

***ARM-U***  
***TRAINING SEMINAR***  
***SPONSORSHIP***



**insideARM.com**  
accounts receivable management

In October 2014, insideARM.com will launch its first 2-day training seminar on accounts receivable management compliance and operations. *ARM-U* will feature educational presentations, panel discussions and networking opportunities with industry experts, peers and vendors. Because of the importance of their role cohesion, this one-of-a-kind event will bring senior compliance, operations, and training officers together and allow them to learn from each other, discuss pitfalls, and identify areas of improvement. The presentations will also be simulcast to those that cannot attend in person.

And via the *ARM-U* Sponsorship, you have the opportunity to be a part of this vetted group!

**Who:** Compliance, Training, & Operations Officers

**What:** 2-Day Training Seminar – 6 Sponsorships Available (no exhibit hall)

**Where:** Washington, DC

**When:** October 14-15, 2014

### **As one of six exclusive sponsors, you will receive the following:**

#### ■ Throughout Entire Event

- You will be linked to a prestigious educational event for the industry not as a vendor, but as a **Thought Leader**.

#### ■ Pre-Training Seminar Exposure

- Your company will be mentioned as a participating sponsor in all **content posts** running on insideARM.com and in the *ARM insider* promoting the seminar.
- Your company will have the ability to cross-promote content relevant to ARM-U via insideARM.com and social media, giving you the opportunity to **shape the conversation** around the event.
- Your company logo will be included in all **advertising** that runs to encourage registration signups.

## ■ Training Seminar Exposure

- You will be able to **send one member** of your team to the 2-day event (registration fee is included; travel expenses are not covered). Additional company employees can attend for \$1,000 per employee.
  - Your company may **propose a presenter role** for your team member. insideARM.com will work with you on live event content so you can be the teacher with and to industry experts.
- The attendee(s) from your company will have an ideal opportunity for **intelligence gathering** as they will be able to be a part of the complete 2-day training seminar. The attendee(s) will hear exactly what is on the minds of the individuals within the compliance, training, and operations roles at their respective organizations as they can listen to best practice and breakout session discussions that take place throughout the event.
- Because there is no exhibit hall, the attendee from your company will blend in with the other seminar attendees and be able to **meet new prospects**.
- Your company logo will be included in the **PowerPoint presentations** shown during the 2-days and broadcast on the simulcast.
- At a minimum of two different times per day, your company will be **declared** as a generous and proud sponsor of the educational event for the industry.
- If your attendee is not participating on a panel, he/she will have the opportunity to **talk about their company** and the solutions available to attendees for 2-3 minutes prior to one of the following breaks (breaks are selected on a first-come, first-served basis):
  - Morning Break, Day 1
  - Lunch, Day 1
  - Afternoon Break, Day 1
  - Morning Break, Day 2
  - Lunch, Day 2
  - Afternoon Break, Day 2
- **Additional Add-Ons** are available for even more exposure (see pricing on the last page).

## ■ Post-Training Seminar Exposure

- Your company logo will be included on the Contributors page in any complete **transcripts** that are sold post-seminar.

- Mentions of your company will be preserved in **recordings** distributed to attendees after the program, and sold in insideARM.com research library.

## Pricing & Questions:

The fee to be one of six sponsors of the upcoming *ARM-U* training seminar in Washington, DC is \$3,000. The sponsorships cannot be held and are distributed on a first-come, first-served basis. The complete payment is due in one payment by October 1<sup>st</sup>, 2014.

Please contact Client Marketing Associate, Lindsey Walters ([lwalters@insideARM.com](mailto:lwalters@insideARM.com)) or Director of Marketing & Operations, Jennifer Szumiesz ([jszumiesz@insideARM.com](mailto:jszumiesz@insideARM.com)) with any questions or to receive a sponsorship agreement.

## Additional *ARM-U* Sponsorship Opportunities:

- **Happy Hour – \$2,000:** You would be the sole sponsor of the Happy Hour event at the close of Day 1. Your name would be listed in the program as the generous underwriter of the Happy Hour and your attendee would get an additional 2-3 minutes to speak in front of the group about your services/offerings.
- **Lanyards – \$250:** Your logo would be the only one to appear on the lanyards that each of the in-person attendees would receive at the time of registration.
- **Writing Pads – \$250:** Your logo would be the only one to appear on the pad of paper that each of the in-person attendees would receive at the time of registration.
- **Pens – \$250:** Your logo would be the only one to appear on the pens that each of the in-person attendees would receive at the time of registration.