M&A East 2020: October 26 – 28

A virtual experience

At this year’s M&A East we will create a highly efficient format in a live virtual platform that focuses on what we do best and what attendees want most – CURATED CONNECTIONS! We’ll accomplish this by offering:

- **Industry Vertical DealSource**
  - Separate verticals: Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services and Special Situations
  - Offered on a dedicated DealSource platform *

- **Content for all attendees**
  - 4 - 5 Industry Vertical Programs aligned to DealSource
  - 2 Plenary Sessions on current deal trends and leverage markets

- **Structured Networking on the Remo** & Zoom Platforms

- **DealLounge / Ad Hoc Networking on the Conference Platform PLUS 1:1s for all attendees**

**Terminology –**

* DealSource – the platform used to host 1:1 meetings for core attendees

** Remo – the Platform used for all attendees to join programs, network and access sponsor and Deal Lounge tables.
### M&A East Agenda

**October 26 – 28, 2020**

#### Monday, Oct 26
**GOLF (In Person)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am – 7:00 pm</td>
<td>Registration, Lunch, Driving Range, Shotgun Start, Reception</td>
</tr>
</tbody>
</table>

#### Tuesday, Oct 27
**VIRTUAL – Day 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am – 6:30 pm</td>
<td>DealLounge / Open Networking on Conference Platform (Remo)</td>
</tr>
<tr>
<td>10 am Programming</td>
<td>Industry Vertical Program, ACGWomen (time TBD)</td>
</tr>
</tbody>
</table>
| 11:00 am – 3:15 pm | DealSource: All verticals 
(Expanded participants to include: Strategic buyers, PE-backed Cos.) |
| 3:30 pm Late Afternoon Programming | Industry Vertical Program (Remo), Plenary Session (Remo)             |

#### Wednesday, Oct 28
**VIRTUAL – Day 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am – 6:30 pm</td>
<td>DealLounge / Open Networking on Conference Platform (Remo)</td>
</tr>
<tr>
<td>10 am Programming</td>
<td>Industry Vertical Program</td>
</tr>
</tbody>
</table>
| 11:00 am – 3:15 pm | DealSource: All verticals 
(Expanded participants to include: Strategic buyers, PE-backed Cos.) |
| 3:30 pm Late Afternoon Programming | Industry Vertical Program (Remo), Plenary Session (Remo)             |

**Industry Verticals:**
- Business Services
- Consumer / E-Commerce
- Healthcare Services
- Industrial Tech & Mfg
- SaaS & Tech Enabled Svcs
- Special Situations

Programs are not concurrent.

Agenda timing and program offerings subject to change.

The Private Equity Marketplace is not part of our agenda, as we are leveraging what works best in virtual by giving all attendees the ability to schedule 1:1s and focusing on content.
# M&A East 2020: Summary of Opportunities

<table>
<thead>
<tr>
<th>Sponsor Title</th>
<th>Price</th>
<th>Qty (industry exclusive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf Outing</td>
<td>$9,000</td>
<td>2 sponsors</td>
</tr>
<tr>
<td>Platform Log In/Navigation <em>(akin to program book)</em></td>
<td>$9,000</td>
<td>2 sponsors</td>
</tr>
<tr>
<td>DealLounge</td>
<td>$9,000</td>
<td>1 - 2 sponsors</td>
</tr>
<tr>
<td>DealSource</td>
<td>$6,750</td>
<td>1 - 2 sponsors per vertical (x5)</td>
</tr>
<tr>
<td>Plenary Sessions</td>
<td>$6,750</td>
<td>2 sponsors per plenary (x2)</td>
</tr>
<tr>
<td>Industry Programs</td>
<td>$6,750</td>
<td>2 sponsors per vertical (x5)</td>
</tr>
<tr>
<td>PEER (PE-backed Executives’ Roundtable)</td>
<td>$6,750</td>
<td>3 sponsors</td>
</tr>
<tr>
<td>ACGWomen</td>
<td>$6,750</td>
<td>2 sponsors</td>
</tr>
</tbody>
</table>

DealSource participation for both investment banks & private equity firms is included in sponsorship.
# M&A East 2020: Summary of Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond $9,000</th>
<th>Platinum $6,750</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONFERENCE SPECIFIC</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo or listing with link on invitations, website and confirmation emails</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Reserved sponsor / meeting table in Conference Platform (Remo)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Conference Tickets</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Guest passes: Strategic Buyer / PE-backed Exec</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Attendee List in advance</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>VISIBILITY / BRANDING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard ad - 3 weeks of advertising on the ACG Philadelphia website</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Billboard ad - 2 weeks of advertising on the ACG Philadelphia website</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Social Media: LinkedIn Posts, Tweets</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Promote virtual content in our newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ADDED PERK</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual ACG Philadelphia Membership</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Comp tickets to ACG Philadelphia breakfasts</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>

**SUPERSIZE @ $1,000**

Add a virtual Breakfast Program to be offered from Sept 2020 through Q1 2021. Topics to be announced. Available at either level.
Golf benefits
• Includes foursome
• Logo on welcome banner and event signage
• Logo on Flags at every hole
• Logo on product give-away (optional and additional cost)

Conference benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor/meeting table in Remo
• 12 Conference tickets
• 6 Guest passes: Strategic Buyer / PE-backed Executives Roundtable
• Attendees list in advance

Branding, Visibility
• Leaderboard ad - 3 weeks of advertising on the ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets
• Promote virtual content in our newsletter

Added Perk
• 2 Annual Memberships
• 10 comp tickets to ACG Philadelphia breakfasts

Diamond Sponsor $9,000
2 industry exclusive sponsors
Event Sponsor Benefits
• Custom branding on the Log-in screen and Profile/Navigation & Agenda Pages
• Sponsor ad on the Landing Page of the platform
• Welcome attendees during networking
• Host thematic networking table in Remo platform

Conference Benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor branded table in Remo (one of the 4 corners)
• 12 Conference tickets
• 6 Guest passes: Strategic Buyer / PE-backed Executives
• Attendee list in advance

Branding, Visibility
• Leaderboard ad – 3 weeks of advertising on ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets
• Promote virtual content in our newsletter

Added Perk
• 2 Annual Memberships
• 10 comp tickets to ACG Philadelphia breakfasts

Diamond Sponsor $9,000
2 industry exclusive sponsors
**DealLounge**

**Event Sponsor Benefits**
- Platform Events Page: Listed sponsor event with URL link to sponsor page or session
- Firm name visibility at Remo tables (Over 100 tables on the Platform)
- Sponsor ad on the Landing Page of the platform

**Conference Benefits**
- Logo or listing with link on all invitations, website and confirmation emails
- Reserved branded sponsor table in Remo
- 12 Conference tickets
- 6 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

**Branding, Visibility**
- Leaderboard ad – 3 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets
- Promote virtual content in our newsletter

**Added Perk**
- 2 Annual Memberships
- 10 comp tickets to ACG Philadelphia breakfasts

**Diamond Sponsor $9,000**
1-2 industry exclusive sponsors
DealSource

Taking advantage of the unique benefits of virtual, DealSource will focus on industry vertical tracks including Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services, and Special Situations (subject to change). Included in DealSource 2020 will be Strategic buyers and PE-backed Cos.

Event Sponsor Benefits
• Custom Branding & Logo in the virtual meeting rooms (for all DealSource meetings across ALL verticals)
• Dedicated “room” on the scheduling platform

Conference Benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor/meeting table in Remo
• 8 Conference tickets
• 4 Guest passes: Strategic Buyer / PE-backed Executives
• Attendee list in advance

Branding, Visibility
• Billboard ad - 2 weeks of advertising on ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets

Added Perk
• 1 Annual Membership
• 8 comp tickets to ACG Philadelphia breakfasts

Platinum Sponsor $6,750
1 -2 industry exclusive sponsors per vertical (x5)
Content will take center stage at M&A East 2020. We’ll offer 2 plenary sessions and 4 -5 industry vertical programs: Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services, and Special Situations (subject to change)

Event Sponsor Benefits
• Platform Events Page: Listed sponsor event with URL link to sponsor page or session
• Speaking opportunity: Welcome or Closing remarks at your sponsored event
• Visibility on walk in slide and closing slide / other custom branding on Remo
• Host post-program table topics in Remo immediately following that content session

Conference Benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor/meeting table in Remo
• 8 Conference tickets
• 4 Guest passes: Strategic Buyer / PE-backed Executives
• Attendee list in advance

Branding, Visibility
• Billboard ad - 2 weeks of advertising on ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets

Added Perk
• 1 Annual Membership
• 8 comp tickets to ACG Philadelphia breakfasts

Platinum Sponsor $6,750
• 2 plenary sessions, 2 industry exclusive sponsors each
• 4- 5 Industry Vertical Programs, 2 industry exclusive sponsors each
We’ll look to expand our PEER audience at M&A East 2020 by partnering with other ACG Chapters including Boston, Chicago, Atlanta and Los Angeles and promoting the unique, peer only programming.

Event Sponsor Benefits
• Logo and Link on PEER invitations, website and confirmation emails
• Platform Events Page: Listed sponsor event with URL link to sponsor page or session
• Speaking opportunity: Welcome or Closing remarks at your sponsored event
• Visibility on walk in slide and closing slide / other custom branding on Remo
• Sponsor hosted breakouts immediately following that content session

Conference Benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor/meeting table in Remo
• 8 Conference tickets
• 4 Guest passes: Strategic Buyer / PE-backed Executives
• Attendee list in advance

Branding, Visibility
• Billboard ad - 2 weeks of advertising on ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets

Added Perk
• 1 Annual Membership
• 8 comp tickets to ACG Philadelphia breakfasts

Platinum Sponsor $6,750
3 industry exclusive sponsors
Event Sponsor Benefits
• Logo and Link on Women’s invitations, website and confirmation emails
• Platform Events Page: Listed sponsor event with URL link to sponsor page or session
• Speaking opportunity: Welcome or Closing remarks at your sponsored event
• Visibility on walk in slide and closing slide / other custom branding on Remo
• Sponsor hosted breakouts immediately following that content session

Conference Benefits
• Logo or listing with link on all invitations, website and confirmation emails
• Reserved sponsor/meeting table in Remo
• 8 Conference tickets
• 4 Guest passes: Strategic Buyer / PE-backed Executives
• Attendee list in advance

Branding, Visibility
• Billboard ad – 2 weeks of advertising on ACG Philadelphia website
• Social Media: LinkedIn Posts, Tweets

Added Perk
• 1 Annual Membership
• 8 comp tickets to ACG Philadelphia breakfasts

Platinum Sponsor $6,750
2 industry exclusive sponsors
Interested in learning more about sponsorship of M&A East or ACG Philadelphia Chapter events?

Contact:

Jen Simons, Marketing Director, jsimons@acg.org
Stephanie McAlaine, Executive Director, smcalaine@acg.org