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

Non-attorney attendee profile:

- Appraisers/liquidators: 15%
- Credit counseling & collections: 5%
- Financial services: 20%
- Investment bankers: 10%
- Judges and judicial administration: 15%
- Trustees: 10%
- Turnaround professionals: 25%

Breakdown of ABI national meeting business and consumer attendees:

- 80% business
- 20% consumer
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 study 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.

* Exhibit Surveys, Inc., exhibitsurveys.com

**VISIT MEDIAKIT.ABI.ORG FOR CURRENT AD RATES AND SIZES.**
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.
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

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
<th>Target Audience</th>
<th>Business %</th>
<th>Consumer %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocky Mountain Bankruptcy Conference</td>
<td>Four Seasons Hotel Denver</td>
<td>Jan. 21-22 · Denver</td>
<td>230 attendees</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>ABI/Stetson Alexander L. Paskay Bankruptcy Seminar</td>
<td>Sheraton Sand Key Resort</td>
<td>March 31-April 2 · Clearwater Beach, Fla.</td>
<td>300 attendees</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Bankruptcy Battleground West</td>
<td>Hyatt Regency Century Plaza</td>
<td>March 11 · Los Angeles</td>
<td>250 attendees</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>New York City Bankruptcy Conference</td>
<td>New York Hilton</td>
<td>May 12 · New York</td>
<td>500 attendees</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Central States Bankruptcy Workshop</td>
<td>Grand Geneva Resort &amp; Spa</td>
<td>June 16-19 · Lake Geneva, Wis.</td>
<td>375 attendees</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Northeast Bankruptcy Conference &amp; Consumer Forum</td>
<td>Omni Mt. Washington</td>
<td>July 14-17 · Bretton Woods, N.H.</td>
<td>350 attendees</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Southeast Bankruptcy Workshop</td>
<td>The Ritz-Carlton, Amelia Island</td>
<td>July 21-24 · Amelia Island, Fla.</td>
<td>300 attendees</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Mid-Atlantic Bankruptcy Workshop</td>
<td>Hyatt Regency Chesapeake Bay</td>
<td>Aug. 4-6 · Cambridge, Md.</td>
<td>250 attendees</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Southwest Bankruptcy Conference</td>
<td>Four Seasons Las Vegas</td>
<td>Sept. 8-10 · Las Vegas</td>
<td>400 attendees</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>ABI/UMKC CLE Midwestern Bankruptcy Institute</td>
<td>Venue TBD</td>
<td>Date TBD · Kansas City, Mo.</td>
<td>250</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

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.
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

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.
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*