

SPRING CHICAGO AND ANNUAL MEETING

Event Overview

Educational Focus

CLLA's Spring Chicago & Annual Meeting features an extensive curriculum of bankruptcy, creditors' rights law, and collection agency education, including sessions on Bankruptcy's "Hot and Emerging Topics" and Updates of Current FDCPA Case Law.

Exhibiting

Increase your company's visibility among CLLA's membership by spending face-to-face time networking and building relationships with members and other attendees in Chicago.

Sponsorship

Show your support for CLLA by sponsoring an educational program, a networking event, social function or a specialty item give-away.

Advertising & Direct Marketing

Build awareness about your participation in CLLA's Spring Chicago & Annual Meeting by reaching CLLA members and meeting attendees via mail, e-mail, and targeted advertising.

CLLA's Spring Chicago & Annual Meeting

April 16-19, 2009
Westin Chicago Michigan Avenue
Hotel

Number of Attendees

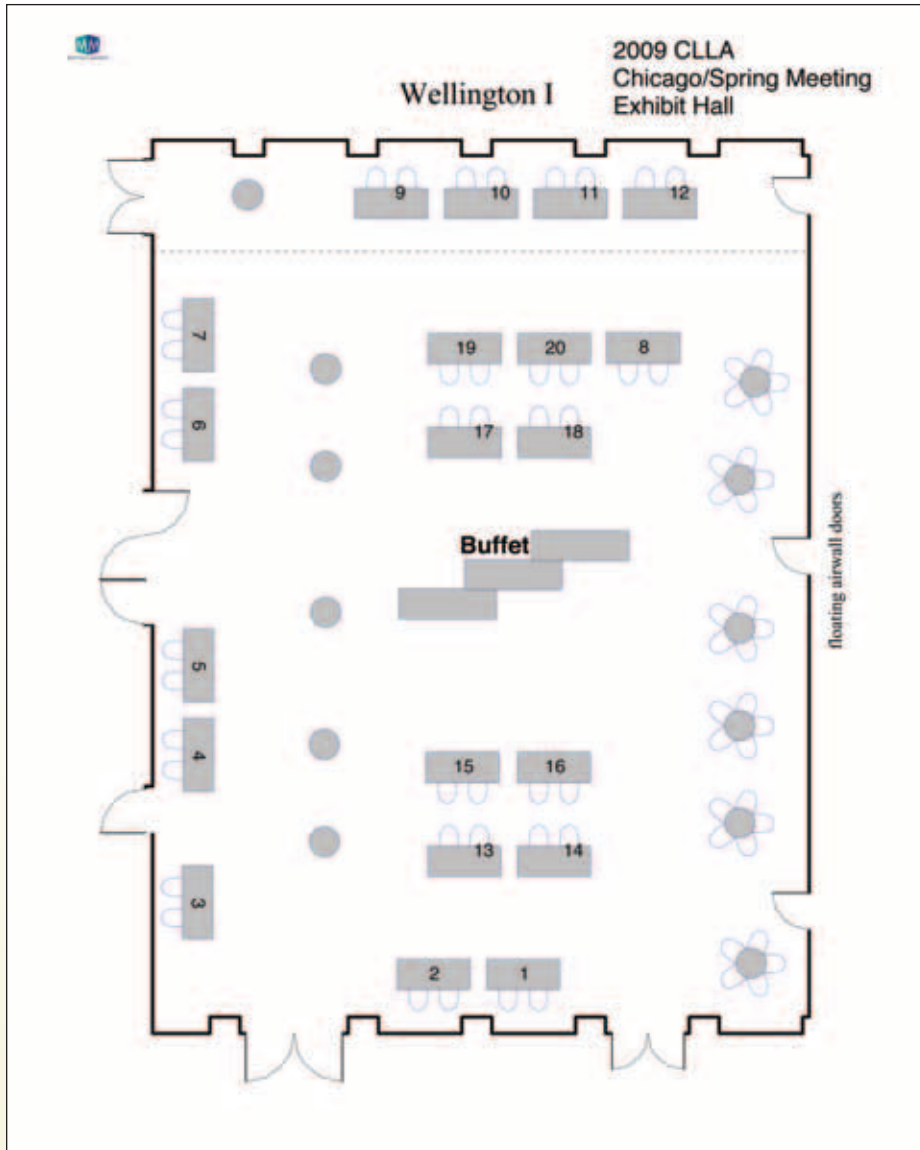
600

2008 Exhibitors

American Board of Certification
American Check Management
BenchMade of Buffalo
CaseTrackerLaw
DBA
DebtWatcher
Harris Bank N.A.
JigSaw
JST
LexisNexis
NARCA
NationWide Tracers
Newcomb Integrated
Marketing Solutions
Paytek Solutions
Practice Technology, Inc.
(Prevail Case Management)
Q-Soft
Regal Technologies
The Legal Dog LLC
The Sagres Company
Totality Software
Unifund



Exhibiting



Booth Sponsorship, \$1,850

- One 8' x 10' tabletop exhibit at CLLA's Spring Chicago & Annual Meeting. Tabletop exhibit space includes one skirted 6-foot table, two chairs, a four-plug electrical outlet, and a garbage can.
- One complimentary exhibitor registration that provides access to the exhibit area, daily hospitality breaks in the exhibit area, admission to the Dessert Party and Welcoming Reception and entry to all general education sessions.

Additional Booth Sponsorship Benefits:

- Discounted "hospitality only" badges for additional exhibitors (\$125.00).
- One-time use of CLLA's pre-conference attendee mailing list, which includes addresses and e-mail addresses for all pre-registered attendees of the Spring Chicago & Annual Meeting.
- Listing as an exhibitor on the Spring Chicago & Annual Meeting Web Page at www.ccla.org.
- Name and logo in the official Chicago/Spring Meeting program book distributed on-site at registration.
- Contact information and 50-word description distributed to all Chicago Meeting attendees via a special exhibitor listing sheet in the registration materials.
- Corporate logo on the entry signage to the Exhibit Area.
- Post-meeting marketing opportunity through one-time use of CLLA's final Spring Chicago & Annual Meeting attendee mailing list. Provided after the close of the meeting, the list includes both mailing addresses and e-mail addresses for all attendees at the Chicago Meeting.

Exhibiting

Exhibitor's Schedule of Events

Thursday, April 16

Exhibitor Set-up

Noon – 2:30 p.m.

Networking & Hospitality Break

3:00 p.m. – 3:30 p.m.

Hospitality & Exhibits

3:30 p.m. – 5:00 p.m.

Welcoming Reception

5:00 p.m. – 6:30 p.m.

Friday, April 17

Hospitality & Exhibits

7:30 a.m. – 6:00 p.m.

Networking & Hospitality Break

2:30 p.m. – 3:00 p.m.

Dessert Party

10:00 p.m. – Midnight

Saturday, April 18

Hospitality & Exhibits

7:30 a.m. – 4:00 p.m.

Networking & Hospitality Break

3:30 p.m. – 4:00 p.m.

Tear Down

4:00 p.m. – 5:30 p.m.

Exhibitor Relations

CLLA prides itself on its “exhibitor-friendly” reputation and strives to help all supporters make the most out of their participation in the Spring Chicago & Annual Meeting. As a courtesy to our exhibitors and sponsors, CLLA staff is easily and readily accessible on-site at the meeting.

Hotel Information

Westin Chicago Michigan Avenue Hotel
909 North Michigan Avenue
Chicago, Illinois 60611
Reservations: (888) 627-8385

Shipping Information

CLLA does not contract a tradeshow management company for the Spring Chicago & Annual Meeting. All inbound and outbound shipments will be managed by the banquet and events staff at the Westin Hotel. Exhibit materials must arrive by Wednesday, April 15, 2009, and must be labeled as follows:

Westin Michigan Avenue Hotel
909 North Michigan Avenue
Chicago, IL 60611
DELIVER TO WELLINGTON I
ON THURSDAY, 4/16/09 FOR CLLA

Materials not shipped to the above address with the specified instructions WILL NOT be assured delivery to the Exhibit Hall on Thursday, April 16, 2009 for set-up.

Discounted Airfare

CLLA has partnered with American Airlines to offer meeting attendees discounted airfare to Chicago. To receive the reduced rate – generally 5% off the full ticket price – follow the reservation instructions below. Discounts will apply for travel to Chicago any days during the period April 14 - 21, 2009.

Phone Reservations

American Airlines Meeting Services Desk
(800) 433-1790
CLLA Authorization Code: A2849AS

NOTE: Airline reservations made over the phone will incur a \$20 ticket fee.

Online

www.aa.com

CLLA Authorization Code: A2849AS

NOTE: Online ticket orders are not subject to the \$20 ticketing fee.

Sponsorships

Education Focused Sponsorships

The Spring Chicago & Annual Meeting features educational programs tailored to the particular needs of professionals in the bankruptcy, creditors' rights and collections communities.

As an Education Sponsor, you can show your company's support for the valuable education CLLA provides its members and other Chicago meeting attendees. Sponsors can support programs generally or in one of the specific areas of interest listed below.

Bankruptcy Programs, \$5,000

Creditors' Rights Programs, \$5,000

Young Members Programs, \$2,500

Commercial Collection Agency Programs, \$1,500

Education Sponsors are recognized through the following:

- Corporate logo printed on education handouts distributed during sessions.
- Corporate logo on the education material CD-ROMS all attendees receive during sessions.
- Company materials available at the sign-in table in the education session room.
- Recognition of sponsorship in meeting registration materials.
- Corporate logo featured on signage outside the education session room.

Networking & Special Event Sponsorships

Annual Banquet, \$3,000

Open to all attendees, the Annual Banquet is a full-course dinner celebrating CLLA's volunteer leadership. At this event, awards are presented, members of CLLA's Board of Governors are sworn in, region and section chairs are inaugurated to their posts, and CLLA's President presents his/her address to the League. Event sponsors are listed in the official meeting program book and are verbally acknowledged at the banquet by CLLA's President. Additionally, the sponsor's corporate name and logo appears on the tent card of each banquet table.

Welcoming Reception, \$3,000

Held on Thursday night, the Welcoming Reception is the first opportunity for attendees to meet and greet in Chicago while enjoying cocktails and appetizers. Sponsors' logos are featured on event signage and the tent cards that decorate each cocktail table. They are also acknowledged in the official meeting program book distributed at registration.

Dessert Party, \$2,000

Held on Friday night, the Dessert Party offers attendees the opportunity to "mix and mingle" while enjoying cocktails and a lovely array of desserts. The sponsoring companies for this event are recognized with the placement of their logo on event signage, on tent cards at each table, and within the official meeting program book that is distributed to all attendees at registration.

VIP Cocktail Party & Orientation Session (First-Time Attendees), \$2,000

This event helps new attendees maximize their membership in CLLA and gain the most from the networking opportunities available at the Spring Chicago & Annual Meeting. The Orientation Session introduces new attendees to the structure of the League, key members, and volunteer leaders. The group mingles during an invitation-only cocktail party limited to the VIPs, CLLA's leadership, and agency members. Sponsor logos appear with the CLLA logo and Young Members' Section logo on invitations, orientation packet materials, event signage, and PowerPoint slides during the presentation.



Networking & Special Event Sponsorships, cont'd

Hospitality Breaks in the Exhibit Area, \$3,000

Attendees receive hospitality in the Exhibit Hall on Thursday, Friday, and Saturday. Beverage breaks – featuring coffee, soft drinks, and juice – take place each day in between educational programs and continental breakfasts are offered on both Friday and Saturday mornings. The Hospitality Break Sponsor will be recognized during the breaks with their corporate logo printed on plastic drinking cups, paper napkins, and the hospitality table tent cards. The sponsor is also recognized in the official meeting program book.

Sunday Brunch, \$700

Though the educational programs may conclude on Saturday, many attendees participate in League meetings scheduled on Sunday morning. Support this group with brunch and look for your logo and an acknowledgement in the official meeting program book, on tent cards at buffet table, on tent cards on each dining table, and on signage outside the room. Brunch sponsor will also be recognized verbally by CLLA's President during the meal.

Specialty Item Sponsorships

Pocket Program, \$5,000 (only provided if supported)

A quick and easy reference for attendees, the Pocket Program is a "pocket-sized" listing of all meeting sessions, including start and end times, and room numbers. The sponsoring company may place an advertisement on one panel of the Pocket Program. (Note: Ad must be approved by CLLA's Executive Director prior to production.)

Web Café, \$3,500

A Web Café with several computers and a printer will be available for attendees in the Exhibit Area. Sponsor the Web Café to view your company Web site as a "favorite" on the computers and to see your corporate logo on all Web Café materials and signage.

Conference Bags, \$5,000

Upon registration, each attendee receives a conference bag that includes all meeting information. Carried throughout the meeting, the bags give the Conference Bag Sponsor wide-spread exposure – your corporate logo next to the CLLA logo on the outward facing side of the bag.

Lanyard Badge Holders, \$1,500

Attendees wear their badges daily, throughout the meeting, to gain access to sessions, special events, and the exhibit hall. Your logo will appear next to the CLLA logo on the lanyard around the neck of each attendee to keep his or her badge on display.

Advertising & Direct Marketing

Enhance the visibility of your participation in the Spring Chicago & Annual Meeting by reaching all of CLLA's 2,500-plus members – not just meeting attendees. Send a direct mail piece or direct e-mail, place a well-timed advertisement in one of our publications, or advertise on www.clla.org to build off of CLLA's own momentum promoting the meeting to its membership.

Direct Mail Marketing \$2,500

Receive our complete CLLA membership mailing list and send our 2,550-plus members your own direct marketing piece. Our list is provided in electronic, mailing label format and is only available for one use. All marketing collateral must be approved by CLLA's Executive Director prior to distribution of the CLLA membership list.

Registration Reminder E-mails, Rates Vary

Registration Reminder E-mails alert CLLA members to the benefits of the Spring Chicago & Annual Meeting and remind them to register and complete their housing reservations. Include your company, name, logo, and a two-sentence description at the end of these e-mails to highlight your participation or, if you're an exhibitor, to promote your booth number. This is the only way to reach CLLA's entire membership via e-mail prior to the meeting!

January 18	\$1,000
January 25	\$1,000
February 2	\$900
February 9	\$750
February 16	\$650
March 23	\$600
March 30	\$500
April 3	\$500

CLLA.org Home Page Banner Ad – 3 months, \$7,500

Spend three-months on CLLA's Home Page and promote your participation in the Spring Chicago & Annual Meeting. The best months to participate for this meeting are January – April.

Full-page Color Ad in Debt3 Magazine, Pricing Varies

Advertise in the January/February issue of Debt3, which is the Spring Chicago & Annual Meeting preview edition. Debt3's circulation includes more than 3,000 attorneys and industry leaders who specialize in commercial law. Advertising opportunities in Debt3 are available year-round.



Please place a check mark next to your desired sponsor, exhibit or advertising opportunity

SPONSORSHIP OPPORTUNITIES

Education Focused Sponsorships

- | | |
|--|---------|
| <input type="checkbox"/> Bankruptcy Programs | \$5,000 |
| <input type="checkbox"/> Creditors' Rights Programs | \$5,000 |
| <input type="checkbox"/> Young Members Programs | \$2,500 |
| <input type="checkbox"/> Commercial Collection Agency Programs | \$1,500 |

Networking & Special Event Sponsorships

- | | |
|---|---------|
| <input type="checkbox"/> Annual Banquet | \$3,000 |
| <input type="checkbox"/> Welcoming Reception | \$3,000 |
| <input type="checkbox"/> Dessert Party | \$2,000 |
| <input type="checkbox"/> VIP Cocktail Party & Orientation | \$2,000 |
| <input type="checkbox"/> Hospitality Breaks in Exhibit Area | \$3,000 |
| <input type="checkbox"/> Sunday Brunch | \$700 |

Specialty Item Sponsorships

- | | |
|--|---------|
| <input type="checkbox"/> Pocket Program | \$5,000 |
| <input type="checkbox"/> Web Café | \$3,500 |
| <input type="checkbox"/> Conference Bags | \$5,000 |
| <input type="checkbox"/> Lanyard Badge Holders | \$1,500 |

Exhibit Opportunities

- | | |
|--|---------|
| <input type="checkbox"/> Booth Sponsorship | \$1,850 |
|--|---------|

Advertising Opportunities

- | | |
|--|---------------------|
| <input type="checkbox"/> Direct Mail Marketing | \$2,500 |
| <input type="checkbox"/> Registration Reminder Emails | <i>Rates Vary</i> |
| <input type="checkbox"/> CLLA.org Home Page Banner Ad
(3 months) | \$7,500 |
| <input type="checkbox"/> Full-page Color Ad in <i>Debt</i> ³ Magazine | <i>Price varies</i> |

PARTICIPANT INFORMATION

Company Name

Contact

Address

City

State

Zip

Phone

Fax

E-mail

Website

PAYMENT INFORMATION

Check (*payable to CLLA*)

Please send me an invoice

Credit Card

Credit card type: Visa American Express MasterCard

Credit card number

Expiration Date

Signature

Please remit payment to:

Elizabeth Hart

CLLA, 70 E. Lake St., Suite 630, Chicago, IL 60601

Fax (312) 781-2010

