

2025 M&A East Conference

Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's 2025 M&A East Conference!

The following pages include all information you need to know about sponsoring and/or exhibiting at this event.

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CONFERENCE AGENDA

Timing subject to change. Please view the Agenda page of MandAEast.com

DAY 1: Tuesday, October 14th

12:00 pm - 7:00 pm	Registration Opens for DealSource Grand Hall
12:30 pm – 2:00 pm	PE/IB Kickoff Lunch Grand Hall Overlook
2:00 pm – 5:00 pm	DealSource The most efficient way for PE and IB attendees to maximize time and source deals through 20-minute, 1:1 meetings arranged via our exclusive scheduling tool. Open to private equity investors, investment banks Grand Ballroom
2:30 pm - 7:00 pm	General Attendee Registration Opens Grand Hall
3:00 pm – 5:00 pm	DealLounge Unreserved numbered tables for impromptu meetings and Sponsor Exhibit tables. Grand Hall
4:00 pm – 5:00 pm	ACGWomen’s Networking Happy Hour Start your conference experience with a networking happy hour alongside fellow women dealmakers! Enjoy great conversation and fine wine before M&A East officially kicks off. Room 202B

<p>4:00 pm – 5:00 pm</p>	<p style="text-align: center;">Value Creation Summit</p> <p style="text-align: center;">Aligning Finance, Ops, and Tech: The Unseen Engine Behind Value Creation</p> <p style="text-align: center;">Real discussion on how these three functions must sync up for true value creation – no more silos, just actionable integration.</p> <p style="text-align: center;">Designed for Operating Partners, Value Creators, PE-Backed Executives, corporate development professionals, operating partners, and business owners.</p> <p style="text-align: center;">Pre-Registration requested</p> <p style="text-align: center;">Room 202A</p>
<p>5:00 pm - 7:00 pm</p>	<p style="text-align: center;">Opening Party</p> <p style="text-align: center;">Raise a glass and celebrate 23 years of M&A East! Join over 1,000 leading dealmakers from PE firms, investment banks, and the middle-market M&A community for a lively high-energy event where meaningful connections begin.</p> <p style="text-align: center;">Grand Hall</p>
<p><u>DAY 2:</u> Wednesday, October 15th</p>	
<p>8:00 am – 3:00 pm</p>	<p style="text-align: center;">Registration Open for all attendees</p> <p style="text-align: center;">Grand Hall</p>
<p>8:00 am – 9:00 am</p>	<p style="text-align: center;">Breakfast Roundtables</p> <p style="text-align: center;">Fuel up with a quick breakfast and dive into dynamic, small-group roundtable discussions with your peers designed by our M&A East 2025 sponsors.</p> <p style="text-align: center;">To submit your topic, please submit here by September 5th.</p> <p style="text-align: center;">Room 201ABC</p>

<p>8:30 am – 3:30 pm</p>	<p align="center">DealLounge</p> <p align="center">Unreserved numbered tables and Sponsor Exhibit Tables</p> <p align="center">Grand Hall</p>
<p>9:30 am – 3:30 pm</p>	<p align="center">DealSource</p> <p align="center">The most efficient way for PE and IB attendees to maximize time and source deals through 20 minute, 1:1 meetings arranged via our exclusive scheduling tool. Open to private equity investors and investment banks.</p> <p align="center">Grand Ballroom</p>
<p>9:40 am – 10:20 am</p>	<p align="center">Breakout Session 1</p> <p align="center">Market Trends and Real-World Impact, <i>sponsored by Pitchbook</i></p> <p align="center">Join us for an engaging two-part breakout session designed to connect market intelligence with on-the-ground business insights.</p> <p align="center">Room 202AB</p>
<p>10:40 am – 11:20 am</p>	<p align="center">Breakout Session 2</p> <p align="center">The Business of Food: Investment, M&A & Innovation</p> <p align="center">Moderator: Regan Stephens, Travel Writer, Co-Founder of Saltete</p> <p align="center">Room 202AB</p>
<p>12:30 pm - 1:00 pm</p>	<p align="center">Lunch Break</p> <p align="center">Recharge and reconnect with colleagues over a networking-friendly lunch.</p> <p align="center">Room 201ABC</p>
<p>1:40 pm – 2:20 pm</p>	<p align="center">Breakout Session 3</p> <p align="center">Rising Tide: The Emergence of New Roll-Up Strategies, <i>sponsored by Royer Cooper Cohen Braunfeld</i></p> <p align="center">Room 202AB</p>

<p>2:40 pm – 3:20 pm</p>	<p>Breakout Session 4</p> <p>Game Changers: The Business Behind Sports</p> <p>Moderator: Jonathan Perelman, Partner, GSE Partners</p> <p>Room 202AB</p>
<p>3:30 pm – 5:00 pm</p>	<p>Closing Happy Hour</p> <p>Wrap up M&A East with one last round of networking! Whether sealing a deal, swapping business cards, or simply toasting to a successful event, this is the perfect way to end on a high note.</p> <p>Grand Hall Overlook</p>

HOTEL ACCOMMODATIONS

Philadelphia Marriott Downtown

1201 Market Street, Philadelphia, PA 19107

We have a limited block of rooms, please secure them as soon as you know you intend to reserve a room. Make your reservations no later than Thursday, September 11.

To reserve your room online, click [HERE](#) or visit <https://mandaeast.com/venue/>.

If calling to reserve your room, call **1-888-236-2427** and reference "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$245/night. Rooms are based on availability. We recommend reserving your room early.

****IF YOU RECEIVE A CALL FROM AN INDIVIDUAL OR FIRM TO BOOK A ROOM FOR THIS CONFERENCE, PLEASE NOTE THEY ARE NOT AFFILIATED WITH ACG OR THE LOEWS HOTEL AND DO NOT HAVE THE AUTHORITY TO BOOK ROOMS FOR US. PLEASE DISREGARD ANY EMAILS OR CALLS FROM THESE INDIVIDUALS AND BE SURE TO BOOK YOUR ROOM USING THE INFORMATION PROVIDED ABOVE.****

SUMMARY OF DEADLINES

Item	Deadline	Submit To:
<p>Attendee List Distribution</p> <p>*Pre-Attendee Lists to Sponsors Only!*</p>	<p>Early Pre-Attendee List <i>August 14th</i></p> <p>Pre-Attendee List <i>September 12th</i></p>	<p>Register Online: https://mandaeast.com/registration/</p>
<p>Shipping Instructions</p>	<p>Details provided by ACG Philadelphia <i>in mid-August</i></p> <p>See page 8 for details.</p> <p>Shipping Deadline <i>October 9th</i></p>	<p>Questions? Jordana Weissman, jweissman@acg.org</p>
<p>Order Power for Sponsor Booth</p>	<p>Order Deadline <i>September 22nd</i></p> <p>*Prices for power will increase after 9/22</p> <p>See page 10 for details.</p>	<p>Use the attached form to order power for your booth</p> <p>Questions? Kristina McGee kmcgee@acg.org</p>
<p>Hotel Room Block</p>	<p>Closes when sold out and no later than Thursday, September 11th.</p> <p>See page 6 for details.</p> <p>Based on availability - book early!</p>	<p>https://www.mandaeast.com/venue-hotel</p>
<p>Sponsor Registration</p>	<p>Collecting now!</p> <p>Online Registration Closes <i>September 22nd</i></p>	<p>Jordana Weissman jweissman@acg.org</p> <p>See page 11 for details.</p>

SPONSOR EXHIBIT GUIDELINES

Diamond, Platinum, and Philly Special Sponsors for M&A East will receive a reserved 6-foot table with 2 chairs behind their booth from Tuesday, October 14th at 12 PM until Wednesday, October 15 at 5:00 PM.

All exhibit tables will be placed in *Grand Hall* of the PA Convention Center unless otherwise specifically mentioned in the sponsor agreement.

ACG assigns all booth placements. Booth placement will be distributed to sponsors by October 3 and will be available on-site throughout the conference.

Exhibit Table Requirements

PLEASE REVIEW CAREFULLY

If your display does not comply, you will be required to make onsite adjustments or to remove it.

- Firm specific signage is not provided to sponsors.
- Floor diagrams will be available on-site and will be distributed VIA email to each sponsor by October 3.
- Diamond, Platinum Sponsors, and Philly Special Sponsors will be provided a 6' x 30" table.
- 2 chairs are included with your table.
- Standing / retractable banners must be placed BEHIND the exhibit table.
- Tabletop displays that can fit on a 6' long table are acceptable and there are no height restrictions.

Table Set Up & Tear Down

Set-Up

It is recommended that sponsors set up on Monday, October 13 between 2:00pm - 4:00 pm. Sponsors should be set up in advance of the 5:00 pm Opening Party on Tuesday, October 14.

Tear Down

- Package materials at the conclusion of the Closing Reception, which ends at 5:00 pm.
- Tables will be torn down on Wednesday, October 15 by 5:30 pm. Any remaining materials will be discarded at that time.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 5:15 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

SHIPPING GUIDELINES

Please find all shipping documents at the link [HERE](#).

Receiving Shipment

OPTION 1: Ship materials to our freight forwarder – General Exhibition Services (GES) for receipt no later than **October 9, 2025. This is a firm deadline.** Please use the attached **Exhibition Freight Labels** on your shipments. Make sure to review all other shipping information attached.

We are not responsible for any items lost or damaged. All packages should be insured at the appropriate value.

PLEASE NOTE – We do not assign booth numbers, if booth numbers are requested use your company name.

OPTION 2: You may carry in your materials by hand or using a small handcart on Monday, October 13, 2025, between 2PM and 4PM or Tuesday, October 14 between 9AM to 11AM and deliver directly to your table.

Return Shipment

Sealed and labeled boxes that are ready to be shipped should be put on top of your table by 4PM on October 15th for GES to collect. Be sure your SHIPPING ACCOUNT # is on your label. If you do not have prepared labels, GES will provide blank labels for you to be completed by you. A Bill of Lading is also required for return shipments. The Bill of Lading can be downloaded in advance from the sponsor kit or GES can provide one for you on site.

Important Note: Materials may not be shipped out by the freight forwarder (GES) until Friday, October 17. For immediate shipment, please come prepared to ship your materials from the UPS Location located within the Convention Center or the FedEx location at the located at 1201 Market Street.

We are not responsible for any items lost or damaged. All packages should be insured at the appropriate value.

Ordering Electricity for Your Exhibit Table

If you would like to order electrical service for your exhibit table, please download and complete the **Electric Service & Labor Installation Order Form** available [HERE](#).

- If you do not yet have a booth number, you may leave that section blank.
- For basic needs such as powering a laptop, monitor, or charging a cell phone, the **110/120 Volt Service – 500 Watt** option should be sufficient.
- Labor information and scheduling have already been completed for your convenience.

To receive the **advance rate**, please return your completed form by **September 22, 2025**. After this date, service rates will increase.

Submit forms via email to:
exhibitorservices@paconvention.com

For questions or additional assistance, contact Exhibitor Services:
exhibitorservices@paconvention.com
(215) 418-2190

SPONSOR BENEFITS

What Tickets/Memberships are Included?

Please see below for included benefits with your sponsorship package:

Benefits	Diamond	Diamond Supersize	Platinum	Platinum Supersize	Philly Special	Gold
Total Tickets to M&A East	8	10	5	7	4	2
Tickets to PE/IB Kickoff Lunch	2	2				
ACG Annual Memberships	2	3	1	1		
Tickets to ACG Breakfast Briefings	10	12	6	8	4	2

General Registration Tickets

- As a sponsor, your firm receives complimentary general registration tickets to M&A East on Tuesday, October 14, and Wednesday, October 15 at the PA Convention Center.
- *All General Attendees* are invited to all events held unless specifically noted as invite only on the agenda.
- All PE firms and Investment Banks who are participating in DealSource have the same access as General Attendees + entry to the DealSource Room for meetings on Tuesday and Wednesday + the PE/IB Lunch.
- If you would like to bring more registrants than your allotted number, they can join at the lowest advertised price of \$425.
 - Please reach out to Kristina McGee at kmcgee@acg.org for additional registrations at \$425 from the same company.
- You will be contacted directly by the ACG Philadelphia team to complete your general registration by August 8 to be included in early attendance lists. The final registration deadline for sponsors is September 22nd.
 - **We will do our best to accommodate swaps or additional attendees after 9/22, but cannot guarantee. Requests made after 10/3 will be addressed on-site as walk-ins.**

Digital Flyer

- Attached please find an optional promotional flyer for M&A East to be used online exclusively by our 2025 sponsors to promote your participation in the event
- If you'd like to use the flyer, follow the attached instructions to insert your company's logo on the top, left-hand side
- Please note, there are two file versions – one for email format, and one for LinkedIn

ATTENDEE LIST

Distribution

The ACG Philadelphia team will circulate 2 pre-attendee lists to sponsors.

- Early Pre-Attendee List
 - Register by August 8 to be included
 - Distribution on August 14th
- Pre-Attendee List
 - Register by September 5th to be included
 - Distribution on September 12th

Online Registration closes at 5 PM on October 3rd, 2025. All registrations after that will be treated as walk-ins.

Usage & Conflicting Event Policy

ATTENDEE LIST USAGE

The intent of providing the attendee list is to facilitate targeted networking and meaningful business connections prior to, at, and directly following the event. Additionally, the attendee list cannot be distributed to outside parties not directly associated with the event or conference, nor can it be used for mass solicitation purposes of any kind. Sponsors, exhibitors, members and attendees found to be in violation of this policy, voluntarily forfeit all of the remainder of the sponsor, exhibitor, event attendee or member benefits that were to be provided to them.

CONFLICTING EVENTS

To ensure fairness to all attendees and protect the investment of all conference sponsors, we request that all conference sponsors, exhibitors and attendees agree not to create or promote outside activities or events that are in direct conflict with specific elements of the official posted conference agenda of the 2025 M&A East Conference, unless otherwise agreed upon with ACG Philadelphia.

Sponsors, exhibitors, and registered attendees found to be in violation of ACG Philadelphia policies and agreements regarding conflicting events, voluntarily forfeit the remainder of the sponsor, exhibitor and event attendee benefits that were to be provided to them.

ADVANCE APPROVAL

ACG Philadelphia recognizes that there are outside sponsored events that are complementary to the Conference, and we want to be supportive where possible. Therefore sponsors, exhibitors, event attendees and members are encouraged to receive advance approval from Ali Garber, Executive Director of ACG Philadelphia (agarber@acg.org), to ensure that any planned outside event, activity or attendee list usage does not conflict with these terms and conditions.