~\$2,500~~ **Charging Station**
- \$2,500 **Young Professionals Happy Hour Sponsor**
- \$2,200 **Media Sponsor**

APP ADVERTISING

- \$1,000 **One (1) In-APP/Activity Feed Message sent to attendees**
- \$750 **Game Center Check-In Code in APP**
- \$750 **Featured Article in APP**
- \$500 **Featured Sponsor Document in Document Download in APP**

CONFERENCE SUPPORTERS

- \$2,500 **International Steward**
- \$1,000 **Conference Patron**
- \$500 **NAFER Benefactor**
- Additional Exhibitor/Sponsor Attendees**
Enter Quantity x \$350 (This is not a full access registration; this is for exhibitor space, meals and cocktail parties only.)
= Total Amount Due

Company Name

Full Name

City

State

Zip/Postal Code

Phone Number

Email

TOTAL DUE

\$

Any questions, please contact NAFER
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naferstaff@nafer.org

Signature