



M&A East Conference 2019 Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's M&A East Conference 2019!

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

For More Information On:

Conference Agenda	Page 2
Hotel Accommodations	Page 3
Summary of Deadlines	Page 4
Sponsor Advertisement in Program Book	Page 5
General Exhibit Information and Electric / Internet	Page 6
Sponsor Exhibit Table Requirements	Page 7
Sponsor & PE Exhibitor Table Set Up & Tear Down	Page 8
Shipping	Page 9
Conference/Golf Registration & Discount Codes	Page 10
Attendee List Usage & Conflicting Event Policy	Page 12

MandAEast.com

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

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

Monday, October 21		Golf Outing
11:00 AM	GOLF DAY	Registration / Lunch / Driving Range
12:00 - 5:00 pm		Shotgun Start
5:00 - 7:00 pm		Reception & Prizes
Tuesday, October 22		Conference
8:00 AM	DealLounge / Sponsor Exhibits	Registration Open for all attendees
8:30 - 12:00 pm		DealSource: Self-Scheduled Meetings
9:00 am - 7:30 pm		Sponsor Exhibits
8:45 am – 10:00 am		Women's Program (Open to all)
10:30 am – 11:45 am		Restructuring / Lender Program PEER Roundtable
12:00 - 1:30 pm		Luncheon / Keynote - Annie Duke, Former Professional Poker Player and Author, <i>Thinking in Bets: Making Smarter Decisions When You Don't Have All the Facts</i> , Grand Prize Giveaway
2:00 - 4:15 pm		<u>Panel Sessions / Roundtables (exact timing TBD)</u> 100-Day Planning, Downturn/Economic Outlook, Changing Face of LPs
1:30 - 5:30 pm		DealSource: Software Meetings
4:30 - 5:30 pm		PM Keynote - Admiral James Stavridis, Former NATO's 16th Supreme Allied Commander Europe
5:30 - 7:30 pm		NEWLY COMBINED! Cocktail Reception & PE Marketplace
7:30 - 8:30 pm		SAN & Young Dealmakers' Events
7:30 - 10:00 pm		DealMakers' Dinner Bourbon Bash
Wednesday, Oct 23		Day 2 - MEETING DAY
8:00 - 10:00 am	MEETING DAY	Continental Breakfast
8:00 am - 12:00 pm		DealLounge in Prefunction for General Attendees
8:30 am - 11:30 pm		DealSource (pre-registration for PE & IB only)

MandAEast.com

Questions, contact: Jen Simons, 610.664.3028 or jsimons@acg.org

Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org



Hotel Accommodations

Loews Philadelphia Hotel (2 blocks from the Convention Center)
1200 Market Street, Philadelphia, PA

Make your reservations no later than Monday, September 23, 2019.

Reference "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$249.
Rooms are based on availability. We recommend reserving your room early.

Call 888-575-6397 to reserve your room.

****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.****

MandAEast.com

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

Summary of Deadlines for Sponsors

Deadline For:	Due By:	Submit To:
Sponsor Ad for Program Book	Friday, August 23	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 12 (register by Aug 9 to be included) Pre-attendee list: Fri Sept 13 (NEW DATE! Register by Sept 12 to be included) Attendee list w/confirmation email: Saturday, October 19 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	Wednesday, 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	Monday, September 23 based on availability, book early	Visit MandAEast.com
Sponsor Registration	On-line registration closes Friday, Oct 18	(Custom discount codes sent by early July)
Golf Registration	On-line registration closes Friday, Oct 18	Go to the Events Tab under www.acg.org/philadelphia
Exhibitor Shipping Deadline	Option 1: Ship to freight consolidator for receipt by Friday, Oct 18 – FIRM DEADLINE Option 2: Bring in on Tues Oct 22	Refer to p. 11 for shipping address and details.

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 Tuesday

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 23** and it should be sent as a high resolution PDF file to BOTH jamie.amen@proforma.com and jsimons@acg.org.

General Exhibit Information

SPONSORS exhibit ONLY on Tuesday, October 22 at the Pennsylvania Convention Center. All sponsors are inside the same ballroom.

PRIVATE EQUITY MARKETPLACE FIRMS exhibit ONLY on Tuesday, October 22 during the newly combined Marketplace & Reception 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	Tues Oct 22	9:00 am – 7:30pm	Tues Oct 22 between 7:30 – 9:00 am	Tues Oct 22 At conclusion of Reception
Private Equity Firms	Terrace 2 & 3	Tues Oct 22	5:30 am – 7:30 pm	Tues Oct 22 Btw 4 – 5:30pm	Tues Oct 22 At conclusion of Reception

* **Additional set-up, tear-down and shipping instructions are provided on pages 8 - 9.**

Electric/Internet Orders

All exhibitors that require any electric/power or Internet must order through the Pennsylvania Convention Center / SMG online – instructions below. Early savings are offered when placing your order by **Wednesday, October 2, 2019**. **Be sure to read the Terms and Conditions.**

1. Go to paconvention.com and click on “Exhibitors online ordering”
2. Scroll to select Mon 21 - Wed 23 M&A East Conference 2019
3. Log in or create an account
4. The next screen will be a summary of account info and asking for booth#
5. Next Shop for Services – which list all items available to order

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

In 2019, 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.

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

Sponsor Exhibit Table Requirements

M&A East sponsors will exhibit on Tuesday October 22 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.
- Diamond & Platinum sponsors will receive a reserved 30" cocktail table with 3 chairs behind their booth. Gold sponsors may request a table which will be given based on availability.
- ACG assigns all booth placements, and you will receive your Table # in September for shipping purposes.
- Signage is not provided to sponsors
- 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 6)
- Sponsors will be provided a **6' x 30"** skirted table.
- 1 Chair is included with your table and additions 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.



Sponsor & PE Exhibit Table Set-up & Tear Down

MandAEast.com

Questions, contact: Jen Simons, 610.664.3028 or jsimons@acg.org

Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org

Sponsor Exhibit Set up:

It is recommended that sponsors set-up on Tuesday, October 22 between 7:30 am – 9:00 am. Sponsors may begin exhibiting as early as 8:00 am, coinciding with general registration opening. Sponsors should be set up in advance of the 5:30 pm Grand Welcome Reception.

Sponsor Exhibit Tear Down:

- Package materials at the conclusion of the Reception, which ends at 7:30 pm.
- Tables will be torn down on Tuesday, October 22 by 8:30 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 9 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

Private Equity Exhibit/Table Information

Private Equity Firms will exhibit during the newly combined PE Marketplace & Cocktail Reception on Tuesday, October 22 from 5:30 am – 7:30 pm. **Tables are located in Terrace 2 & 3**

PE Exhibit Set Up:

- Tables are 4' x 30" skirted. It is the same table that was used in 2019. We recommend using table runners instead of skirts for a better fit.
- 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 Tuesday, October 22 before the start of the 5:30 pm Reception.

PE Exhibit Tear Down:

- Package materials at the conclusion of the Reception, which ends at 7:30 pm.
- Tables will be torn down on Tuesday, October 22 by 8:30 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 9 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

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.

Shipping

You have two options for bringing in materials.

1. Ship materials to our freight forwarder **for receipt no later than Friday, October 18, 2019. 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:

1. 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 by hand or using a small handcart on Tuesday Oct 22 after 7:30am.

Courier Services may be arranged but MAY NOT use the loading dock. Couriers must be able to bring materials in with a small handcart or by hand. Please coordinate with Jen Simons at jsimons@acg.org

Courier Deliveries must be arranged for Monday in order to accommodate our current production schedule. Upon entering the Convention Center, boxes should be brought to 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 Friday, October 25. If you need your materials immediately or are shipping to another conference, there is a FedEx store located in the Convention Center.

Conference / Golf Registration & Discount Codes

General Conference Tickets

As a sponsor, your firm receives complimentary passes to Conference Day Tuesday October 22 and Meeting Day, Wednesday, October 23 the Pennsylvania Convention Center.

All General Attendees are invited to all events held on Conference Day 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 Attendee + entry to the DealSource Ballroom for meetings on Tuesday and Wednesday + the Dealmakers Dinner.

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 9
- To be included on the Pre-attendance list register by COB Friday, September 13

Online registration will remain open through Friday, October 18.

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	-

MandAEast.com

Questions, contact: Jen Simons, 610.664.3028 or jsimons@acg.org

Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org

Free Corporate-Level Guest Pass

Invite a C-Level company operator/executive, who is potentially or actively acquisitive, to attend M&A East as your guest. The free C-level pass is designed solely for the purpose of inviting corporate C-level executives who are prospective or current acquirers (CEO, CFO, CDO). This pass MAY NOT be used for your firm attendees or other advisors, otherwise you will be invoiced accordingly. If you have any questions about whether a person qualifies as a C-Level, please feel welcome to email Stephanie McAlaine at smcalaine@acg.org for clarification.

Golf

Our M&A East Golf Outing is Monday, October 21 at Rolling Green Golf Club in Springfield, PA. You must register and pay for golf separate from the Conference. Please visit www.mandaeast.com

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.

Attendee List Usage & Conflicting Event Policies

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.

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 2019 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 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.