

2018 Florida ACG Capital Connection® Sponsor Set-up & Tips



November 12-14, 2018
The Vinoy Renaissance St. Petersburg Resort and Golf Club

Important Information for your 2018 Florida ACG Capital Connection® Sponsorship

Attendees for Conference

- Each sponsoring firm receives a total allotment of conference tickets from 2-10, depending on level of sponsorship, and 1-3 golf/tennis registrations, again depending on level.
- If you have NOT done so already, please email your attendees/golfers/tennis registrations at any time to info@acgflorida.com. The sooner we have the names, the sooner they will show up on the attendee lists or you can go online to register and choose ATTENDEE as Registrant Type and General Attendee as Event Fee. Use Discount Code FLSPONSOR

Conference Bag Items

- We anticipate stuffing 500 conference bags to be handed out to each attendee upon registration. Company logoed promotional products (i.e., pens, hand sanitizer, flash drives, sunscreen, etc.) are good ideas to consider for bag stuffing.
- Items for bag stuffing should be sent to The Vinoy for arrival no earlier than Wednesday, November 7th and no later than Friday, November 9th. We will be stuffing bags on Sunday, November 11th
- The following information must be included on all packages to ensure proper delivery:
The Vinoy Renaissance
501 5th Ave. NE
St. Petersburg, FL 33701
Hold for Sherry Smith/Florida ACG Capital Connection
c/o **YOUR COMPANY NAME (FOR BAG STUFFING)**
(1 of 1, 1 of 2, etc.)
- *ACG Florida is not responsible for any items lost or damaged. All packages should be insured at the appropriate value.*

Sponsor Booth

- Each sponsoring firm will be provided with a 6' x 30" skirted table with two chairs in our Attendee DealLounge, **OR in the case of IBs/PEGs that are sponsors, you will have your table in the EXHIBIT HALL.**
- **Some sponsors do not want a booth, and if that is the case, please email info@acgflorida.com**
- ACG Florida will assign all booth placements, and you will receive your Table # in early November for shipping purposes.
- Gadgets, premium items and raffles are great booth ideas. Manage booth collateral. We recommend bringing approx. 150 pieces of literature. Remember, not everyone will collect firm materials.
- Signage is not provided to sponsors, though a small sign with your name will be on your table for reference only.
- Floor diagrams will be available in early November and also onsite.
- Standing / retractable banners must be placed BEHIND the table.
- Bring an ample supply of business cards!
- Items for your sponsor table should be sent to the Vinoy for arrival no earlier than Wednesday, November 7th and no later than Monday, November 12th. Set-up begins at 10:00 am on Tuesday, November 13th and tear-down will be Wednesday, November 14th at 3:30 pm.

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How to Maximize Your 2018 Florida ACG Capital Connection® Sponsorship

Networking

- Understand the audience at the 2018 Florida ACG Capital Connection:
 - Dealmakers from around the country representing private equity, corporate development officers and financial executives, investment bankers, lenders, and professional services providers who work in M&A and corporate growth.
 - PE firms either in or out of the region have portfolio companies that may need your business.
- Bring the right people. Depending on your sponsor level, you receive 2 to 10 conference tickets. If you have offices outside of Florida, you may want to consider bringing partners and senior professionals from those other offices.
- Plan meetings at your sponsor table in The Attendee DealLounge from Tuesday, November 13th at 2:30 pm through Wednesday, November 14th at 3:30 pm
- An agenda is available on the web site (www.acgflorida.com) on the agenda/schedule tab.
- Follow-up is crucial.

Attendee Lists

- Utilize both the early and pre-conference attendance lists, which will include PE exhibitors, investment banking firms, general attendees and sponsors – and will be **distributed to sponsors only sometime after EARLY BIRD, Sept 21st**. Emails and phone #s will be included. Use this list wisely – we do not recommend mass emails! Attendees that are registered can ALWAYS login to the event and “view registered attendees”

Mobile App

- Our 2018 Conference App will launch in mid-October. Both a Mobile and Desktop version will be available.
- Do your due diligence. Use the app and web site to see what firms are in attendance.

Social Media

- Take advantage of social media tools to spread the word about your sponsorship and the conference.
- Join ACG Florida Capital Connection on LinkedIn