

# Turnaround Management Association 2023 MidAmerica Regional Conference



## Capital Showcase Sponsor Opportunity

Hello!

We have exciting news! The **2023 MidAmerica Regional Conference (MARC)** will take place at the [Radisson Blu Mall of America](#), March 19 - 21! [HERE are the MARC agenda, information and registration details.](#)

**The Capital Showcase Showdown** (formerly known as the *Capital Showcase*) and reception will once again take place after the last MARC session on Monday, March 20 between 3:45 and 5:30pm/Central. We anticipate that MARC will bring together 200+ individuals from private equity firms, alternative lenders, commercial lenders, consultants, turnaround specialists, and lawyers to facilitate potential deal flow, exchange ideas, and hear the latest trends.

**The Capital Showcase Showdown is complimentary for all capital firm providers AND:**

1. Has representative/s registered to attend MARC and,
2. Registered firm representative/s must be current TMA Member/s and/or firm is a MARC Sponsor.

### Capital Showcase Showdown Benefits:

- NEW this year, The Capital Showcase Showdown! We are doing an interactive group game presentation ala the Price is Right. Each provider will be part of either Showcase 1 or Showcase 2 and the audience will be the bidding contestants. Each provider as a member of either Showcase 1 or 2 will have the opportunity to make a 1-2 minute elevator pitch to the room on their company, as the "showcase description."
  - The audience will then bid on the showcase (which value will be the aggregate "preferred" deal size of all providers in Showcase 1 or 2) and the winning team will win a prize, that they will pick up at your tables in the cocktail reception area.
- Firm information listed in the electronic brochure distributed to all MARC attendees
- A complimentary high-top table on the networking floor located right outside the meeting room that will serve as the central meeting point to network throughout the Capital Showcase Showdown
  - You can display your company signage, provide literature, and hand out SWAG at your table.
  - Your firm representatives will have the opportunity to visit one on one with all MARC attendees.
  - Firm logo on signage on Showcase networking floor.

**If your firm meets the above criteria and doesn't want to miss out on meeting with potential business partners during the Showcase at TMA MARC, click below to complete the Showcase contract**

## Capital Showcase Sponsor Contract

Return completed contract to the [MN Chapter](#) by Feb 10. We will follow up with you within 3 business days.

**QUESTIONS?** Contact [Minnesota@Turnaround.org](mailto:Minnesota@Turnaround.org) or one of the Showcase committee members below.

### 2023 Capital Showcase Showdown Co-Chairs

[Gene Arenson](#)  
Alliance Management

[Dave Mack](#)  
Pathfinder Group

[Ian Rubenstrunk](#)  
Alliance Management

[Ben Woodward](#)  
First Internet Bank