

How to Maximize Your M&A East Sponsorship

Know Before You Go

- **Golf Day** – Monday 10/21 | **Conference Day** – Tuesday 10/22 | **Meetings Day** – Wednesday 10/23
- Registration on Tuesday opens at 8 AM
 - Arrive early and make the most of your time
 - Program sessions run throughout the day
- 2 Keynotes: Luncheon Keynote with Annie Duke at Noon; Afternoon Keynote with Admiral James Stavridis at 4:30 PM
- The PE Marketplace & Cocktail Reception are merging!
- For those participating in DealSource, the format is the same as in prior years: combination of self and software scheduled meetings on Tuesday and continued software meetings on Wednesday
- For sponsors and general attendees Wednesday is a dedicated meeting day in the DealLounge. No content and no exhibits. Come Tuesday for all the content and stay Wednesday for 1:1 meetings.
- View the agenda at **MandAEast.com**

Networking

- Understand the audience at M&A East:
 - 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 3 to 10+ conference tickets. If you have offices outside of Philadelphia, you may want to consider bringing partners and senior professionals from those other offices.
- Extend yourself by meeting as many new deal makers as possible. The majority of the events over the 2+-days are open to all attendees, including the Golf Outing held prior to the official start of the Conference, plus programming, 2 keynotes and the combined Marketplace & Reception.
- Plan meetings at The DealLounge on Tuesday from 8:00 am – 7:30 pm and on Wednesday from 8:00 am – 12 pm. There will be ample tables for meetings, These are unreserved and numbered.
- Follow-up is crucial.

Attendee Lists

- Utilize both the early and pre-conference attendance lists, which will include PE exhibitors, investment banking firms, and general attendees – and will be **distributed to sponsors only the week of Aug 12th and again the week of Sept 9th**. Emails and phone #s will be included. Mass emails are prohibited!
- We will not utilize a Mobile App and instead encourage targeted connections using the attendee list which is sortable by firm function.
- DealSource attendees will use a meeting app.

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Resources in advance and onsite

- Do your due diligence. Use the web site to view and research sponsors and exhibitors.
- Reference PitchBook's PE Report which provides in-depth profiles of the 2019 Private Equity Marketplace exhibitors and is circulated in early October.
- Utilize the Pocket Program Book distributed at registration which outlines the agenda, profiles for the Private Equity firms participating in the PE Marketplace, breakout sessions and sponsor ads.
- For added convenience the conference agenda will be printed on the reverse of your name badge!

Exhibit Booth

- All sponsor levels are located in the same ballroom space.
- Each sponsoring firm receives a total allotment of conference tickets. There is no designed booth pass. If a member of your firm is setting up or tearing down ONLY, they can advise the registration staff and will be directed to their booth.
- Manage booth collateral. We recommend bringing approx. 150 pieces of literature. Remember, not everyone will collect firm materials.
- Consider bringing targeted material similar to the subject matter of our programming, which can be found on the Programs page of the M&A East web site.
- Gadgets, premium items and raffles are great booth ideas.
- Bring an ample supply of business cards!

Free Corporate Level Ticket

- Invite senior level corporate clients or prospects as your guest using your C-Level Pass. Ticket quantities vary with each sponsor/supersize option. This initiative builds stronger relationships for you and gives ACG Philadelphia and M&A East more brand awareness.
- Any corporate executives registered for the conference, and who qualify, will be invited to the Tuesday evening peer only Strategic Acquirers' Network Reception and Dealmakers' Dinner.

Speaking Role

- For sponsoring firms that have a speaking role – introductory or closing remarks for a speaker or panel program – keep it concise, relevant and clever.

Social Media

- Use social media tools to spread the word about your sponsorship
- Follow ACG Philadelphia on Twitter - @acgphilly and #MAEast
- Join ACG Philadelphia on LinkedIn and Facebook
- Consider becoming an ACG Reporter and authoring an article about one of the programs