



M&A East Conference 2018 Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's M&A East Conference 2018!

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

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Questions, contact: Jennifer Simons, 610.664.3028 or jsimons@acg.org
Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org



Conference Agenda

M&A East kicks off with a Golf Outing on Tuesday. Conference Day 1 and Day 2 events take place at the Pennsylvania Convention Center; Enter on North Broad Street at Cherry Street (between Arch & Race Streets) Golf and Wednesday evening post-reception events held at other venues.

Timing subject to change

Golf Outing – Tuesday, October 23, 2018 | Rolling Green Golf Club, Springfield, PA

11:00 am - 12:00 pm	Registration, Practice Range & Lunch
12:00 pm	Shotgun Start
5:30 pm – 7:00 pm	Reception & Prizes

Conference Day 1 – Wednesday, October 24, 2018

8:30 am – 4:25 pm	DealSource (Day 1) Private equity firms meet with investment banks in brief, pre-scheduled meetings
12:00 pm – 4:30 pm	SPONSORS SET-UP EXHIBITS Sponsors are welcome to begin exhibiting at 1:30 pm but should be ready by the start of the Reception at 5:30 pm.
1:30 pm	Registration opens for all conference attendees Network in The DealLounge – 100+ unreserved, numbered tables
1:00 – 2:00 pm	Women's Panel Discussion: The Path to The Board Room
2:15 pm – 3:15 pm	PEER: Private Equity-backed Executives Roundtable (invitation only) Stand Out in a Crowd: Differentiated Buyers are Winning Deals (open to all registrants)
3:30 pm – 4:30 pm	Competing in an Amazon World – presented by McKinsey
4:30 pm - 5:45 pm	Keynote: Walter Robb, former CEO, Whole Foods
5:45 pm - 7:30 pm	Grand Welcome Reception Join us at the biggest, best dealmakers' networking reception and the kick-off to M&A East. Popular gaming tables return.
6:30 pm – 7:30 pm	Strategic Acquirers' Network Reception – By invitation Maggiano's
7:30 pm – 8:30 pm	Young Dealmakers' Reception – By invitation Maggiano's
7:30 pm - 9:30 pm	DealMakers' Dinner – By invitation to participating private equity firms, DealSource investment banks and corporate buyers. Reading Terminal Market

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Conference Day 2 – Thursday, October 25

8:00 am	Registration – Terrace Prefunction
8:00 am – 12:30 pm	Breakfast, Sponsor Exhibits Cappuccino Station (8 am – 12 pm)
8:00 am - 3:00 pm	The DealLounge – Terrace and Prefunction Use our 100+ numbered tables to hold impromptu meetings.
8:00 am - 10:20 am	DealSource (Day 2) Private equity firms meet with investment banks in brief, pre-scheduled meetings (pre-registration required).
9:00 am – 10:10 am	Investment Themed Roundtables Interactive discussions designed for 15 – 25+ attendees. - The Changing Retail Industry and the Impact of Amazon - Behavioral Economics to Create High Performance Teams
10:20 am – 11:30 am	Investment Themed Roundtables Interactive discussions designed for 15 – 25+ attendees. - Bolt On Acquisitions - Value Preservation/Crisis Preparedness
10:30 am - 12:30 pm	Private Equity Marketplace Connect in a dedicated environment with PE firms with \$125 billion to invest in middle market deals.
12:30 pm – 2:15 pm	Luncheon & Keynote: Chris Voss, former FBI Hostage Negotiator Grand Prize Giveaway: The Masters Announced following the keynote. <i>Must be present to win.</i>

Hotel Accommodations

ACG Philadelphia has arranged a room block during M&A East (October 23 - 25, 2018). Make your reservations no later than Friday, October 5, 2018 referencing "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$234. We recommend reserving your room early.

Philadelphia Marriott Downtown (adjacent to the Convention Center)
1201 Market Street, Philadelphia, PA
Call 877-901-6632 or visit MandAEast.com and go to the Hotel page.

www.MandAEast.com

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Summary of Deadlines for Sponsors

Deadline For:	Due By:	Submit To:
Sponsor Ad for Program Book	Friday, August 24	jamie.amen@proforma.com AND jsimons@acg.org
Attendee List Distribution *Early & Pre-attendee list to sponsors only*	Early pre-attendee list: week of August 20 (register by Aug 17 to be included) Pre-attendee list: week of September 17 (register by Sept 14 to be included) Attendee list w/confirmation email: Saturday, October 20 Post event list: 1 week after conference	Register On Line at www.MandAEast.com
Booth # Provided and Shipping instructions	Sent to all sponsors & exhibitors mid-September	Sent by ACG Philadelphia
Order Power / Internet for your Booth	Tuesday, October 2 (Deadline for early bird pricing) Questions: Jen Simons, jsimons@acg.org	Order through PA Convention Center (Service & Labor Forms will be on Exhibitor page of site)
Hotel Room Block Cut-Off	Friday, October 5 based on availability, book early	Visit MandAEast.com
Sponsor Registration	On-line registration closes Friday, Oct 19	(Custom discount codes sent by end of June)
Golf Registration	On-line registration closes Friday, Oct 19	Go to the Events Tab under www.acg.org/philadelphia
Exhibitor Shipping Deadline	Option 1: Ship to freight consolidator for receipt by Friday, Oct 19 – FIRM DEADLINE Option 2: Bring in on Wed Oct 24	Refer to p. 11 for shipping address and details.

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Sponsor Advertisement for Conference Program Book

As a benefit of your sponsorship package, all sponsors have the opportunity to place an advertisement in the Program Book, which is a slim profile, pocket sized, spiral book with dimensions of 3.5"w x 8"h. The book is a reference for dealmakers throughout the year.

The program book will be distributed to conference attendees during onsite registration on Day 1 and Day 2.

Refer to your sponsor level below for ad specifications

Gold and Gold Supersize (\$750) Sponsors

- ½ Page Black & White Advertisement, vertical orientation
- Dimensions are 2.75" wide x 3.95" high, no bleed.

Gold Supersize (\$1,250 level only)

- Full Page Black & White Advertisement, vertical orientation
- Dimensions are 2.75" wide x 8" high, no bleed.

All Diamond & Platinum Sponsors

- Full page color ad, vertical orientation
- Dimensions are 2.75" wide x 8" high, no bleed.

If you plan to use the exact same ad, please let us know and there is no need to submit a new ad.

Please submit your sponsor ad by close of business **Friday, August 24** and it should be sent as a high resolution PDF file to BOTH jamie.amen@proforma.com and jsimons@acg.org.

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General Exhibit Information

SPONSORS exhibit on Wednesday, October 24 and Thursday, October 25 at the Pennsylvania Convention Center. In 2018, all sponsors are inside the same ballroom.

PRIVATE EQUITY MARKETPLACE FIRMS exhibit ONLY on Thursday, October 25 at the Pennsylvania Convention Center.

Exhibit Hours / Set-up & Tear down times:

Exhibitor	Location	Exhibit Date	Exhibit Time	Set-up *	Tear Down *
ALL SPONSORS: Diamond, Platinum & Gold	Terrace 2 & 3	Wed Oct 24	1:00 pm – if desired 5:30 pm - 7:30 pm	Wed Oct 24 Beginning at 12 pm	Thur Oct 25 12:30 pm – 3:00 pm
		Thur Oct 25	8:00 am – 12:30 pm		
Private Equity Firms	Terrace 2 & 3	Thur Oct 25	10:30 am – 12:30 pm	Thur Oct 25 Before 8 AM DEALSOURCE meetings	Thur Oct 25 12:30 pm – 3:00 pm

* **Additional set-up, tear-down and shipping instructions are provided on pages 9 - 11.**

Electric/Internet Orders

All exhibitors that require any electric/power or Internet must order through the Pennsylvania Convention Center / SMG. Early savings are offered when placing your order by **Tuesday, October 2, 2018**. **Be sure to read the Terms and Conditions.**

In 2018, all attendees will have access to Internet! As an exhibitor, should you require Internet at your booth you may be required to place an order. Please inquire based on your specific needs with the Convention Center.

RECOMMENDATION: For sponsors that require electric for booth lighting or a laptop we have been advised that 500 watts is sufficient.

Contact PCC / SMG with questions at 215.418.2190 or utilities@paconventioncenter.com

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Sponsor Exhibit Table Requirements

M&A East sponsors will exhibit on Wednesday, October 24 and Thursday, October 25 at the Pennsylvania Convention Center.

BOOTH GUIDELINES – REVIEW CAREFULLY

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

All Sponsors

- Diamond, Platinum and Gold sponsors will exhibit in Terrace Ballrooms 2 and 3.
- ACG assigns all booth placements, and you will receive your Table # in September for shipping purposes.
- 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 on site and shared to the Pennsylvania Convention Center / SMG (for those requiring electric).
- Sponsors that require Electric/Internet must place their orders / payment directly with the Pennsylvania Convention Center / SMG. (Details provided above on page 7)
- All sponsors will be provided with a **6' x 30"** skirted table.
- Chairs are not included with your table but may be requested at no additional charge by emailing jsimons@acg.org.
- Standing / retractable banners must be placed **BEHIND** the table (as shown below).
- Table Top displays that can fit on a 6' long table are acceptable and there are no height restrictions.





Catering Options

Exhibitors (Sponsors or PE Firms) interested in having any food or beverage at their booth MUST order through Aramark. Please email jsimons@acg.org to understand any restrictions and to be put in touch with Aramark.

Exhibit Set up:

Exhibits should be set-up on Wednesday, October 24 between 12 pm – 5:00 pm. Sponsors may begin exhibiting as early as 1:30 PM, coinciding with general registration opening. Sponsors should be set up in advance of the 5:30 pm Grand Welcome Reception.

We will have a guard on duty Tuesday evening though we recommend high value items, i.e. laptops etc., be brought back on Wednesday.

Exhibit Tear Down:

All Exhibitors in Terrace 2 & 3

- Tables in Terrace 2 & 3 will be torn down on Thursday, October 25 at 12:30 PM. After 3 PM any remaining materials will be discarded.
- Place sealed and labeled packages on top of the table after 12:30 PM BEFORE GOING TO LUNCH
OR
- Place materials under the table and then package materials after lunch concludes at 2:15 PM and no later than 3:00 pm.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 3 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

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Private Equity Exhibit/Table Information

Private Equity Firms will exhibit on Thursday, October 25 from 10:30 am – 12:30 pm in the Private Equity Marketplace. **Tables are located in Terrace 2 & 3.**

Table Set Up

- Tables are 6' x 30" skirted.
- We provide chairs and signage with your firm name, **as provided via your online registration.**
- PE exhibitors that require Internet/electric will incur an additional fee as outlined (p 6).
- Tables should be set up on Thursday, October 25 before 10:30 AM. **(DealSource software scheduled meetings run from 8 – 10:20 AM on Thur)**

Table Tear Down

- Tables will be torn down on Thursday, October 25 at 12:30 PM and after 3 PM and any remaining materials will be discarded.
- Place sealed and labeled packages on top of the table after 12:30 PM BEFORE GOING TO LUNCH
OR
- Place materials under the table and then package materials after lunch concludes at 2:15 PM and no later than 3:00 pm.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 3 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

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Shipping Materials to M&A East

You have two options for bringing in materials.

1. Ship materials to our freight forwarder **for receipt no later than Friday, October 19, 2018. This is a firm deadline.**

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

Please address your packages exactly as follows:

General Exposition Services

c/o M&A East Conference

<Company Name> & <Booth Number> (Booth # will be provided in September)

205 Windsor Road

Pottstown, PA 19464

(610) 495-8866

Please also print the labels found on our website under Exhibitor Logistics and attached them to each box.

- 2 You may bring in your materials to the Pennsylvania Convention Center on Wed October 24 after 12 pm. **Courier Services MAY NOT use the loading dock. Couriers must be able to bring materials in with a small handcart or by hand.**

Courier Deliveries must be arranged for Tuesday between 10 AM – 11:30 AM in order to accommodate our current production schedule. Upon entering the Convention Center, boxes should be brought to the Terrace Prefunction where we will have staff on site to direct. It is preferred that all materials be shipped to our Freight Consolidator for delivery Friday, October 19 as noted above.

Return Shipping

Please bring your shipping labels with YOUR ACCOUNT number printed on them and place your sealed and labeled boxes on top of your table as specified on page 9 and our freight forwarder will get them to the correct shipping company for the return. Return shipping instructions will be at your table at the conference.

Important Note: Materials may not be shipped out by the freight forwarder until Tuesday October 30. If you need your materials immediately or are shipping to another conference, there is a FedEx store located in the Convention Center.

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M&A East Registration

General Conference Tickets

As a sponsor, your firm receives complimentary passes to events being held on Wednesday, October 24 and Thursday, October 25 at the Pennsylvania Convention Center.

All registered attendees are invited to the following events:

Wednesday, October 24: Panel programming on Wednesday afternoon, before the Opening Keynote (4:30 – 5:30 pm), Grand Welcome Reception 5:30 – 7:30 pm)

Thursday, October 25: Keynotes, Private Equity Marketplace, Sponsor Exhibits and Programming Sessions (8:00 am – 2:15 pm).

To register your complimentary attendees, use [this registration link](#) or visit our web site at www.MandAEast.com

We circulate 2 pre-attendee lists to sponsors.

- To be included on the Early Pre-attendance list register by COB Friday, Aug 17
- To be included on the Pre-attendance list register by COB Wednesday, September 12

Online registration will remain open through Friday, October 19.

All sponsors will receive an email with your specific firm discount code by the end of June as well as the number of allotted tickets. For your quick reference, here is the breakdown of tickets.

Level	Conference Tix	Add'l Tix to Welcome	C-Level Guest Pass	Breakfast Pass	ACG mbrship
Diamond	9	1	2	10	2
Diamond Supersize \$2,500	10	3	3	15	2
Diamond Supersize \$5,000	11	5	3	20	3
Platinum	6	-	1	5	1
Platinum Supersize \$1,250	8	-	2	8	1
Gold	3	-	-	-	-
Gold Supersize \$750	4	-	1	2	-
Gold Supersize \$1,250	4	0	1	4	-

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Free Corporate-Level Pass

This pass is designed for sponsors to invite senior-level corporate executives that would benefit from attending M&A East, such as CFOs, CEOs and CDOs. This pass cannot be used for additional representatives of your own firm, for service providers or others. It is only to be used for C-level executives from acquisitive or potentially acquisitive companies.

Golf

Our M&A East Golf Outing is Tuesday, October 23 at Rolling Green Golf Club in Springfield, PA. You must register and pay for golf separate from the Conference. Link to be made available soon.

M&A East Sponsor Registration Instructions - How to use your Discount Codes

Each sponsor will receive a detailed email in mid to late June with their custom discount code, instructions on how to register and an outline showing how many tickets they receive.

To register attendees, [use this link](#).

1. Each attendee, regardless of membership status, must log into their account to register. If they do not have an existing account, creating a new account takes seconds and their information will be retained for future registration ease.
2. A confirmation email will be sent to registered attendees the weekend prior to the conference. The email will include directions, parking information, a final agenda and a link to the mobile app where they can download the attendee list.

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Conflicting Event & Attendee List Usage Policies

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 conflict with specific elements of the official posted conference agenda of the 2018 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.

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, member 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.

ADVANCE APPROVAL

ACG Philadelphia recognizes that there are outside sponsor events that are complimentary 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 Stephanie McAlaine, Executive Director of ACG Philadelphia, to ensure that any planned outside event, activity or attendee list usage does not conflict with these terms and conditions.

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