

sponsorships

2018

It's a new year with new opportunities as you consider a sponsorship of the 16th annual M&A East Conference & Golf Outing.

ACG Philadelphia provides opportunities for sponsors to gain visibility throughout the year at multiple price points to this desirable audience of strategic and financial buyers, investment and commercial bankers as well as other deal professionals.

M&A East Sponsorships are available at three tiers: Diamond, Platinum and Gold. Sponsors have the opportunity to supersize their sponsorship to gain year round visibility with ACG, which includes many added benefits, for a relatively nominal increase in cost.

In 2018, we will offer several "shared" sponsorships that in prior years has always been a single sponsorship. Industry exclusivity will remain in place.

Commitment Deadlines

Get the most value from your sponsorship by committing early.

Submit the signed commitment forms (pgs 20 & 21) by the dates noted below. Hard copy collateral materials are mailed to over 10,000 M&A dealmakers from around the country. The Save the Date card is also distributed at InterGrowth.

Important Deadlines:

Right of First Refusal	March 9, 2018
Save the Date Card	April 13, 2018
Conference Brochure	May 18, 2018

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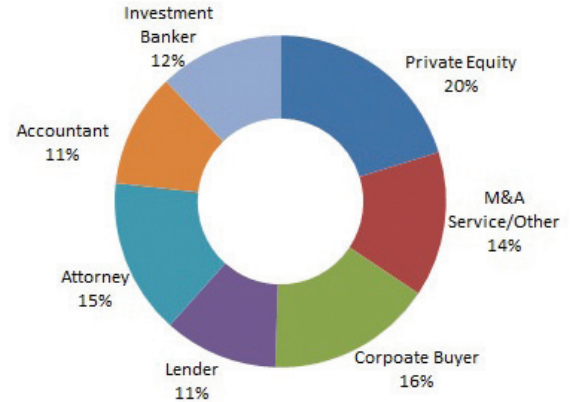
About ACG Philadelphia and M&A East

About ACG Philadelphia www.acg.org/philadelphia

ACG Philadelphia, the leading network for middle market M&A, is focused on facilitating relationships valuable in sourcing and successfully completing transactions, educating dealmakers on current trends and best practices, and promoting awareness of our vibrant dealmaking community.

ACG Philadelphia boasts a membership of 600 leaders in strategic corporate development, private equity, investment banking and other M&A professions. As a chapter, we host high-quality educational programs as well as deal-generating networking events, which include monthly Breakfast Briefings, PE-Backed Executives' Roundtable (PEER), Strategic Acquirers' Network, ACG University, Young Dealmakers' and Womens' events, Member Networking and an annual Golf Outing.

ACG Philadelphia Membership Composition

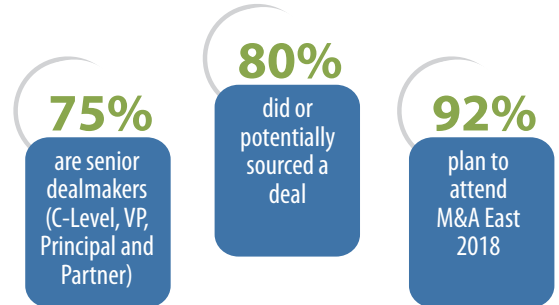


About M&A East MandAEast.com

M&A East is the premier Mid-Atlantic deal conference attracting more than \$125 billion in capital and 1,300 middle market dealmakers including corporate buyers, national private equity firms, intermediaries, and financing sources.

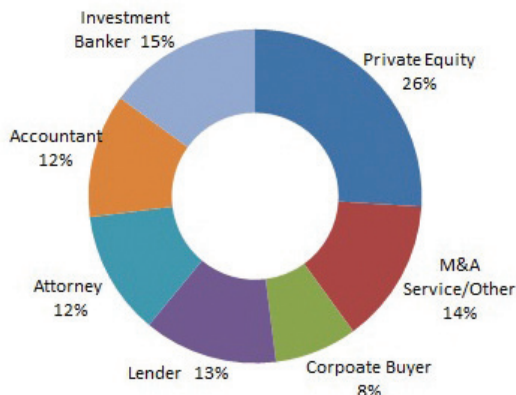
The event offers access to the latest industry knowledge from national thought leaders; interaction with industry peers and networking; a national Private Equity Marketplace; DealSource investment banking meetings; exclusive dinners for private equity firms, investment banks and corporate executives.

QUICK STATS FROM 2017 ATTENDEES

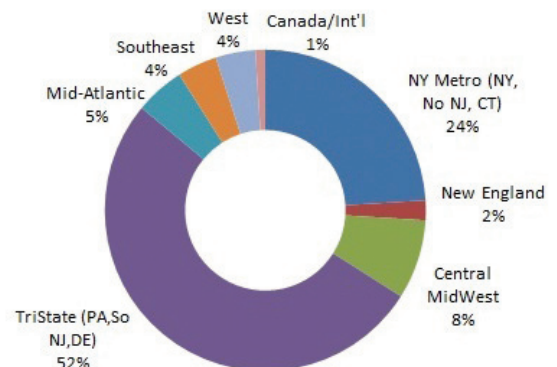


Top reasons attendees come to M&A East: Networking, Meet M&A Peers and PE Firms, Source Deals

M&A East 2017 Attendee Breakdown



M&A East 2017 Attendees by Region



M&A East Conference Agenda: October 23 - 25, 2018

M&A East will return to the Pennsylvania Convention Center. Events will be held in the Terrace Ballrooms unless otherwise specified. Events and times are subject to change.

Tuesday, October 23, 2018

11:30 am - 7:00 pm **Golf Outing (Rolling Green Golf Club)**

Wednesday, October 24, 2018

8:30am **REGISTRATION OPENS FOR DEALSOURCE ONLY (pre-registration required)**

9:00am - 4:30pm **DealSource (Day 1)** - Private equity firms meet with investment in brief, pre-scheduled meetings. Open to PE Marketplace exhibitors and pre-registered DealSource Investment Banks.

1:30pm - 7:30pm **The DealLounge & Sponsor Exhibits** - Over 100 unreserved, numbered tables to hold meetings while connecting with over 50 exhibiting sponsors.

2:00pm - 4:15pm **Programming**
PEER: Private Equity backed Executives' Roundtable, Women in Delamaking, others to be announced
Open to all attendees

4:30pm - 5:30pm **Opening Keynote**

5:30pm - 7:30pm **Grand Welcome Reception**
 The biggest, best dealmakers' networking starts here at our must attend cocktail party with our popular gaming tables!

6:30pm - 7:30pm **Strategic Acquirers' Network Reception**
By invitation only

7:30pm - 8:30pm **Young Dealmakers Reception**
By invitation only

7:30pm - 10:00pm **DealMakers' Dinner**
By invitation only to PE Marketplace Exhibitors, DealSource Investment Banks and Corporate Buyers.

Thursday, October 25, 2018

7:30am **Registration Opens**

7:30am - 9:00am **Continental Breakfast & Networking**

7:30am - 3:00pm **The DealLounge & Sponsor Exhibits** – Over 100 unreserved, numbered tables to hold meetings while connecting with over 50 exhibiting sponsors.

8:00am - 10:30am **DealSource (Day 2)**

9:00am - 11:30pm **Programming: Industry Roundtables / Panel Sessions**

10:30am - 12:30pm **Private Equity Marketplace**

12:30pm - 2:15pm **Luncheon & Keynote**

"The new space was fantastic. Liked having everyone on a single floor."

"DealSource remains the gold standard."



Diamond Sponsor

Here's how it works. Keep your M&A East Sponsorship OR "Supersize" to add value and visibility. Base prices below. See page 5 for event details.

Convert Your M&A East Sponsorship to an Annual ACG Sponsorship & Save		Base price below	Supersize & Save!	
			Add \$2,500 (valued at \$5,000)	Add \$5,000 (valued at \$10,000)
M & A E A S T	M&A EAST BENEFITS			
	Premium Exhibit Table (6' x 30")	✓	✓	✓
	Logo on Website with Hyperlink	✓	✓	✓
	Logo on Email Blasts with Hyperlink	✓	✓	✓
	Logo on all Print Brochures/Marketing	✓	✓	✓
	HTML emails spotlighting your sponsored event	✓	✓	✓
	Total tickets to M&A East - no separate booth pass offered (\$535 avg. value/ticket)	9	10	11
	Additional tickets to the Conference offered at lowest published price regardless of membership	✓	✓	✓
	Additional tickets to the Grand Welcome Reception (\$150 value/ticket)	1	3	5
	Free C-level guest passes to M&A East (\$535 avg. value/ticket)	2	3	3
	Full page color ad in M&A East Pocket Program book	✓	✓	✓
	Inclusion in on-line and print advertising and the mobile app	✓	✓	✓
Visibility on A/V and at podium at your sponsored event	✓	✓	✓	
Priority Exhibit Table placement among sponsors			✓	
Visibility All Year Long				
A C G	ACG Memberships (\$425 value)	2	2	3
	Tee/Hole Sponsorship @ ACG Philadelphia Golf Outing 6/18 (\$250 value)	-	✓	✓
	Sponsorship of an ACG Breakfast Briefing Mtg. (\$2,500 value) industry exclusive	-	✓	✓
	NEW Leaderboard Ad on ACG Philadelphia website			✓
	NEW Billboard Ad on ACG Philadelphia website		✓	
	Logos scroll on ACG home page (\$500)	-	✓	✓
	Tickets to ACG Breakfast Briefings (\$80 avg. value/ticket)	10	15	20
	Select an ACG program as noted below and described on pages 12 – 19 (\$5,000) (select one - first come, industry exclusive)	-	-	✓
Logo and link on widely read Quarterly DealWire Philadelphia newsletters (\$3,000)	-	-	4x	



M&A East Diamond Sponsor Base Prices

(Up to 3 per event, industry exclusive)

DealLounge	\$13,500
Dealmakers' Dinner	\$13,500
Gaming Tables	\$11,000
Grand Prize Giveaway	\$11,000
Grand Welcome Reception	\$13,500
Luncheon Keynote	\$13,500
Opening Keynote	\$11,000
PE Marketplace	\$11,000
Pocket Program Book	\$11,000
Portable Power Banks	\$13,500
Snack Station	\$11,000
Water Bottle	\$11,000
WiFi	\$13,500

Refer to page 5 for event details

(Make selection on the Commitment Form)

ACG Programs:

- ACG University...Page 12
- Golf Outing Lead Sponsorship...Page 13
- New Years Reception...Page 14
- New Years' PE Wine Tasting...Page 15
- PE-Backed Executives' Roundtable...Page 16
- Strategic Acquirers...Page 17
- Women in Dealmaking...Page 18
- Young Dealmakers...Page 19

M&A East Diamond Sponsor

Available for M&A East or joint ACG/M&A East

(Up to 3 industry exclusive sponsors for each event)

DealLounge – 100+ numbered meeting tables located throughout the conference floor designed for attendees to take a break or schedule meetings. Sponsor logo appears on custom stanchion signage at each table.



DealMakers' Dinner – This opening night dinner is one of the most sought after tickets at M&A East where Private Equity groups, Investment Banks and Strategic Acquirers come together for a focused networking and a Taste of Philly evening.

Gaming Tables – A fun and interactive part of the Grand Welcome Reception offering attendees friendly competition at Black Jack, Craps and Roulette. Sponsor logo imprinted on playing cards and chips.



Grand Prize Giveaway – Sponsor logo included on all signage and announcements regarding prize giveaway, which is announced at the luncheon.

Grand Welcome Reception – This Reception is among the most well-attended events at M&A East because it allows dealmakers from across the country to gather and connect under one roof.

Luncheon & Keynote Address – M&A East has seen some of the most interesting and entertaining speakers including: NCAA Villanova Coach, Jay Wright, Hall of Famer Howie Long, Oakland A's GM Billy Beane, SEAL Team Six Leader Rob O'Neill, Global Outlook Expert Erik Peterson, CBS Golf Commentator David Feherty, SNL Comedian Darrell Hammond, and Entertainer Ben Stein.

Opening Keynote – This keynote address runs directly before the Grand Welcome Reception. Past speakers have included Tucker Carlson and Paul Begala, Shake Shack Founder Danny Meyer, General Stanley McChrystal, Foreign Policy Expert Fareed Zakaria, News Anchors Bob Schieffer and Forrest Sawyer, the Honorable Mitt Romney, P&G CEO A.G. Lafley and General Michael Hayden.

Pocket Program Book – This pocket sized book is distributed to all attendees at the conference and includes information on all private equity firms, sponsoring firms, the conference agenda, maps, and other important information.

Portable Power Banks – Gain recognition during and after M&A East with these small and powerful phone chargers branded with your company logo. Compatible with iPhone and android phones.

Private Equity Marketplace

– Dealmakers converge at the annual PE Marketplace featuring 90+ PE firms from around the country representing more than \$125 billion in capital under management.



Snack Station – Help attendees keep their energy flowing with healthy, tasty snacks (fresh, popped popcorn and build your own trail mix), while networking, holding meeting and visiting exhibitors. Your logo will be included on to-go containers.

Water Bottle – Sponsor logo imprinted on customized bottle label and placed at multiple stations throughout Day 1 and Day 2.

WiFi – Get your name out there and keep attendees connected throughout the Conference with high-speed bandwidth by becoming our exclusive WiFi sponsor. You even get to pick the password!

Supersize these sponsorships and gain year long visibility for either \$2,500 (\$5,000 value) or \$5,000 (\$10,000 value) and save! Options & benefits outlined on page 4.

Platinum Sponsor

Here's how it works. Keep your M&A East Sponsorship OR "Supersize" to add value and visibility. Base prices below. See page 7 for event details.

Convert Your M&A East Sponsorship to an Annual ACG Sponsorship & Save		Base Price \$9,000	Supersize & Save! Add \$1,250 (valued at \$2,500+)
M & A E A S T	M&A EAST BENEFITS		
	Exhibit Table (6' x 30")	✓	✓
	Logo on Website with Hyperlink & Print Brochures	✓	✓
	Firm Name on Email Blasts with Hyperlink	✓	✓
	Total tickets to M&A East - no separate booth pass offered (\$535 avg. value/ticket)	6	8
	Additional tickets to the Conference offered at lowest published price regardless of membership	✓	✓
	Free C-level guest passes to M&A East (\$535 avg. value/ticket)	1	2
	Full page color ad in M&A East pocket program book	✓	✓
	Inclusion in all full page print advertising and the mobile app	✓	✓
Logo on "product" you are sponsoring	✓	✓	
Visibility All Year Long			
A C G	ACG Memberships (\$425 value)	1	1
	Tee/Hole Sponsorship @ ACG Philadelphia Golf Outing 6/18 (\$250 value)	-	✓
	Logo and link presence on Quarterly DealWire Email Newsletter (\$1,250 value)	-	4x
	Tickets to ACG Breakfast Briefings (\$80 avg. value/ticket)	5	8

M&A East Platinum Sponsor Base Prices
*each is industry exclusive

Bag Giveaway	\$9,000	Lanyard	\$9,000
Cappuccino Bar	\$9,000	Mobile App	\$9,000
DealSource	\$9,000	Pens & Pads	\$9,000
Flash Drive	\$9,000	Programs	\$9,000
Golf	\$9,000		

Refer to page 7
for event details

M&A East Platinum Sponsor

Available for M&A East or joint ACG/M&A East (industry exclusive sponsor for each event)

Bag Giveaway – Sponsor logo is imprinted in color on the event bag giveaway, provided to all conference attendees.

Cappuccino Bar – Sponsor logo imprinted on all cups and sleeves as well as signage at the Cappuccino/Espresso bar, which is conveniently positioned near your exhibit booth during the morning of Day 2.



DealSource – DealSource is our most in-demand program because it is the most efficient method for investment banks, private equity firms, and limited partners to schedule and conduct brief one-on-one private meetings within one day in one location!



Flash Drive – Sponsor logo imprinted on flash drives distributed to attendees at registration. Files uploaded include sponsor collateral piece, Pocket Program Book, and other relevant materials.

Golf – Sponsor logo on custom designed golf flags at each hole, welcome banners at the golf event and program seat dropped on each golf cart.



Lanyard – Sponsor logo and or name used in continuous manner on lanyards for all name badges at conference events.

Mobile App – Sponsor will receive premier visibility and advertising/logo placements on the mobile app which is available for iPhone, Android, BlackBerry, and any smartphone that has web-enabled browser capability.



Pens and Pads – Sponsor logo imprinted on pens and pads and distributed to conference attendee at registration, other general and/or breakout session (where there is not a competing sponsor).

Programs – Sponsors of the breakout sessions have the opportunity to welcome participants and panelists to their conference event and receive logo inclusion on event signage and in the program guide. Materials may be seat dropped.

Supersize these sponsorships for \$1,250 (\$2,500 value) and save! Options & benefits outlined on page 6.

- Tee/Hole Sponsorship @ ACG Philadelphia Golf Outing 6/18 (\$250 value)
- Logo and link presence on Quarterly DealWire Email Newsletter (\$1,250)
- A total of 5 to 8 Complimentary Tickets to ACG Breakfast Briefings (\$400-\$640 value)

Gold Sponsor

Here's how it works. Keep your M&A East Sponsorship OR "Supersize" to add value and visibility. Base prices below. See page 9 for event details.

Convert Your M&A East Sponsorship to an Annual ACG Sponsorship & Save		Base Price \$4,000	Supersize & Save!	
			Add \$750 (valued at \$1,750)	Add \$1,250 (valued at \$2,480)
M & A E A S T & A C G	M&A EAST BENEFITS			
	Inclusion in all print marketing materials	✓	✓	✓
	Inclusion in all full page print advertising and the mobile app	✓	✓	✓
	Black & White ad in M&A East pocket program book	1/2 page	1/2 page	full page
	Total tickets to M&A East - no separate booth pass offered (\$535 avg value/ticket)	3	4	4
	Additional tickets to the Conference offered at lowest published price regardless of membership	✓	✓	✓
	Free C-level guest passes to M&A East (\$535/ticket)	-	1	1
	Sponsor Exhibit Table at M&A East OR Hole/Tee Sponsorship at M&A East Golf Outing 10/23 (\$250 - \$500 value)*	-	✓	✓
Tickets to ACG Breakfast Briefings (\$160 - \$320 value)	1	2	4	

*Gold sponsors who are private equity firms receive their PE exhibit table at the base price.

M&A East Gold Sponsor

Available for M&A East or joint ACG/M&A East (non industry exclusive)

\$4,000

(this price does not include an exhibit table, you must supersize to receive that benefit)

- Inclusion in all printed marketing materials.
- Inclusion in all full page national and regional ad campaigns; email blasts, website links and the mobile app; and on continuous loop multimedia screens and signage throughout the event.
- A pre-formatted email flyer with only your logo to promote the event to your prospects. (upon request)
- Black & white ad in M&A East Pocket Program Book. (half or full page depends on supersize level)
- Three (3) complimentary passes to the full Conference.



Supersize the Gold Sponsorship for an additional \$750 (valued at \$1,750) or an additional \$1,250 (valued at \$2,480)

- Add an exhibit table in the Ballroom (with Diamond & Platinum sponsors) OR a tee/hole sponsorship at the M&A East Golf Outing (\$250 - \$500 value)
- Upgrade your ad to a full page black and white at the \$1,250 Supersize level only - (\$500 value)
- Free C-Level guess pass to M&A East, which allows sponsors to invite corporate acquirers who are clients, prospects or portfolio companies to M&A East and the peer only Corporate Buyers' workshop and dinner. Guests must be corporate development officers (CDO) or other c-level titles like CEO, CFO who have a similar role in companies that are active, occasional or soon-to-be strategic acquirers. (\$525 value)
- A total of 2 to 4 complimentary tickets to ACG Breakfast Briefings through Spring 2018. (\$80 avg value/ticket)

Additional Benefits for Private Equity and Investment Bank Sponsors

Private Equity

As a Private Equity sponsor, at any level, you **also** receive:

- Guaranteed registration at DealSource (sold out each year).
- Advance scheduling of DealSource appointments.
- 2 tickets to the DealMakers' Dinner for PE firms, investment bankers and LPs (\$600 value).
- Conference tickets to the 2 day Conference. (based on your sponsor level)
- An exhibit table in the PE Marketplace (\$1,500 value) with PREMIER table location.
- All benefits listed on the sponsorship page of the level you select.

Investment Banking

As an Investment Bank sponsor, at any level, you **also** receive:

- A guaranteed table at DealSource (\$750+ value).
- Free reserved, second table, if desired, and based on availability (located in DealSource Room or along 200 level corridor)
- 2 tickets to the DealMakers' Dinner for PE firms, investment bankers and LPs (\$600 value).
- All benefits listed on the sponsorship page of the level you select.

ACG Philadelphia Breakfast Briefings (Up to 2 industry exclusive sponsors for each program)

ACG Philadelphia holds an Executive Briefing on a variety of topics of interest to the M&A dealmaking community on the third Thursday or Friday of each month, from September through May, excluding October and December.

Programs are generally held either in Center City Philadelphia or a suburban location, such as Gladwyne or Conshohocken. The audience of 150+ people includes senior executives and managing partners from private equity firms, banks of all types (investment and commercial), corporations actively involved in mergers and acquisitions and a variety of professional service firms working in the M&A space.

Past programs have included or featured:

- Pam Hendrickson, The Riverside Company
- The Evolving Role of the PE Operating Partner
- Lessons Learned in Dealmaking
- Annual Middle Market Lenders Panel
- Selling into Today's Markets
- Economic Outlook with Chief Investment Strategist Mark Luschini
- Political Commentator AB Stoddard
- The Role of Family Offices in M&A Dealmaking
- Perspectives from Strategic & Financial Buyers
- Driving ROI: Human Capital and Private Equity
- Economic & Interest Rate Outlook with Joel Naroff
- Industries to Watch - Sectors Ripe for M&A Activity
- Michael Smerconish on Politics, the Election & the Economy
- Wharton Professor Jeremy Siegel
- Tom Lynch, TE Connectivity

Sponsor Benefits

As a program sponsor your firm will receive significant visibility within the growing Philadelphia M&A community, including the following:

- Five (5) complimentary seats at the program/ briefing.
- Logo or name inclusion on all materials related to the marketing of the event being distributed electronically to more than 6,000 CEOs, CFOs, corporate development officers, principals in private equity/buyout funds and other M&A professionals.
- Logo with a direct link from our events page and email blasts to your home page.
- Distribution of your collateral materials at the event, recognition from the podium and logo on handout and/or slide presentation.



Sponsorship of the Breakfast Briefing is \$2,500 if not purchased in conjunction with M&A East.

ACG University

(Up to 3 industry exclusive sponsors)

ACG University, launched in January 2011, is an exclusive educational and networking program that enrolls 40+ up and coming M&A deal makers who possess 2 – 4 years of deal experience in a serial education program designed to:

- Teach a broad range of essential deal making skills and strategies through lecture and hands-on case work to create savvy, knowledgeable and skilled dealmakers.
- Create cohorts which will facilitate long-term relationship/network building among future M&A leaders within the deal community. Each class will be composed of a balanced number of private equity and corporate buyers, investment bankers, attorneys, accountants and lenders.
- Offer access to all the resources of ACG and the broader deal community in Philadelphia through membership (included). Graduates will also be invited to become part of the ACG Young DealMakers' Group.

ACG University will immerse participants into the life cycle of a deal using a case study method for teaching the key elements of sourcing, negotiating, structuring and closing a deal. Each class will include pre-reading, expert level instruction, team-based case work/presentation of findings and feedback.

This year's curriculum is as follows:

- Class 1: Strategic / Opportunity Analysis – Sourcing Deals & Building Your Acquisition Strategy
- Class 2: Valuation – Methodologies and Approaches
- Class 3: Due Diligence – Financial, Operational, Technical, Management

- Class 4: Acquisition/Debt Financing – Financing your deal to match your exit
- Class 5: Minority Investments/Growth Equity Financings
- Class 6: Negotiating the Purchase Agreement & Closing the Transaction
- Class 7: The 100 Day Plan and Why Deals Fail followed by a Closing Reception!

Sponsor Benefits:

- Firm logo or name inclusion on all promotional materials related to the marketing of the course being distributed electronically to more than 6,000 CEOs, CFOs, corporate development officers, principals in private equity/buyout funds and other M&A professionals.
- Opportunity to kick-off the program and welcome attendees. Recognition at each of 7, half-day sessions.
- A direct link from our program website to your home page and email blast flyer.
- Distribute collateral materials at each of the 7 classes, closing dinner and recognition from the podium.

Sponsorship of ACG University is \$5,000 if not purchased in conjunction with your M&A East Sponsorship. Sponsorship of this program will begin in January of each calendar year.

Strategic Acquirers' Network

(Up to 3 industry exclusive sponsors)

ACG Philadelphia's Corporate Development Committee hosts exclusive, strictly peer-to-peer, events throughout the year for Corporate Development Officers and other corporate transactional executives to share experiences and best practices while developing relationships in a convenient, enjoyable and relaxing setting.

Our invitation-only gatherings held throughout the year including the M&A East Conference, ensure that you will have the opportunity to network, compare strategies, share ideas and experiences with your peers to help improve your acquisition success.

Prior participants are among the most acquisitive in our region...

AMETEK	NutriSystems
AmeriGas	PepBoys
AquaAmerica	Quaker Chemical
Brother Int'l	Quickie Manufacturing
Campbell's Soup	QVC
Comcast	SAP
Conair	SunGard
Day & Zimmermann	TE Connectivity
Dupont	Teleflex
GSK	Telerx
Independence Blue Cross	Triumph
Liquient	Urban Outfitters
Markel Corporation	Vishay
Nobel Learning	

Past Topics:

- Disruption through M&A - Infusing Innovation for Growth
- Corporate Venture Funds
- Culture Considerations for a Successful Acquisition:
- Corporate Divestments: A central component to a successful growth strategy
- Buy, Hold or Sell....A 2015 Global Outlook
- Negotiation Leverage Strategies in Acquisitions
- Best Practices in Corporate Due Diligence
- Perspectives on Sourcing Deals from PE & Corporate Acquirers
- Integration of HR, Human Capital and Culture
- The Year of Integration: M&A Best Practices
- Corporate Buyers' Target Selection Workshop
- Corporate Development Workshop: Private Equity Experiences & Phillies Game

Sponsor Benefits

As a sponsor your firm will receive significant visibility with corporate development officers and other senior level corporate transactional executives in and around the region.

- Logo or name inclusion on all materials related to the marketing of the event being distributed to the target audience of corporate acquirers
- Logo with a direct link from our events page and email blasts to your home page or other designated page
- Distribution of your collateral materials at the event, onsite recognition and logo on handout and/or slide presentation

ACG Philadelphia Golf Outing

ACG Philadelphia hosts a full day of golf, competition, and networking at one of our region’s best courses every summer and it’s a sell out each year.

The target audience for this event is ACG Members from around the mid-Atlantic region. Additional guests also attend the dinner only portion of the event.

Plans for the outing are as follows:

- Date:** June 18, 2018
- Location:** Waynesborough Golf & Country Club
- 11:00 am** Registration, Lunch and Practice Range
- 12:30 pm** Shot gun start
- 6:30 pm** Dinner, Open Bar, Prizes & Putting Contest



Sponsor Benefits

Reach your target market out on the course with these sponsorship opportunities.

Lead Sponsor

(industry exclusive per item, limit 2):

- Includes foursome
- Corporate logo on welcome banner and event signage

Choose one:

- Premier recognition with corporate logo on flags at every hole
- Corporate logo on the product giveaway (i.e. shirts)
- Prize sponsor with the opportunity to announce and handout prizes

Sponsorship is \$2,500 if not purchased with M&A East Sponsorship.

Tee/Hole Sponsor: (not industry exclusive)

Includes Tee/Hole Signage with your firm name

Sponsorship is \$250 if not purchased with M&A East Sponsorship.

ACG Philadelphia New Years' Reception

The annual New Year Reception is one of three yearly events designed exclusively for members. In place of a holidays party in December we bring our membership together in Center City to usher in the new year and new deal opportunities.

This event is one of the most widely attended by our membership with over 225 members attending. It is an excellent opportunity to socialize and network with dealmakers in the community.

Sponsor Benefits

- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders and other M&A professionals
- A direct link from our program web page to your home page
- Distribution of collateral material or give-aways at the event



Sponsorship of the New Year Reception is \$5,000 if not purchased in conjunction with M&A East

ACG Philadelphia PE-Backed Executives' Roundtable

(Up to 2 industry exclusive sponsors)

In 2016, ACG Philadelphia launched a new network to engage PE-backed Company CEOs and CFOs in a unique, peer only environment. The network will continue through a series of peer to peer interactive programs that encourage meaningful network building and learning. We believe CEOs and CFOs will value:

1. Engaging with a community of like-minded executives who live the challenges and opportunities of private equity backing.
2. Collaborating with PE-backed executives to gain exposure to ideas and managerial tactics aimed at optimizing your relationship with your PE partner.
3. Comparing experiences and sharing best practices to succeed at every turn, from navigating the investment process and managing growth to planning a future exit and next step.

Topical, insightful programs will be offered at least 4 times per year to encourage on-going discussion and relationship building. Each will offer ample time for networking and peer engagement, idea sharing and group discussion.



Potential Topics:

- Dealing with your most difficult board member
- Board Effectiveness / Governance
- How CEOs and CFOs Communicate
- Aligning Your Executive Team / Managing Tension in the C-Suite
- Strategic Planning
- Compensation / Incentive
- Managing Growth
- Exits & Preparing the Company (and yourself) for Sale
- Managing Through a Downturn – Your Lender, Your PE Owner
- Managing Your PE Owner
- Understanding and Getting the Most from your Resources
- Acquisitions

Sponsor Benefits

As a sponsor your firm will receive significant visibility with C-Suite executives from PE-Backed companies in and around the region:

- Logo or name inclusion on all materials related to the marketing of the event being distributed electronically to private equity/buyout funds.
- Logo with a direct link from our events page and email blasts to your home page.
- Distribution of your collateral materials at the event, recognition from the podium and logo on handout and/or slide presentation.

Sponsorship of (PEER) PE-Backed Executives' Roundtable is \$5,000 if not purchased in conjunction with M&A East.

ACG Philadelphia Spring PE Wine Tasting

The annual Spring Wine Tasting event is one of three annual events designed exclusively for members. This Wine Tasting is unique in that approximately 18 regional private equity firms host a table and select top rated and unique wines from around the globe for attendees to enjoy.

The event affords members an excellent opportunity to connect with private equity firms in a more intimate format as well providing a casual atmosphere for general networking and socializing with dealmakers from the community.

Sponsor Benefits

- Five (5) complimentary registrations
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders and other M&A professionals
- A direct link from our program web page to your home page
- Distribution of collateral material or give-aways at the event



Sponsorship of Spring Wine Tasting is \$5,000 if not purchased in conjunction with M&A East.



ACG Philadelphia Women in Dealmaking

ACG Philadelphia's Women in Dealmaking (WiD) initiative is designed to facilitate peer to peer networking, deal sourcing and industry knowledge among our region's top female deal professionals. WiD participants are active contributors to the deal transaction process including private equity investors, strategic acquirers, investment bankers as well as transaction attorneys and accountants.

Events are held 2 times per year. Past event have included:

- Wine Tasting Networking Event at Osteria
- Cooking, Networking, & Dinner at La Cucina in Reading Terminal Market
- Strategies in Poker, Tournament & Networking Reception
- Golf Clinic & Reception



Sponsor Benefits

- Three (3) complimentary registrations for women dealmakers within your office to the program/event
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders and other M&A professionals
- A direct link from our program web page to your home page
- Distribution of collateral material or give-aways at the event

Sponsorship of Women in Dealmaking is \$5,000 if not purchased in conjunction with M&A East.



ACG Philadelphia Young Dealmakers

Throughout the year the Young Dealmakers Committee, in conjunction with the Program Committee, will hold quarterly events specially targeted to young dealmakers who represent a diverse mix of up and coming future dealmakers from all disciplines including, private equity firms, investment bankers, lenders, attorneys, accountants, corporate buyers and other dealmakers.

The Goals of the Young Dealmakers Committee are:

- To further the shared interests of all young dealmakers who are members of ACG Philadelphia.
- To keep alumni of ACG University connected with ACG Philadelphia.
- To attract talented emerging dealmakers in the Philadelphia area to be members of ACG Philadelphia and applicants of ACG University.
- To foster and develop the future leaders of ACG Philadelphia.

Sponsor Benefits

- Visibility/Sponsorship of 3-4 events throughout the year, including the Fall Reception benefiting a local charity
- Three (3) registrations for young dealmakers within your office to the program/event
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to more than 6,000 CEOs, CFOs, corporate development officers, principals in private equity/buyout funds and other M&A professionals
- A direct link from our program web page to your home page
- Distribute collateral material at the event

Sponsorship of Young Dealmakers is \$5,000 if not purchased in conjunction with M&A East.



Your sponsorship will not be accepted until this 2 page commitment form (pages 19-20) is returned to: Kelly Lee at klee@acg.org.

Commitment Form (pg. 1 of 2)

CONTACT INFORMATION

Name

Title

Company (as it should appear on all collateral material)

Address

Address

City State Zip

Phone

E-Mail

Website or URL you want us to link to

Signature

Marketing contact

Name

Phone

E-mail

Firm website _____

Firm Twitter handle _____

For our planning purposes, would you like to receive hard copy Save the Dates cards and Conference brochures? Yes No

PLEASE NOTE: Sponsorship offered on a first-come, first-serve basis. 2017 exclusive sponsors have the right of first refusal on that sponsorship for 2017 ONLY until March 9, 2018.

Terms: Upon receipt of the signed commitment form, ACG Philadelphia will issue an electronic invoice emailed to the primary contact unless otherwise noted on this page.

Payment: Payment due in 60 days to guarantee sponsorship. After June 1st, payment due upon receipt.

All payments must be received by September 1, 2018, unless otherwise agreed upon, or a late payment fee will be assessed. Credit cards are not accepted for sponsorship payment.

Lock Box for Checks:

ACG Philadelphia
PO Box 82-2742
Philadelphia, PA 19182-2742

ACG Tax ID: 20-3434163

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

Sign up by 4/13/18 to be on the Save the Date Card and by 5/19/18 to be in the Conference Brochure.

ACG Philadelphia

MandAEast.com
acg.org/philadelphia
@acgphilly
P 610.971.4806
acgphiladelphia@acg.org

Commitment Form (pg. 2 of 2)

Company Name: _____

Primary Firm Focus _____ (For industry exclusive sponsorships, please select from the list below or provide your industry/area of focus)

- | | | |
|------------------|----------------------------|------------------------------|
| Accounting | Investment Banker | Private Equity |
| Consulting | Legal | Technology: |
| Corporate | Lender: | CRM technology, Other |
| Diligence | BCD, Commercial, Mezzanine | Valuation |
| Executive Search | Media | Other (please specify above) |

SPONSORSHIP OPTIONS

Please select a base sponsorship, and if you choose, a Supersize package.

DIAMOND

	BASE SPONSORSHIP	SUPERSIZE +\$2,500 or +\$5,000*		
DealLounge (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>*Diamond \$5,000 Supersize level may select 1 option below. (First come, based on availability)</p> <p><input type="checkbox"/> ACG University</p> <p><input type="checkbox"/> Golf Outing Lead Sponsorship</p> <p><input type="checkbox"/> New Years' Reception</p> <p><input type="checkbox"/> PE Backed Executives Roundtable</p> <p><input type="checkbox"/> PE Wine Tasting</p> <p><input type="checkbox"/> Strategic Acquirers' Network</p> <p><input type="checkbox"/> Women's in Dealmaking</p> <p><input type="checkbox"/> Young Dealmakers</p>
DealMakers' Dinner (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gaming Tables (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grand Prize Giveaway (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grand Welcome Reception (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Luncheon Keynote (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Opening Keynote (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
PE Marketplace (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pocket Program Book (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Portable Power Banks (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Snack Station (\$9,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Water Bottle (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
WiFi (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

PLATINUM

	BASE SPONSORSHIP	SUPERSIZE +\$1,250	
Bag Giveaway (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cappuccino Bar (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DealSource (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flash Drive (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanyard (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile App (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pens & Pads (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GOLD

(To have an exhibit table you must supersize at \$750 or \$1,250)

	BASE SPONSORSHIP	SUPERSIZE* +\$750 or +\$1,250		
Gold (\$4,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>*Gold Supersize sponsors must select 1 option as part of your benefits.</p> <p><input type="checkbox"/> Exhibit table at M&A East</p> <p><input type="checkbox"/> Tee/Hole Golf Outing 10/23</p>