

# 2018 SPONSORSHIP PROSPECTUS



## ACG Florida is a partnership of the four Florida Chapters of ACG in North Florida, Orlando, South Florida and Tampa Bay.

The Florida ACG Capital Connection®, now in its 14<sup>th</sup> year, is the last ACG Capital Connection® of 2018 and the collective effort of four ACG chapters spanning Florida. It puts “**sun and fun**” into deal-making for the middle market, bringing together hundreds of dealmakers in one location.

Just like in previous years, we are planning 2-1/2 fun, luxurious and efficient days, including:

- Early Arrivals Reception on Monday, Nov 12th for those arriving early
- Annual Golf Tournament
- Welcome Reception/Capital Connection “Wine Tasting”
- A schedule to give you maximum time to network

Fill your pipeline for 2019 at what has become one of the Southeast’s premier destinations for deal flow and networking with 500+ representatives of private equity firms, commercial and investment banks, growth-oriented companies, accounting and law firms, and other professionals all focused on middle-market deal making.

***The Florida ACG Capital Connections are just the right size for making worthwhile connections!***

This year’s event is hosted by ACG Tampa Bay and our co-chairs include:

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# 2018 Florida ACG Capital Connection

Vinoy Renaissance, St. Petersburg, FL

November 12 – 14, 2018

## AGENDA (subject to change)

<b>Monday, November 12, 2018</b>	
6:00 to 8:00 pm	Early Arrival's Reception
9:00 to 10:00 pm	Game Night, presented by Emerging Professionals
<b>Tuesday, November 13, 2018</b>	
8:00 am to 1:00 pm	Golf Tournament (optional event)
10:00 am to 1:00 pm	Tennis Tournament (optional event)
10:00 am	Attendee Deal Lounge Open – begin your networking
11:00 am to 2:30 pm	Women's Forum Lunch (optional event)
2:30 to 4:00 pm	<b>DealSource I</b> – 20 minute meetings between PEG and IB exhibitors
4:00 to 5:00 pm	Welcome Speaker
5:30 to 7:30 pm	<b>Capital Connection/All-Invited Welcome Reception/Wine Tasting with PEGs/IB exhibitors pouring wine</b>
8:00 to 9:30 pm	Attendees on own for dinner
9:30 to 11:30 pm	Late Night Dessert After Party & Poker Tournament
<b>Wednesday, November 14, 2018</b>	
7:30 am to 12:00 pm	<b>DealSource II</b> – 20 minute meetings between PEG and IB exhibitors
7:30 am to 4:00 pm	Attendee Deal Lounge Open
7:30 to 9:00 am	Breakfast
8:00 to 9:00 am	Breakfast Speaker
9:30 to 10:30 am	Roundtable Breakout
10:45 to 11:45 am	Roundtable Breakout
12:30 to 2:00 pm	Keynote Speaker/Lunch
2:00 to 3:30 pm	<b>DealSource III</b> – 20 minute meetings between PEG and IB exhibitors
3:30 to 5:00 pm	Closing Reception

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## HIGHLIGHT OF EVENTS

### EARLY ARRIVALS RECEPTION

Start the event in style with the "Early Arrivals Reception", Monday, 11/12. Meet those attendees that will arrive early to begin their networking as well as those golfing the next day!

### GAME NIGHT, presented by Emerging Professionals

**NEW THIS YEAR** – ACG's Emerging Professionals will host "game night" on Monday, 11/12, after you have enjoyed dinner in beautiful downtown St. Petersburg or on-site at the hotel.

### ANNUAL GOLF OUTING

One of the highlights of coming to the Florida ACG Capital Connection® is the opportunity to play golf in November! Annual attendance at the tournament typically exceeds 90 players.

### WOMEN'S FORUM LUNCHEON

**NEW THIS YEAR** - The ACG Florida Women's Forum luncheon will take place on Tuesday, 11/13, at the beautiful Vinoy Renaissance hotel. Attendees will enjoy networking and a high impact speaker/panel with some other special perks.

### ATTENDEE DEAL LOUNGE

The Attendee Deal Lounge is where all the action for non-exhibitors will take place. Check your emails, recharge cell phones, and more. Sponsors will have signage and their exhibit booth in the area.

### CAPITAL CONNECTION/WELCOME RECEPTION/WINE TASTING

This **MUST ATTEND** event is open to all conference attendees, where private equity groups, mezzanine lenders and investment bankers will have their tables set up to meet and greet all of our attendees, while pouring wine!

### LATE NIGHT DESSERT/AFTER PARTY

After dinner on your own or at one of the sponsor events on Tuesday evening, join us onsite at the hotel and continue your networking.

### DEALSOURCE

ACG Florida's DealSource consists of pre-arranged 20-minute private meetings between the private equity exhibitors and investment banking exhibitors.

### LUNCH/KEYNOTE

Our conference luncheon provides the only forum on the main conference day where ALL attendees will be gathered. Sponsor will have an opportunity to welcome attendees from the podium and introduce our keynote speaker.

### ROUNDTABLES

This year's event will feature up to 3 Roundtable discussions with industry experts in smaller rooms for more intimate conversations. Program content is determined by the 2018 Planning Committee (we encourage potential sponsors to submit program ideas).

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## SPONSOR OPPORTUNITIES

### Platinum Sponsors - \$15,000 (unlimited number but industry exclusive)

- 10 conference registrations (**valued up to \$6K**)
- 5 golf or tennis registrations (**valued up to \$975**)
- 6' table in sponsor area of attendee deal lounge or in capital connection/deal source (if PEG/IB)
- Reserved table at lunch
- Ad in onsite guide
- Recognition on conference APP
- Logo on website with hyperlink
- **NEW THIS YEAR** – Leaderboard Ad (728x90) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida)
- **NEW THIS YEAR** – Opportunity to be a thought leader at a moderated breakfast table on Wednesday
- Signage throughout venue
- Promotional item and brochure in conference bags (sponsor to provide)
- Prominent placement of logo link on email blasts and social media postings
- 2 booth staff passes to conference
- Visibility on A/V at podium at all conference events
- Sponsor ribbons on attendee badges
- Registration discount for company non-members

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## SPONSOR LEVEL BENEFITS

	Gold \$10K to \$11.5K	Silver \$7K to \$8.5K	Bronze \$4K to \$6K
	<b>(choose one)</b> <ul style="list-style-type: none"> <li>• Lunch/Keynote Speaker - \$11,500 SOLD</li> <li>• Capital Connection/Welcome Reception/Wine Tasting - \$11,500</li> <li>• Rest &amp; Reset Lounge - \$10,000 SOLD</li> <li>• Charging Stations - \$10,000</li> </ul>	<b>(choose one)</b> <ul style="list-style-type: none"> <li>• Conference Bags - \$8,500 SOLD</li> <li>• Golf Tournament - \$7,500</li> <li>• Lanyards - \$7,000 SOLD</li> <li>• Water - \$7,000 SOLD</li> <li>• Room Keys - \$7,000 SOLD</li> <li>• DealSource - \$7,000</li> <li>• Welcome Speaker - \$7,000 SOLD</li> </ul>	<b>Choose one</b> <ul style="list-style-type: none"> <li>• Early Arrivals Reception - \$6,000 SOLD</li> <li>• Late Night After Party - \$6,000 SOLD</li> <li>• Conference App - \$6,000</li> <li>• Registration - \$6,000</li> <li>• Attendee Lounge - \$5,000</li> <li>• Women's Forum Lunch - \$5,000 SOLD</li> <li>• EP Game Night - \$5,000</li> <li>• Breakfast - \$5,000 SOLD</li> <li>• Roundtables (2) - \$5,000 1 SOLD</li> <li>• On-Site Guide - \$5,000</li> <li>• Wi-fi - \$5,000 SOLD</li> <li>• Closing Reception - \$5,000</li> <li>• Coffee Breaks - \$5,000 SOLD</li> <li>• Tennis Tournament - \$4,000</li> <li>• Rest &amp; Reset Lounge "extras" - \$4,000 per                             <ul style="list-style-type: none"> <li>• Shoe Shine - PENDING</li> <li>• Smoothie Bar</li> <li>• Hand Massage/Mini Mani</li> <li>• Massage Chairs</li> </ul> </li> </ul>
Conference Registrations	6	4	2
Golf/Tennis Registrations	3	1	0
Exhibit table at venue (location depends on primary function)	√	√	√
Reserved Table at Lunch	√		
Ad in Onsite Guide	Full Page	Half Page	Quarter Page
Digital Ad on acgflorida.com	Leaderboard Ad (728x90)	Billboard Ad (970x250)	Skyscraper Ad (240x400)
Recognition on conference app	√	√	√
Host a moderated breakfast table topic	√		
Signage at venue	√	√	√
Promotional item in conference bag	√	√	√
Tiered Logo on email blasts	√	√	√
Booth staff pass to conference	2	1	0
Tiered Visibility on a/v and at podium	√	√	√
Sponsor ribbons on attendee badges	√	√	√