



Trigild Fall Lender Conference  
October 5 – 7, 2016  
Hotel del Coronado - San Diego, CA

Sponsorship & Exhibitor  
Opportunities

*Put your brand in front of the country's  
foremost lending, finance and commercial real  
estate industry leaders.*

## Cost-Effective Marketing

Looking to step up your marketing game? Then put your name directly in front of the country's foremost lending, finance and commercial real estate industry leaders at Trigild's Annual Lender Conferences.

As a sponsor of the Trigild Lender Conferences, you receive premier exposure with a hard-to-reach and influential group -- among them commercial lenders, special servicers, bondholders, hedge funds, private equities, distressed note buyers, portfolio buyers, legal counsel, and others who deal with distressed commercial loans.

Each year, this marquee event features a high profile keynote speaker, as well as respected panelists exploring hot button issues in the commercial real estate, finance and lending markets. Some of the industry's most influential professionals provide compelling insights and analysis – past panelists have included Stacey Burger of *Midland*, Kevin Donahue of *C-III*, Clark Rogers of *KeyBank*, David Iannarone of *CWCapital*, John Batug of *Wells Fargo*, John D'Amico of *Trimont*, Mark Weibel of *Thompson & Knight*, Ed Foster of *Akerman*, Keith Honig of *AIG Global Investments*, Mark King of *Rialto*, Steve Evans of *Principal* and Steven Schwartz of *Torchlight*.

Dynamic speakers, top industry leaders and in-demand analysts, along with high-end production and thought provoking, compelling content all come together to create a not to be missed event – an important and growing platform for exchanging vital ideas and information on emerging issues.

***As a Trigild Lender Conference sponsor, you have a unique networking opportunity to directly promote your company to top decision makers who deal with commercial loan defaults.***



*"Burr & Forman's partnership with Trigild has been invaluable in terms of helping increase our visibility with clients, referral firms and the industry in general. We hope to continue our relationship, continue reaching our goals, and continue experiencing the value for a long time to come."*

~Denise Dell-Powell  
Partner, Burr & Forman, LLP  
Trigild Lender Conference Star Sponsor

## Sponsorship Program

Trigild Lender Conference sponsors receive exposure on many levels, providing invaluable access and visibility to senior level industry influencers.

**Conference Marketing Exposure** - Trigild will display your logo on the dedicated Conference Website, with a hyperlink directly to your web site. Diamond, Titanium and Platinum sponsors will receive a company description on the website as well. All sponsors' logo will appear on e-mail marketing campaigns, conference collateral and conference signage, as well as the PowerPoint Logo Loop shown at the conference during registration.

**Materials on the Exclusive Sponsor Table** - You will have the opportunity to display marketing materials in a strategically located, high-traffic area designated solely for sponsor materials. Our conference staff monitors the space to answer questions, ensure order and ensure the table remains exclusive to sponsors.

**Heightened Exposure at the Conference** - Your sponsorship offers several unique opportunities to sell directly to a targeted audience of conference attendees, including your presence on the agenda, inserts in on-site course materials, information/collateral on the exclusive sponsor table and signage during your hosted function – all of which increase brand awareness.



*100% of attendees surveyed would recommend Trigild Conferences to their colleagues.*



# Attendees have Included:

A10 Capital	Cohen Equities	Jones Walker	Prudential Asset Resources
AEGON USA Realty Advisors	Cohen Financial	Karlin Real Estate	Prudential Mortgage Capital Company
AEI Consultants	Colliers International	KeyBank National Association	Real Capital Analytics
AIG Global Investment Corporation	Colony Capital	KeyBank Real Estate Capital	Realty Mogul
Akerman	Comerica Bank	Kidder Mathews	Redstone Funding
Allen Matkins	Commercial Asset Preservation	Kilpatrick Townsend	Redwood-Kairos Real Estate Partners
Allied Advisors	Compendium Capital	Kutak Rock	Related Fund Management
Alston & Bird	Courtesy Mortgage Company	LandCap Investment Partners	Rialto Capital Advisors
AlumCreek Holdings	CPMUSA	Lane Powell	Rialto Capital Management
American Homes 4 Rent	Crosbie Gliner Schiffman Southard & Swanson	LeClairRyan	Rodi Pollock
American Legal and Financial Network	Curtis-Rosenthal	Liberty SBF	Roetzel & Andress
Angel L. Reyes and Associates	CWCapital Asset Management	LNR Partners	Rumberger Kirk & Caldwell, P.A.
Annandale Investments	DebtX	Locke Lord	Sabal Financial Group
Annandale Real Estate	Dentons US	Marathon Asset Management	SBS Trust Deed Network
Artemis Real Estate Partners	Dickinson Wright	Mesa West Asset Services	Seyfarth Shaw
Arthur J. Gallagher & Co.	Directed Capital Resources	Mesa West Capital	Sheppard Mullin Richter & Hampton
Assured Lender Services	Duane Morris	MetLife Real Estate Investors	Shutts & Bowen
Atalaya Capital	Dyck O'Neal	Metropolitan Solutions	Situs
Atlas Capital Advisors	Eastdil Secured	Midland Loan Services, a PNC Real Estate business	SL Capital
Atlas Hospitality Group	EDGE Realty Capital Markets	Miller Canfield Paddock & Stone	Snell & Wilmer
Baker Donelson	Endurance Resources	Money360	Sole Practitioner
Ballard Spahr	Extensia Financial	Moody's Investor Service	Special-Asset Solutions
Bank of America	Fairview Partners	Morgan Stanley	Sperry Van Ness
Barnes & Thornburg	Fairview Real Estate Solutions	Morris Manning & Martin	Stabilis Capital Management
Beacon Default Management	FDIC	Mortgage Lender Services	StanCorp Mortgage Investors
Belgravia Capital Management	Federal Credit Union	NAI Farberman	Starwood Property Trust
Benesch, Friedlander, Coplan & Aronoff	Fidelity National Title	National Franchise Sales	Stites & Harbison
Berger Silverman	First City Servicing Corporation	Newmark Grubb Knight Frank	Stoel Rives
Berkadia	Fitch Ratings	NGKF Capital Markets	Summit Investment Management
Berkadia Commercial Mortgage	Fortress Investment Group	NorthStar Asset Management Group	Surfer Beach Hotel
Berkshire Property Advisors	Frاندzel Robins Bloom & Csato	Oaktree Capital Management	Thompson & Knight
BNY Mellon	Garrison Investment Group	O'Connor Cochran	Thompson Coburn
Brennan Recupero Cascione Scungio & McAllister	GE Capital	Ocwen Loan Servicing	Torchlight Investors
Brixton Capital	GE Real Estate	Oriental Bank	Tranzon
Bryan Cave	Genworth	P.D. Capital	Triangle Capital Group
Buchalter Nemer	Goldman Sachs	Pacific Premier Bank	TriGate Capital
Burr & Forman	Grand Pacific Resorts	Palisades Property Trust	Trimont Real Estate Advisors
Business Partners	Greenlaw Partners	Parker Poe Adams & Bernstein	U.S. Bank
California Credit Union	Hershorin & Henry	PennyMac Commercial	U.S. Department of HUD
Carlton Fields	HFF	Pepper Hamilton	University of Missouri School of Law
CBIZ MHM	Hilco Global	Perkins Coie	Varde Partners
CBRE	Hudson Advisors	Phoenix Investment Funds	Voit Real Estate Services
CGS3	Hudson Americas	Plunkett Cooney	Warner Norcross & Judd
C-III Asset Management	Husch Blackwell	Polidev Investments	Wells Fargo Bank
C-III Capital Partners	HVS	Polisnelli	Western Alliance Bank
C-III Principal Investments	Invesco Real Estate	Porter, Wright, Morris & Arthur	Wilshire Bank
C-III Realty Services	Iron Point Partners	Prescott Group	Womble Carlyle Sandridge & Rice
Clark Hill	Jeffer Mangels Butler & Mitchell	Principal Real Estate Investors	
CMB5.com	John Hancock	Prober and Raphael	



*"Unlike other conferences, Trigild always has All-Star quality panelists who really know what they are doing...and the networking is second to none."*

## Fall Conference - \$16,000

## Diamond

### Diamond Benefits include:

- Four complimentary Program Admissions (\$6,380 value)
- Two invitations to VIP Speaker's Dinner
- One guest program Admission (Your guest must be a lender, special servicer or distressed loan buyer and is subject to approval.)
- Complimentary tabletop exhibit space in the networking break area (Fall only \$4,000 value)
- Full page advertisement in conference program
- Brochure or promo item in tote bag
- If qualified, priority participation as panelist/moderator at the conference
- Acknowledgement in conference program
- Logo on Sponsor PowerPoint Loop at Registration Logo on conference signage
- Logo on five conference email blasts
- Logo on print advertising
- First look at attendee list
- Attendee list with complete contact info
- Logo, link and company blurb on Web site

### List of items to sponsor (select one)

- ☐ Speaker's Dinner
- ☒ ~~VIP Client Dinner~~
- ☒ ~~Welcome Reception~~
- ☒ ~~Networking Reception~~
- ☐ Golf Tournament



## Fall Conference - \$12,500

## Titanium

### **Titanium Benefits include:**

- Three complimentary program admissions (\$4,785 Value)
- Two invitations to VIP Speakers' Dinner
- One guest program Admissions (Your guest must be a lender, special servicer or distressed loan buyer and is subject to approval)
- Full page advertisement in conference program
- Brochure or promo item in tote bag
- If qualified, priority participation as panelist/moderator at the conference
- Acknowledgement in conference program
- Logo on Sponsor PowerPoint Loop at Registration
- Logo on conference signage
- Logo on five conference email blasts
- Logo on print advertising
- First look at attendee list
- Attendee list with complete contact info
- Logo, link and company blurb on Web site

### **List of items to sponsor (select one):**

- ☐ Tote bags
- ☐ Keynote Plated Breakfast
- ☐ Back Cover of Conference Program
- ☐ Networking Luncheon
- ☐ Pop-up Meeting Lounge



## Fall Conference - \$10,500

Platinum

### Platinum Benefits include:

- Two complimentary program admissions (\$3,190 value)
- Two Invitations to VIP Speaker's Dinner
- One guest program Admission (Your guest must be a lender, special servicer or distressed loan buyer and is subject to approval)
- 1/2 page advertisement in conference program
- Brochure or promo item in tote bag
- If qualified, priority participation as panelist/moderator at the conference
- Acknowledgement in conference program
- Logo on Sponsor PowerPoint Loop at Registration
- Logo on conference signage
- Logo on five conference emails
- Logo on print advertising
- First look at attendee list
- Attendee list with complete contact info
- Logo, link and company blurb on Web site

### Items to sponsor (select one):

- ☐ Name Tags
- ☒ Lanyards
- ☒ Branded Notepads in Ballroom
- ☐ Early Bird Discount Sponsor
- ☒ Hotel Key Cards
- ☐ Branded disposable coffee cups or sleeves
- ☐ Branded Stylus Pen Drop at Opening General Session



## Fall Conference - \$8,000

Gold

### Gold Benefits include:

- Two complimentary program admissions (\$3,190 value)
- One guest program Admission (Your guest must be a lender, special servicer or distressed loan buyer and is subject to approval)
- 1/2 page advertisement in conference program
- Brochure or promo item in tote bag
- If qualified, priority participation as panelist/moderator at the conference
- Acknowledgement in conference program
- Logo on Sponsor PowerPoint Loop at Registration
- Logo on five conference email blasts
- Logo on print advertising
- First look at attendee list
- Attendee list with complete contact info
- Logo and link on website

*"Trigild delivers. Every year I am impressed with the events' organization, quality of speakers and, of course, the attendees. No other conference or event is able to get so many influential people from the banking and real estate world into one place at one time. That is invaluable in our industries, allowing us to connect with friends and clients and to also meet newcomers. I am grateful for the hard work by the Trigild team to make it all happen so seamlessly. So long as these events happen, I will remain a proud sponsor and attendee—it is a large component of my networking and business development and it is so much fun it doesn't even feel like work."*

~Richard Ormond, Buchalter Nemer  
Trigild Lender Conference Star Sponsor

### List of items to sponsor:

- ☐ Handheld Schedule
- ☐ Stainless Steel Insulated Coffee Mug or Re-usable Water Bottles
- ☐ Welcome Cookies & Beverages
- ☒ Continental Breakfast—Thursday
- ☐ AM Break - Thursday
- ☒ PM Break—Thursday
- ☐ Brochure Drop in Opening General Session (3 available)





## Fall Conference - \$5,500

### Silver Benefits include:

- One complimentary program admission (\$1,595 Value)
- One guest program Admission (Your guest must be a lender, special servicer or distressed loan buyer and is subject to approval)
- 1/4 page advertisement in conference program
- Brochure or promo item in tote bag
- If qualified, priority participation as panelist/moderator at the conference
- Acknowledgement in conference program
- Logo on Sponsor PowerPoint Loop at Registration
- Logo on conference signage
- Logo on five conference email blasts
- Logo on print advertising
- First look at attendee list
- Attendee list with complete contact info
- Logo and link on website

### Items to sponsor (select one):

- ☐ Sponsorship of a Panel
- ☒ Sponsorship of the Attendee List (logo will be placed on every page of the printed handout)



## Exhibit at Trigild Conferences

Get your message in front of your audience live and in person! At each event, we have a limited number of exhibitor spaces available in the main conference foyer

**Benefits include:**

- 8' table in the main conference foyer area. You'll be in the heart of the action during breaks and where refreshments will be available to attendees throughout the event.
- Your logo printed in the conference program
- One complimentary program admission for your exhibit booth staffer

### **Cost to exhibit: \$4,000 Fall**

Hurry! We have very limited space, so email [marketing@trigild.com](mailto:marketing@trigild.com) to reserve yours today.



Contact us today for more information and to secure your sponsorship or exhibit space today. Call Bonita Paysour at (858) 242-1153 or email the form to [marketing@trigild.com](mailto:marketing@trigild.com).

\* All sponsorship and exhibit requests are subject to approval

# 2016 Sponsorship Application



Please select the level and item you wish to sponsor:

<input type="checkbox"/> Diamond Fall - \$16,000	<input type="checkbox"/> Speakers Dinner <input type="checkbox"/> <del>VIP Client Dinner</del>	<input type="checkbox"/> <del>Welcome Reception</del> <input type="checkbox"/> <del>Networking Reception</del> <input type="checkbox"/> Golf Tournament
<input type="checkbox"/> Titanium Fall - \$12,500	<input type="checkbox"/> Tote bags <input type="checkbox"/> Networking Luncheon <input type="checkbox"/> Keynote Plated Breakfast	<input type="checkbox"/> Back Cover of Program <input type="checkbox"/> Pop-up Meeting Lounge
<input type="checkbox"/> Platinum Fall - \$10,500	<input type="checkbox"/> Name Tags <input type="checkbox"/> <del>Branded Notepads in Ballroom</del> <input type="checkbox"/> Branded disposable coffee cups or sleeves <input type="checkbox"/> Early Bird Discount Sponsor	<input type="checkbox"/> <del>Lanyards</del> <input type="checkbox"/> Hotel Key Cards <input type="checkbox"/> Branded Stylus Pen Drop at Opening General Session
<input type="checkbox"/> Gold Fall - \$8,000	<input type="checkbox"/> Handheld Schedule <input type="checkbox"/> Welcome Cookies & Beverages <input type="checkbox"/> AM Break Thursday <input type="checkbox"/> <del>Continental Breakfast Thursday</del> <input type="checkbox"/> Brochure Drop in Opening General Session (3 available)	<input type="checkbox"/> Stainless Steel Insulated Coffee Mug or Reusable Water Bottle <input type="checkbox"/> <del>PM Break Thursday</del>
<input type="checkbox"/> Silver Fall - \$5,500	<input type="checkbox"/> Sponsorship of a Panel	<input type="checkbox"/> <del>Sponsorship of the Attendee List</del>
<input type="checkbox"/> Exhibitor - \$4,000		

## Contact Information for Sponsorship and Ads

Contact Name \_\_\_\_\_

Company (Please list your company's name as it should appear in marketing materials) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Please provide your credit card information below or select "invoice" option.

Account Type: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover **OR** ☐ Invoice Me

Cardholder Name \_\_\_\_\_

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) \_\_\_\_\_

Please note: applications are subject to approval **Return your completed sponsorship form via e-mail to Bonita Paysour, Director of Marketing at [bonita.paysour@trigild.com](mailto:bonita.paysour@trigild.com) or fax to 858-242-1253.**