

NCBA 2024

2024 INDUSTRY PARTNERSHIP PROSPECTUS

**ENGAGE WITH CREDITORS RIGHTS ATTORNEYS AND
COLLECTIONS PROFESSIONALS THROUGHOUT THE YEAR**



Questions? Contact jessica@creditorsbar.org

creditorsbar.org | 1990 Main Street, Suite 750 | Sarasota, FL 34236



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About National Creditors Bar Association

Partnership with National Creditors Bar Association demonstrates commitment to the practice of creditors rights law.

Founded in 1993, National Creditors Bar Association is a national bar association of law firms with over 1,700 attorneys and in-house counsel of creditors. Attorney members are committed to being professional, responsible and ethical in their practice area of creditors rights law. National Creditors Bar Association is committed to representing our industry in Washington and providing our members with the highest level of service, outstanding member benefits, and relevant resources and activities to meet their professional and business needs.

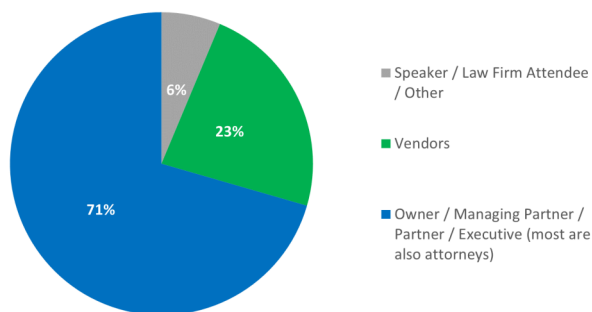
National Creditors Bar Association offers multiple business development opportunities—through sponsorships, exhibits, and advertising—throughout the year.

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

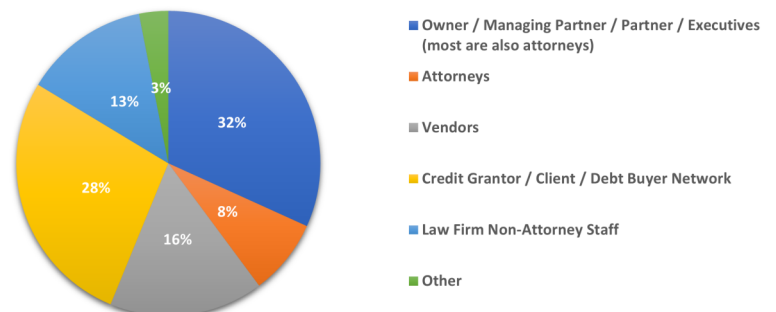
- ♦ Auto Loan Deficiencies
- ♦ Insurance Subrogation
- ♦ Medical Debt
- ♦ Bankruptcy
- ♦ Judgement Enforcement
- ♦ Replevin
- ♦ Credit Cards
- ♦ Commercial and Residential Lease Deficiencies
- ♦ Student Loans
- ♦ Credit Unions

NCBA member firms practice in **ALL 50 STATES** plus Puerto Rico and Canada.

2023 Executive Experience Attendees



2023 NCBA Connect Conference Attendees



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ANNUAL EVENTS

Networking is Powerful

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.

2024 EXECUTIVE EXPERIENCE | April 9-12, 2024 | [Omni PGA Frisco Resort](#) | Frisco, TX

Industry Partners receive first priority access to Sponsorship Packages at this very different and exclusive event for law firm executives and future leaders.

- ◆ Special Event Access
- ◆ Over 90% Law Firm Decision-Makers
- ◆ Powerful Marketing Opportunities
- ◆ Anticipated 150 - 200 Attendees
- ◆ Intimate & Interactive Experience
- ◆ Interact with a Captive Audience

2024 NCBA CONNECT | October 22-24, 2024 | [Sheraton New Orleans Hotel](#) | New Orleans, LA

Industry Partners receive first choice of sponsorships and exhibit booths at our biggest event of the year.

- ◆ Majority of Attendees are Decision-Makers
- ◆ Exhibit Hall & Networking Opportunities
- ◆ Promotes Brand Awareness & Recognition
- ◆ Anticipated 850 - 950 Attendees
- ◆ CLE Education & Keynote Sponsorships
- ◆ Engage with Loyal Customers & Prospects

NCBA 2024 HILL DAY | May 22-23, 2024 | In-Person

In-Person Standalone Sponsorship. Visit members of Congress with NCBA members.

- ◆ Promotes Brand Awareness & Recognition
- ◆ Networking with NCBA Board Members

Engage with creditors rights attorneys and collections professionals throughout the year!

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ANNUAL INDUSTRY PARTNERSHIP PACKAGES COMPARISON

Partnership Benefits	\$50k	\$40k	\$30k	\$18k	\$7.5k	\$2.5k	\$4.8k
	<u>Diamond</u>	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>	Intro Partner	Exhibit
EXECUTIVE EXPERIENCE							
Logo included on Industry Partnership Signage	✓	✓	✓	✓	-	-	-
Recognition in General Session	✓	✓	✓	✓	-	-	-
Logo and link to website included in at least 2 email blasts	✓	✓	✓	✓	-	-	-
Sponsorship value at Executive Experience - see Packages	20k	15k	12k	10k	-	-	-
Complimentary Registrations at Executive Experience	2	1	1	1	-	-	-
Opportunity to Purchase Discounted Registration	1	1	1	1	-	-	-
Sponsorship Signage at EE	✓	✓	✓	✓	-	-	-
NCBA CONNECT							
Logo included on Industry Partnership Signage	✓	✓	✓	✓	✓	-	-
Logo included on Introductory Partner Signage	-	-	-	-	-	✓	-
Recognition in General Session	✓	✓	✓	✓	✓	✓	✓
Logo and link to website included in at least 2 email blasts	✓	✓	✓	✓	✓	✓	✓
Sponsorship value at NCBA Connect—see Packages	15k	10k	6k	3k	2k	1k	-
Booth at 2024 NCBA Connect - Priority Booth Selection	2	2	1	1	-	-	1
Complimentary Registrations included with Booth	4	4	2	2	-	-	2
Additional Complimentary Registrations at NCBA Connect	2	1	1	-	-	-	-
Discounted Registrations for NCBA Connect	4	4	2	2	2	2	2
Sponsorship Signage at NCBA Connect	✓	✓	✓	✓	✓	✓	✓
Private Meeting Room at NCBA Connect	2 Days	1 Day	-	-	-	-	-
BUSINESS DEVELOPMENT							
Subcontractor Certification Program—Included!	✓	✓	✓	-	-	-	-
1-on-1 Meeting with Board Member (30 min.)	3	2	1	-	-	-	-
Excel Attendee Listing for Events Attended	✓	✓	✓	✓	✓	-	-
Regional (SCBA) Add-on Sponsorship Opportunity	✓	✓	✓	-	-	-	-
Custom Networking Opportunity	✓	✓	✓	-	-	-	-
BRANDING/ADVERTISING							
Logo on NCBA Industry Partner Webpage	✓	✓	✓	✓	✓	-	-
Buyer's Guide Listing (Featured/Enhanced/Basic)	F	F	E	E	B	B	-
Newsletter Advertisements	✓	✓	✓	✓	✓	✓	-
Website Advertisements	✓	✓	✓	-	-	-	-
NCBA Social Media Logo - Partner/Sponsor/Exhibitor	✓	✓	✓	✓	✓	✓	✓
NCBA Weekly Journal Spotlight - 1 per year	✓	✓	✓	✓	✓	-	-
THOUGHT LEADERSHIP/EDUCATION							
Subscription to NCBA Weekly Journal	✓	✓	✓	✓	✓	✓	✓
Access to NCBA Coffee Break Series	✓	✓	✓	✓	✓	✓	-
Coffee Break Series: 3, 15-min. Pre-recorded Conversations	2	1	1	-	-	-	-
Article posted to NCBA Website	5	4	3	1	1	-	-
Seat on NCBA Partnership Program Advisory Committee	✓	✓	✓	✓	-	-	-
LinkedIn Promotion or Re-post	5	4	3	2	1	-	-
Branded Webinar: 1-min. Scripted Infomercial read by NCBA host OR Coffee Break: 1, 15-min Pre-recorded Conversation	2	2	2	1	1	-	-
Premier Webinar non-CLE (Speaking Opportunity)	2	1	-	-	-	-	-
Dedicated Email Send to NCBA Membership	3	2	1	20% off	10% off	-	-

DIAMOND PARTNERSHIP PACKAGE

Diamond \$50,000

This recently updated top of the line package is valued at over \$85,000 and includes everything you have come to expect and more!

EXECUTIVE EXPERIENCE

- ♦ Access to our most exclusive event of the year
- ♦ Executive Experience Sponsorship Package valued at \$20,000
- ♦ Two (2) complimentary registrations at Executive Experience valued at \$4,300
- ♦ Opportunity to purchase one (1) additional registration at a discounted price.
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship signage at the event.

NCBA CONNECT

- ♦ NCBA Connect Sponsorship Package valued at \$15,000
- ♦ Private Meeting Room for up to two (2) days—based on venue availability—valued at \$1,500
- ♦ Two (2) Exhibit Booths and priority booth selection valued at \$9,600
- ♦ Four (4) complimentary registrations with booth
- ♦ Two (2) additional complimentary registrations with booth valued at \$3,798
- ♦ Up to four (4) discounted attendee registrations; a \$3,200 savings
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship/Exhibit signage at the event.

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DIAMOND PARTNERSHIP PACKAGE cont.

BUSINESS DEVELOPMENT

- ◆ Subcontractor Certification Program Included at no additional charge; Full valued at over \$4,995/Refresh \$3,495; Does not include remediation costs. Full assessment to be completed every other year.
- ◆ Up to three (3) 30 min., 1-on-1 Meetings with a Board Member
- ◆ Excel Attendee Listing—Attendee list shall not be sold, lent, or given to any parties outside of your organization nor shall it be used for commercial purposes.
- ◆ Regional (SCBA) Add-on Sponsorship Opportunity first right of refusal
- ◆ Custom Networking Opportunity

BRANDING/ADVERTISING

- ◆ Logo on NCBA Industry Partner Webpage
- ◆ Featured Buyer's Guide listing valued at \$599
- ◆ Leaderboard Newsletter Advertisement valued at \$2,000
- ◆ Large Bottom Banner Website Advertisement valued at \$3,000
- ◆ NCBA Social Media Logo—Partner/Sponsor/Exhibitor
- ◆ Annual NCBA Weekly Journal Spotlight

THOUGHT LEADERSHIP/EDUCATION

- ◆ Annual subscription to NCBA Weekly Journal valued at \$240
- ◆ Access to NCBA Coffee Break Series
- ◆ Two (2) Coffee Break Series: 3, 15-min. pre-recorded conversations valued at \$4,000
- ◆ Five (5) articles posted to NCBA Website, included in NCBA Weekly Journal and posted to LinkedIn valued at \$2,500
- ◆ Seat on the NCBA Partnership Program Advisory Committee
- ◆ Five (5) LinkedIn promotions or re-posts—content provided by your company—valued at \$250
- ◆ Two (2) Branded Webinars: 1-min. scripted infomercial read by NCBA host in the webinars of your choice **OR** two (2) Coffee Breaks: 1, 15-min. pre-recorded conversation or a combination of the two options; valued at \$5,000
- ◆ Two (2) Premier Webinar non-CLE (Speaking Opportunity with pre-approved panel of your choice. Valued at \$8,000
- ◆ Three (3) dedicated email sends to NCBA Membership valued at \$3,000

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PLATINUM PARTNERSHIP PACKAGE

Platinum \$40,000

This robust package is valued at over \$62,000 and includes a wide variety of events, sponsorships and annual marketing opportunities.

EXECUTIVE EXPERIENCE

- ♦ Access to our most exclusive event of the year
- ♦ Executive Experience Sponsorship Package valued at \$15,000
- ♦ One (1) complimentary registration at Executive Experience valued at \$2,150
- ♦ Opportunity to purchase one (1) additional registration at a discounted price.
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship signage at the event.

NCBA CONNECT

- ♦ NCBA Connect Sponsorship Package valued at \$10,000
- ♦ Private Meeting Room for one (1) day—based on venue availability—valued at \$750
- ♦ Two (2) Exhibit Booths and priority booth selection valued at \$9,600
- ♦ Four (4) complimentary registrations with booth
- ♦ One (1) additional complimentary registration with booth valued at \$1,899
- ♦ Up to four (4) discounted attendee registrations; a \$3,200 savings
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship/Exhibit signage at the event.

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PLATINUM PARTNERSHIP PACKAGE cont.

BUSINESS DEVELOPMENT

- ◆ Subcontractor Certification Program Included at no additional charge; Full valued at over \$4,995/Refresh \$3,495; Does not include remediation costs. Full assessment to be completed every other year.
- ◆ Up to two (2) 30 min., 1-on-1 Meetings with a Board Member
- ◆ Excel Attendee Listing—Attendee list shall not be sold, lent, or given to any parties outside of your organization nor shall it be used for commercial purposes.
- ◆ Regional (SCBA) Add-on Sponsorship Opportunity first right of refusal
- ◆ Custom Networking Opportunity

BRANDING/ADVERTISING

- ◆ Logo on NCBA Industry Partner Webpage
- ◆ Featured Buyer's Guide listing valued at \$599
- ◆ Top Skyscraper Newsletter Advertisement valued at \$1,750
- ◆ Side Bar Box Website Advertisement valued at \$2,100
- ◆ NCBA Social Media Logo—Partner/Sponsor/Exhibitor
- ◆ Annual NCBA Weekly Journal Spotlight

THOUGHT LEADERSHIP/EDUCATION

- ◆ Annual subscription to NCBA Weekly Journal valued at \$240
- ◆ Access to NCBA Coffee Break Series
- ◆ One (1) Coffee Break Series: 3, 15-min. pre-recorded conversations valued at \$2,000
- ◆ Four (4) articles posted to NCBA Website, included in NCBA Weekly Journal and posted to LinkedIn valued at \$2,000
- ◆ Seat on the NCBA Partnership Program Advisory Committee
- ◆ Four (4) LinkedIn promotions or re-posts—content provided by your company—valued at \$200
- ◆ Two (2) Branded Webinars: 1-min. scripted infomercial read by NCBA host in the webinars of your choice **OR** two (2) Coffee Breaks: 1, 15-min. pre-recorded conversation or a combination of the two options; valued at \$5,000
- ◆ One (1) Premier Webinar non-CLE (Speaking Opportunity with pre-approved panel of your choice. Valued at \$4,000
- ◆ Two (2) dedicated email sends to NCBA Membership valued at \$2,000

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GOLD PARTNERSHIP PACKAGE

Gold \$30,000

This popular package is valued at over \$42,000 and includes a well-rounded variety of event, sponsorship and annual marketing opportunities.

EXECUTIVE EXPERIENCE

- ♦ Access to our most exclusive event of the year
- ♦ Executive Experience Sponsorship Package valued at \$12,000
- ♦ One (1) complimentary registration at Executive Experience valued at \$2,150
- ♦ Opportunity to purchase one (1) additional registration at a discounted price.
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship signage at the event.

NCBA CONNECT

- ♦ NCBA Connect Sponsorship Package valued at \$6,000
- ♦ One (1) Exhibit Booth and priority booth selection valued at \$4,800
- ♦ Two (2) complimentary registrations with booth
- ♦ One (1) additional complimentary registration with booth valued at \$1,899
- ♦ Up to two (2) discounted attendee registrations; a \$1,600 savings
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship/Exhibit signage at the event.

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GOLD PARTNERSHIP PACKAGE cont.

BUSINESS DEVELOPMENT

- ◆ Subcontractor Certification Program Included at no additional charge; Full valued at over \$4,995/Refresh \$3,495; Does not include remediation costs. Full assessment to be completed every other year.
- ◆ One (1) 30 min., 1-on-1 Meeting with a Board Member
- ◆ Excel Attendee Listing—Attendee list shall not be sold, lent, or given to any parties outside of your organization nor shall it be used for commercial purposes.
- ◆ Regional (SCBA) Add-on Sponsorship Opportunity first right of refusal
- ◆ Custom Networking Opportunity

BRANDING/ADVERTISING

- ◆ Logo on NCBA Industry Partner Webpage
- ◆ Enhanced Buyer's Guide listing valued at \$409
- ◆ Top Skyscraper Newsletter Advertisement valued at \$1,750
- ◆ Side Box Website Advertisement valued at \$2,100
- ◆ NCBA Social Media Logo—Partner/Sponsor/Exhibitor
- ◆ Annual NCBA Weekly Journal Spotlight

THOUGHT LEADERSHIP/EDUCATION

- ◆ Annual subscription to NCBA Weekly Journal valued at \$240
- ◆ Access to NCBA Coffee Break Series
- ◆ One (1) Coffee Break Series: 3, 15-min. pre-recorded conversations valued at \$2,000
- ◆ Three (3) articles posted to NCBA Website, included in NCBA Weekly Journal and posted to LinkedIn valued at \$1,500
- ◆ Seat on the NCBA Partnership Program Advisory Committee
- ◆ Three (3) LinkedIn promotions or re-posts—content provided by your company—valued at \$150
- ◆ Two (2) Branded Webinars: 1-min. scripted infomercial read by NCBA host in the webinars of your choice **OR** two (2) Coffee Breaks: 1, 15-min. pre-recorded conversation or a combination of the two options; valued at \$5,000
- ◆ One (1) dedicated email send to NCBA Membership valued at \$1,000

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SILVER PARTNERSHIP PACKAGE

Silver \$18,000

This event package is valued at over \$27,000 and gives you the opportunity to experience both events, sponsorships, and annual marketing.

EXECUTIVE EXPERIENCE

- ♦ Access to our most exclusive event of the year
- ♦ Executive Experience Sponsorship Package valued at \$10,000
- ♦ One (1) complimentary registration at Executive Experience valued at \$2,150
- ♦ Opportunity to purchase one (1) additional registration at a discounted price.
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship signage at the event.

NCBA CONNECT

- ♦ NCBA Connect Sponsorship Package valued at \$3,000
- ♦ One (1) Exhibit Booth and priority booth selection valued at \$4,800
- ♦ Two (2) complimentary registrations with booth
- ♦ Up to two (2) discounted attendee registrations; a \$1,600 savings
- ♦ Recognition in General Session
- ♦ Logo included on Industry Partnership Signage (print & digital)
- ♦ Logo and Link to website included in at least 2 email blasts to attendees
- ♦ Sponsorship/Exhibit signage at the event.

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SILVER PARTNERSHIP PACKAGE cont.

BUSINESS DEVELOPMENT

- ◆ Subcontractor Certification Program Available add-on for purchase.
 - ◆ Excel Attendee Listing—Attendee list shall not be sold, lent, or given to any parties outside of your organization nor shall it be used for commercial purposes.
-

BRANDING/ADVERTISING

- ◆ Logo on NCBA Industry Partner Webpage
 - ◆ Enhanced Buyer's Guide listing valued at \$409
 - ◆ Middle Banner Newsletter Advertisement valued at \$1,400
 - ◆ NCBA Social Media Logo—Partner/Sponsor/Exhibitor
 - ◆ Annual NCBA Weekly Journal Spotlight
-

THOUGHT LEADERSHIP/EDUCATION

- ◆ Annual subscription to NCBA Weekly Journal valued at \$240
- ◆ Access to NCBA Coffee Break Series
- ◆ One (1) article posted to NCBA Website, included in NCBA Weekly Journal and posted to LinkedIn valued at \$500
- ◆ Seat on the NCBA Partnership Program Advisory Committee
- ◆ Two (2) LinkedIn promotions or re-posts—content provided by your company—valued at \$100
- ◆ One (1) Branded Webinar: 1-min. scripted infomercial read by NCBA host in the webinar of your choice **OR** one(1) Coffee Break: 1, 15-min. pre-recorded conversation valued at \$2,500
- ◆ 20% off a dedicated email send to NCBA Membership valued at \$1,000

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BRONZE PARTNERSHIP PACKAGE

Bronze \$7,500

This newly created event package is valued at over \$8,700 and gives you the opportunity to experience our annual conference as well as some of our annual marketing options.

EXECUTIVE EXPERIENCE

- ◆ First right of refusal to purchase a sponsorship package after Diamond through Silver selection—based on availability

NCBA CONNECT

- ◆ NCBA Connect Sponsorship Package valued at \$2,000
- ◆ 30% off up to two (2) discounted attendee registrations; a \$1,139 savings
- ◆ Recognition in General Session
- ◆ Logo included on Industry Partnership Signage (print & digital)
- ◆ Logo and Link to website included in at least 2 email blasts to attendees
- ◆ Sponsorship signage at the event.

BUSINESS DEVELOPMENT

- ◆ [Subcontractor Certification Program](#) Available add-on for purchase.
- ◆ Excel Attendee Listing—Attendee list shall not be sold, lent, or given to any parties outside of your organization nor shall it be used for commercial purposes.

BRANDING/ADVERTISING

- ◆ Logo on NCBA Industry Partner Webpage
- ◆ Basic Buyer's Guide listing
- ◆ Bottom Skyscraper Newsletter Advertisement valued at \$1,400
- ◆ NCBA Social Media Logo—Partner/Sponsor
- ◆ Annual NCBA Weekly Journal Spotlight

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BRONZE PARTNERSHIP PACKAGE cont.

THOUGHT LEADERSHIP/EDUCATION

- ◆ Annual subscription to NCBA Weekly Journal valued at \$240
 - ◆ Access to NCBA Coffee Break Series
 - ◆ One (1) article posted to NCBA Website, included in NCBA Weekly Journal and posted to LinkedIn valued at \$500
 - ◆ One (1) LinkedIn promotion or re-post—content provided by your company—valued at \$50
 - ◆ One (1) Branded Webinar: 1-min. scripted infomercial read by NCBA host in the webinar of your choice **OR** one (1) Coffee Break: 1, 15-min. pre-recorded conversation valued at \$2,500
 - ◆ 10% off a dedicated email send to NCBA Membership valued at \$1,000
-

CUSTOMIZE YOUR PACKAGE

Not seeing the perfect fit for your business?

Contact jessica@creditorsbar.org
to work on a package specialized to you.

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A LA CARTE OPPORTUNITIES

Partnering with NCBA allows your company to have access to decision makers while making valuable business connections.

Thought Leadership Webinar Series—\$8,000

Three (3) series webinar which includes producing two (2) 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 (2) email blasts promoting webinar. Promotion in NCBA Weekly Journal. Logo included in 1st and last slide with contact information. One (1) minute scripted infomercial read by NCBA host. Attendee List with name and email.

Subcontractor Certification Program—starting at \$4,995

NCBA offers a certification program, which includes one consistent, annual audit/assessment by Crowe LLP, a national Top 10 accounting Firm. \$3,495 for the second year to maintain good standing. Does not include remediation costs, and a full assessment must be completed every other year.

Thought Leadership Webinar—\$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 (2) email blasts promoting webinar. Promotion in NCBA Weekly Journal. Logo included in 1st and last slide with contact information. One (1) minute scripted infomercial read by NCBA host. Attendee List with name and email.

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

Large Bottom Banner NCBA Website Advertisement—\$3,000

Location: Rotating, on every page

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

READY TO BUILD YOUR NCBA INDUSTRY PARTNERSHIP?

Contact jessica@creditorsbar.org to get started.

We look forward to partnering with you!

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A LA CARTE OPPORTUNITIES

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

Benchmarking Survey—\$2,500

Heading a benchmarking survey provides the opportunity to be on panel of conference session discussing findings. The sponsor of the survey will be sent out to all NCBA members. Your logo and promotion included in survey emails and survey findings sent out to members.

Branded Webinar Advertisement—\$2,500

One (1) minute scripted infomercial read by NCBA host during a live CLE webinar organized and produced by NCBA. Logo included on 1st and last slide with contact information. Logo included in email blast(s) promoting the webinar. Recorded webinar posted on NCBA's virtual, on-demand platform for future viewing.

Side Bar Box NCBA Website Advertisement—\$2,100

Location: Rotating, on select pages

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

Coffee Break Series—\$2,000

Three (3), 15-minute pre-recorded videos, moderated by NCBA with content provided by you and approved by NCBA. Each pre-recorded video will be promoted by email, LinkedIn, and the Weekly Journal. Content will be archived on the NCBA website for future viewing.

NCBA Weekly Journal Newsletter Leaderboard Advertisement—\$2,000

Location: Below Masthead

Ad Cycle: Ad runs for 8 consecutive issue cycles.

The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday. With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.

Coffee Break—\$1,500

One (1), 15-minute pre-recorded video, moderated by NCBA with content provided by you and approved by NCBA. Promoted by email, LinkedIn, and in the Weekly Journal. Content will be archived on the NCBA website for future viewing.

NCBA Weekly Journal Newsletter Top Skyscraper Advertisement—\$1,750

Location: Right of Lead Story

Ad Cycle: Ad runs for 8 consecutive issue cycles.

The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday. With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.

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A LA CARTE OPPORTUNITIES

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

NCBA Weekly Journal Newsletter Middle Banner Advertisement—\$1,400

Location: Above Industry News & Events

Ad Cycle: Ad runs for 8 consecutive issue cycles.

The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday. With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.

NCBA Membership Dedicated Email Send—\$1,000

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-related.

NCBA Weekly Journal Newsletter Bottom Banner Advertisement—\$800

Location: Below Industry Events

Ad Cycle: Ad runs for 8 consecutive issue cycles.

The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday. With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.

Featured Buyer's Guide Listing—\$599

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

Post an Article on NCBA's Website—\$500

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 and archived on the NCBA Website for future viewing.

Parameters: Articles must consist of relevant content to NCBA members. Any promotional or sales-oriented articles may not be considered.

Enhanced Buyer's Guide Listing—\$409

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

NCBA LinkedIn Promotion/Re-Post—\$50

Have an article or special promotion you'd like to share with the NCBA LinkedIn network? With more than 2,400 followers, NCBA's LinkedIn profile is a creative way to expand your reach.

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