



# 2022 INDUSTRY PARTNERSHIP OPPORTUNITIES

Engage with creditors rights attorneys & collections professionals throughout the year with an exclusive partnership



**NCBA IS THE LEADING VOICE AND ADVOCATE FOR  
CREDITORS RIGHTS ATTORNEYS**

BY PARTNERING WITH NCBA YOU ARE SUPPORTING THIS IMPORTANT INDUSTRY AND PROVIDING VALUE AND THOUGHT LEADERSHIP TO NCBA'S MEMBERS. WE WILL COLLABORATE WITH YOU TO CREATE A CUSTOMIZED AND IMPACTFUL OPPORTUNITY THAT REFLECTS YOUR BUSINESS OBJECTIVES



**Our members – over 400 law firms and in-house counsel, totaling approximately 2,000 attorneys – practice in over 20 different practice areas in the 50 states, Canada, and Puerto Rico**

**Our attorney members are committed to being professional, responsible and ethical in their practice and profession.**

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

**Per a recent survey, 75% of members who receive a referral from a fellow NCBA member end up with business from that referral.**

**Networking is powerful.**

**An annual Industry Partnership with NCBA will help you connect to our membership throughout the year, via omni-channel partnerships in person and virtually.**

**We will collaborate with you to create a customized and impactful partnership, helping you reach your business objectives.**

**Start building your 2022 Industry Partnership today:**

**Contact:** [conferences@creditorsbar.org](mailto:conferences@creditorsbar.org)

## Timeline of 2022 Industry Partnership Opportunities

### Q1

#### THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

#### DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide

### Q2

#### ANNUAL EVENT



**NCBA 2022 SPRING CONFERENCE**  
May 4-6, 2022  
Omni Nashville Hotel  
Nashville, TN

#### THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

#### DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide

### Q3

#### THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

#### DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide

### Q4

#### ANNUAL EVENT



**NCBA 2022 FALL CONFERENCE**  
October 26-28, 2022  
JW Marriott Tampa Water Street  
Tampa, FL

#### THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

#### DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide



# THE VALUE OF INDUSTRY PARTNERSHIPS



Available to vendors and suppliers who support the creditors rights law industry.

- ACCESS** Interact and network with **DECISION MAKERS**: NCBA's Board members, law firm partners and owners.
- QUALITY** Share **INSIGHTS** and **TRENDS** shaping the industry through webinars, podcasts, newsletters, 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.

The majority of NCBA Members join for **NETWORKING** and **BUSINESS DEVELOPMENT**.

More than **3,000** attendees participated in NCBA Virtual Programs in 2021.

NCBA Member Firms represent both **LARGE** and **SMALL** businesses most commonly in the areas of:

- |                          |   |                 |
|--------------------------|---|-----------------|
| ◇ Auto Loan Deficiencies | ◇ Insurance Subrogation                         | ◇ Medical Debt  |
| ◇ Bankruptcy             | ◇ Judgment Enforcement                          | ◇ Replevin      |
| ◇ Credit Cards           | ◇ Commercial and Residential Lease Deficiencies | ◇ Student Loans |
| ◇ Credit Unions          |   |                 |

---

## NEW FOR 2022! INTRODUCTORY-LEVEL PARTNERSHIPS

We understand becoming an Industry Partner is a **COMMITMENT** for vendors and suppliers. To prove the **INVESTMENT** is worth it, we created a new opportunity to introduce you and your organization to the partnership program and our members.

Introductory-Level Partnerships are \$1,500 and provide these benefits:

- ◇ Enhanced Listing in NCBA Buyers Guide (\$349 value)
- ◇ Listing (Company Name and Website) on NCBA Industry Partner Webpage
- ◇ Subscription to NCBA Weekly Journal
- ◇ Access to NCBA Webinars, Member Briefings, and Podcasts (CLE credits not available)
- ◇ Priority booth selection for NCBA 2022 Conferences
- ◇ 10% discount on conference sponsorships up to \$5,000

# ANNUAL INDUSTRY PARTNERSHIPS

Available to vendors and suppliers who support the creditors rights law industry.

 **PLATINUM (\$75,000)**

 **DIAMOND (\$50,000)**

 **GOLD (\$25,000)**

 **SILVER (\$10,000)**

*All Annual Industry Partners will have the opportunity to build a customizable package that meets your business objectives.*

<b>BUSINESS DEVELOPMENT / ACCESS</b>	<b>PLATINUM</b>	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>
Discount on Subcontractor Certification Program	50%	25%	15%	10%
1-on-1 Meeting with Board Member (30 min.)	2	1		
<b>BRANDING / ADVERTISING</b>	<b>PLATINUM</b>	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>
Logo on NCBA Industry Partner Website	X	X	X	X
Buyer's Guide Listing	Premium	Premium	Featured	Enhanced
Newsletter Advertisements	2	2	1	1
Website Advertisement	Banner	Banner	Box	
Career Center / Job Flash Postings	5	5	2	
<b>THOUGHT LEADERSHIP / EDUCATION</b>				
Subscription to NCBA Weekly Journal	X	X	X	X
Access to NCBA Podcasts / Briefing Calls	X	X	X	X
Coffee Break Series: 15-min. Pre-recorded Session	2	1	1	X
Article posted to NCBA Website	4	2	1	1
Seat on NCBA Vendor Advisory Committee	1	1	1	
LinkedIn Promotion or Re-post	2	2	1	
Branded Webinar -OR- Podcast / Briefing Call	1	1	1	
Premier Webinar (Speaking opportunity)	2	1		
Dedicated Email Send to NCBA membership	2	1		
<b>CONFERENCES</b>				
Logo included on Industry Partner Signage (print & digital)	X	X	X	X
Verbal Recognition in general session	X	X	X	X
Logo and link to website included in 2 email blasts to conference attendees	X	X	X	X
Complimentary Registrations at each Fall and Spring conference	6	5	2	1
Sponsorship Value at Fall and Spring (combined value—pick from menu of options)	\$25k	\$15k	\$8k	\$5k
Branded Pull-up Sign in conference area provided by NCBA	X	X	X	
Exhibit Booth OR Branded Networking Area at each Fall and Spring conference	Double	Standard		
Private Meeting Room at each Fall and Spring conference	1			
Opportunity to Host Small Roundtable discussion at each Fall and Spring conference	X			



## ANNUAL EVENTS

Whether in person or virtual, NCBA's multi-channel event strategy will provide several opportunities to connect with your clients and prospective clients.



### **NCBA 2022 SPRING CONFERENCE**

**May 4-6, 2022**

**Omni Nashville Hotel**

**Nashville, TN**

- ◇ **Exhibit Booths— with two free registrations**
- ◇ **Brand Awareness**
- ◇ **Receptions and Social Events**
- ◇ **Education & Keynote Sponsorships**
- ◇ **Awards & Recognition**
- ◇ **1-on-1 Meetings**



### **NCBA 2022 FALL CONFERENCE**

**October 26-28, 2022**

**JW Marriott Tampa Water Street**

**Tampa, FL**

- ◇ **Visit members of Congress with NCBA Members**
- ◇ **Brand Awareness on all handouts and leave behinds**
- ◇ **Networking with NCBA Board of Directors**
- ◇ **Sponsor and attend NCBA Hill Day dinner if in-person**
- ◇ **Sponsor sending lunch to all participants if virtual**



### **NCBA 2022 HILL DAY SPONSORSHIP**

**Washington, DC or Virtual**





# EDUCATION OPPORTUNITIES

Whether in person or virtual, NCBA's multi-channel event strategy will provide several opportunities to connect with your clients and prospective clients.

## VIRTUAL EDUCATION & WEBINARS

### BRANDED WEBINAR OPPORTUNITY

**\$2,500**

- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1 minute Scripted Infomercial read by NCBA host
- ◇ Logo included in email blast promoting webinar

### BENCHMARKING SURVEY OPPORTUNITY

**\$2,500**

- ◇ Sponsor of survey to be sent out to all NCBA members
- ◇ Opportunity to be on panel of conference session discussing findings
- ◇ Logo and promotion included in survey emails and survey findings sent out to members

### COFFEE BREAK PODCAST SERIES OPPORTUNITY

**\$2,000**

- ◇ 15 minute pre-recorded content from partner
- ◇ Logo included in email blast promoting series
- ◇ Promotion in NCBA Weekly Journal

### THOUGHT LEADERSHIP WEBINAR OPPORTUNITY

**\$4,000\***

- ◇ Produce your own 60 minute webinar with content, PowerPoint, and provide speakers (must be relevant, legal content for NCBA members and include attorneys as presenters)
- ◇ Prep-call and Run-through with NCBA education team
- ◇ Logo included in two email blasts promoting webinar
- ◇ Promotion in NCBA Weekly Journal
- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1 minute Scripted Infomercial read by NCBA host
- ◇ Attendee List

\*Price increases to \$4,500 if webinar is CLE-eligible

### THOUGHT LEADERSHIP WEBINAR SERIES

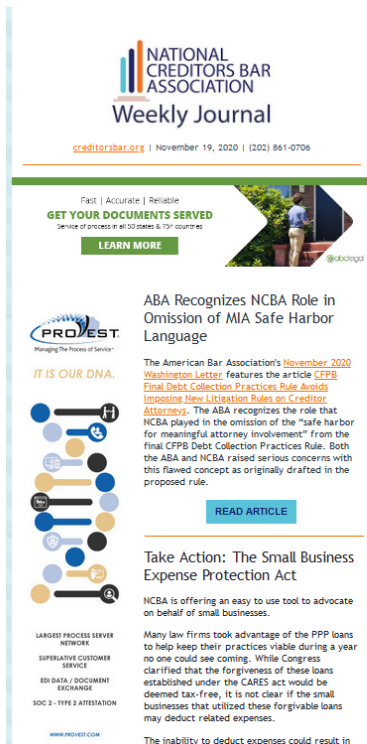
**\$8,500**

- ◇ 3 series webinar which includes producing two of your own 60 minute webinars with content, and sponsoring a CLE webinar
- ◇ Prep-call and Run-through with NCBA education team
- ◇ Logo included in two email blasts promoting webinar
- ◇ Promotion in NCBA Weekly Journal
- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1 minute Scripted Infomercial read by NCBA host
- ◇ Attendee List



# DIGITAL ADVERTISING OPPORTUNITIES

Reach thousands of creditors rights attorneys and collections professionals with your message and keep your brand top of mind.



## NCBA WEEKLY JOURNAL NEWSLETTER

**\$1,200–\$1,750**

**With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.**

**Ad Cycle: Ads run in 8 consecutive issue cycles. The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday.**

- ◇ **Leaderboard (Below masthead)**
- ◇ **Top Skyscraper (Right of lead story)**
- ◇ **Middle Banner (Above Industry News & Events)**
- ◇ **Bottom Banner (Below Industry Events)**

## NCBA WEBSITE

**\$2,000–\$3,000**

**Creditorsbar.org is a source of advocacy, education and membership information with over 30,000 page views per month. NCBA's newly launched website is a great way to promote your brand and services.**

- ◇ **Large Bottom Banner (rotating, on every page)**
- ◇ **Side Bar Banner (rotating, on select pages)**

## NCBA BUYER'S GUIDE

**\$349–\$749**

**NCBA's Buyer's Guide is the best resource to conduct research and locate companies offering products and services critical to the legal profession.**

**Visited by over 600 creditors rights industry professionals each month, NCBA's Buyer's Guide has several options to get your message in front of motivated buyers.**

- ◇ **Run of Site Leaderboard**
- ◇ **Search Results Banner**
- ◇ **Enhanced, Featured, and Premium Listing Options**



# ADDITIONAL OPPORTUNITIES FOR PARTNERSHIP

**Delivering impact: partnering with NCBA allows your company to have access to decision makers while making valuable business connections.**

## NCBA LINKEDIN PROMOTION / RE-POST

*Have an article or special promotion you'd like to share with the NCBA LinkedIn network? With nearly 2,000 followers, NCBA's LinkedIn profile is a creative way to expand your reach.*

## SEAT ON VENDOR ADVISORY COMMITTEE

*Share feedback, bring new ideas to the table—this is a prime opportunity as an Industry Partner to engage with the NCBA team on future initiatives.*

**This opportunity is only available to Platinum, Diamond, and Gold Industry Partners.**

## SUBCONTRACTOR CERTIFICATION PROGRAM

*Receive a discount on NCBA's newest program, which includes one consistent, annual audit/assessment by Crowe LLP, a national Top 10 accounting firm.*

**NCBA Certified Subcontractors will be listed on [creditorsbar.org](http://creditorsbar.org) website and identified in other listings.**

## DEDICATED EMAIL SEND

***You write the copy and design the message, we'll hit Send!***

***We'll work with you to schedule the email to be sent from our marketing database to over 2,000 contacts.***

**Parameters:** 60% of the message should be educational or research-based content. 40% of the message may be promotional or sales-oriented.

## POST AN ARTICLE ON NCBA'S WEBSITE

***NCBA's Members are always looking for great content. Post an article written by one of your industry experts directly to the NCBA Website. New articles are promoted via our Weekly Journal and LinkedIn.***

**Parameters:** Must consist of relevant content to NCBA members. Any promotional or sales-oriented articles will not be considered. [More info available here.](#)

## READY TO BUILD YOUR NCBA INDUSTRY PARTNERSHIP?

**Contact:** [conferences@creditorsbar.org](mailto:conferences@creditorsbar.org)