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Facts about the Commercial Law League of America and its Bankruptcy Section:

- Established in 1895, CLLA is the nation's oldest organization devoted to issues affecting the credit industry.
- The Bankruptcy Section is the largest membership Section of the CLLA.
- The CLLA has members in every state in the US and in OVER 30 countries around the world.



Facts about the National Conference of Bankruptcy Judges attendees:

- Annual audience of over 2000 attendees
- The audience consists of a "Who's Who" of bankruptcy professionals, with a wide cross-section of the whole credit industry.

For more information visit the CLLA's website at www.clla.org



Marketing Opportunities

Offered to you by the Commercial Law League of America and its Bankruptcy Section.

Overview

For over a decade, the CLLA has produced two of the most highly regarded programs at the annual **National Conference of Bankruptcy Judges**.

The CLLA educational program, consistently rated as the premiere educational program at the conference is entitled "**Current Development In Hot & Emerging Areas of Bankruptcy**" and is the highlight of the conference every year.

This program puts together top-ranked industry speakers and superior educational

materials to educate those attending the NCBJ in the latest issues facing the professionals attending the program that is unequalled in the industry. Previous panelists have included: David Epstein, Ken Klee, The Honorable Frank Koger, and Elizabeth Warren and many others! It consistently draws the highest number of attendees at the NCBJ programs, with between 900—1100 in attendance.

In addition to this program, the **Annual CLLA Breakfast** is a

must-attend during the conference. Past speakers have included: Anita Hill, Howell Heflin, Bill Brandt, Richard Blumenthal and The Honorable Edith Jones. The speaker for 2003 will be J. Lawrence Cunningham Academy Group, Inc., A Forensic Behavioral Science Company Manassas, VA who will be speaking on the Patriot Act and its impact on the legal system.

The breakfast draws an average of 300 attendees and all judges are sent complimentary tickets.

CLLA Annual Breakfast Sponsor \$7500 (limit one)

Sponsorship Includes: There will only be **one sponsor** for this event. The sponsor will be promoted as the **SOLE SPONSOR**. Publicity to include:

- Inclusion of company name and logo on all CLLA produced promotional material.
- Inclusion of Sponsor name with brief company description in Bankruptcy Section Newsletter.
- Sponsor name and logo to appear on signage and any handout materials.
- Complete list of Bankruptcy Section members.
- See details on reverse.

CLLA Annual Educational Program Sponsor Option Summary *The Honorable Frank W. Koger Memorial Program*

Premier Sponsor (limit one) - \$7500

- Full color ad on back page of materials
- Top bill of sponsor name in all promotions
- Complimentary CLLA membership
- Electronic list of Bankruptcy Section members, multiple use.

Sold!

Benefactor Sponsor (limit two) - \$4000

- Full page Black/White Ad on either inside front or back cover of materials
- Listing in all promotions immediately after Premier Sponsor listing
- Complimentary CLLA membership
- Electronic list of Bankruptcy Section members, single use.

Patron Sponsor (limit twenty) - \$1500

- Quarter page black/white ad on educational program dividers in materials
- Listing in all promotions.
- One set of labels of Bankruptcy Section members.

15th Annual CLLA Breakfast

Sponsorship: \$5000

Date: Thursday, October 2, 2003, 7:00 a.m. - 8:30 a.m.

Food/Beverage: Buffet Breakfast

Projected Attendance: 300

Location: San Diego Marriott, San Diego, California

Sponsorship Benefits: The breakfast typically draws 300 attendees, including a majority of judges. As sole sponsor, company name/logo will be prominently featured on all promotional materials and during the program. In addition, a company profile with contact information will run in the Bankruptcy Section Newsletter, which is electronically broadcast to 1000+ professionals in the industry, including media outlets and professional publications. Sponsoring company will also receive one complimentary CLLA membership for an individual who meets the CLLA membership criteria, an electronic database of all CLLA Bankruptcy Section members including contact information. Professionally made signage will be placed at the entrance and company logo will be projected at beginning/end of program. Sponsor materials can be placed on breakfast tables.

Speaker & Topic: J. Lawrence Cunningham Academy Group, Inc., A Forensic Behavioral Science Company Manassas, Virginia. Mr. Cunningham is an expert on the Patriot Act and various security issues. He will be preparing a 30 minute presentation. The actual focus will depend on the current world events in October, 2003. Mr. Cunningham will be tailoring his presentation to the issues affecting the legal and financial professions as pertaining to the Patriot Act.

18th Annual Current Developments in Hot & Emerging Areas

The Honorable Frank W. Koger Memorial Program

Sponsorship Options: varies—see below

Date: Thursday, October 2, 2003, 2:30 p.m.—5:30 p.m.

Projected Attendance: 900-1100

Location: San Diego Marriott, San Diego, California

Sponsorship Benefits: The CLLA education program annually receives one of the highest attendances and best grades of the NCBJ program! The program features five of the best recognized experts in the bankruptcy arena. In addition, the CLLA receives requests throughout the year for copies of the educational program materials. Sponsors can expect high visibility with this program. Program materials have been upgraded to include multi-color gloss cover. In addition, the program materials are typically integrated into the libraries of attendees. Sponsor options have been offered to allow for a variety of budgets.

Premier Sponsor (limit one) - \$7500 Sold!

- Full color ad on back page of materials.
- Top bill of sponsor name in all promotions.
- Company profile in two issues of Bankruptcy Section Newsletter
- Complimentary CLLA membership for qualifying individual.
- Electronic list of Bankruptcy Section members, multiple use.

Benefactor Sponsor (limit two) - \$4000

- Full page Black/White Ad on either inside front or back cover of materials
- Listing in all promotions immediately after Premier Sponsor listing
- Company profile in one issue of Bankruptcy Section Newsletter
- Complimentary CLLA membership
- Electronic list of Bankruptcy Section members, single use.

Patron Sponsor (limit twenty) - \$1500

- Quarter page black/white ad on educational program dividers in materials
- Listing in all promotions and group ad in Bankruptcy Newsletter.
- One set of mailing labels of Bankruptcy Section members.

CLLA Bankruptcy Section Electronic Newsletter:

The newsletter is broadcast monthly to all 1100 Bankruptcy Section Members and 100 media outlets. Archives of past newsletters can be found at www.cllabankruptcy.org.

Current Developments in Hot & Emerging Areas Panel:

Judith Greenstone Miller, *Moderator*
Raymond & Prokop, PC
Southfield, Michigan

The Honorable Alfred M. Wolin
United States District Court
Newark, New Jersey

The Honorable David Kennedy
Chief United States Bankruptcy Court
Memphis, Tennessee

Selinda Melnik
Buchanan Ingersoll PC
Wilmington, Delaware

John Collen
Duane Morris LLP
Chicago, Illinois

G. Eric Brunstad, Jr.
Bingham, McCutchen LLP
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