

2020 SPONSORSHIP PROSPECTUS



18th annual M&A East Conference
October 26 - 28, 2020
Pennsylvania Convention Center



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ABOUT ACG PHILADELPHIA AND M&A EAST

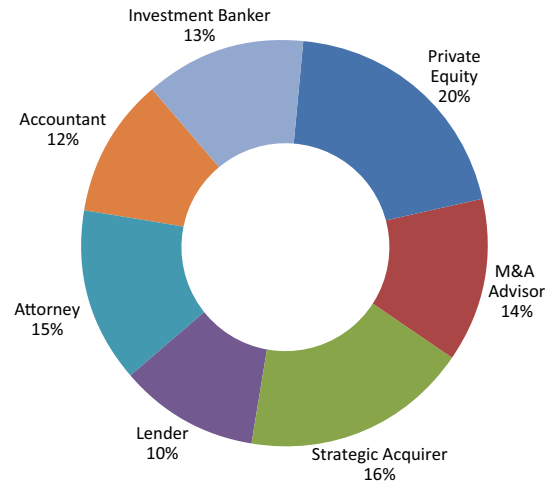


About ACG Philadelphia acg.org/philadelphia

At ACG Philadelphia, we have a vibrant middle market M&A dealmaking community and seek to:

- Facilitate relationships valuable in sourcing and successfully completing transactions.
- Educate members and dealmakers on current trends and best practices.
- Promote awareness of our regional dealmaking community.
- Provide access to a membership of 600+ dealmakers representing all segments of the ecosystem: private equity, investment banking, strategic corporate development and other M&A advisors.
- Host educational programs and deal-generating networking events including Breakfast Briefings, PE-Backed Executives Roundtable (PEER), Strategic Acquirers' Network, ACG University, ACGWomen, Young Dealmakers, and more.
- Offer member only events including New Year Reception, Spring PE Wine Tasting and Member Guest Golf Outing.

ACG Philadelphia Membership Composition

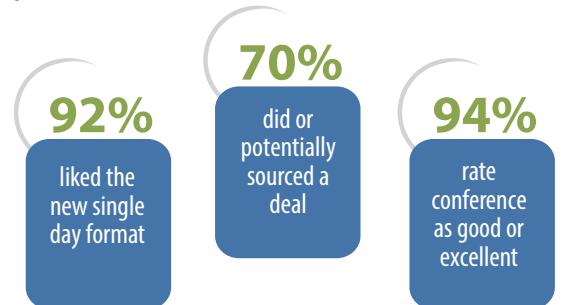


About M&A East MandAEast.com

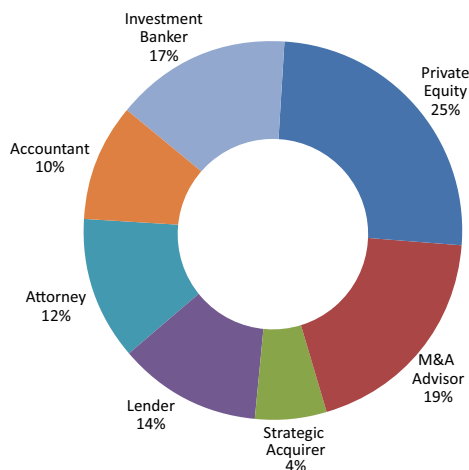
M&A East is the premier Mid-Atlantic deal conference attracting more than \$125 billion in capital and 1,300 middle market dealmakers including corporate buyers, national private equity firms, intermediaries, and financing sources.

The event offers access to the latest industry knowledge from 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.

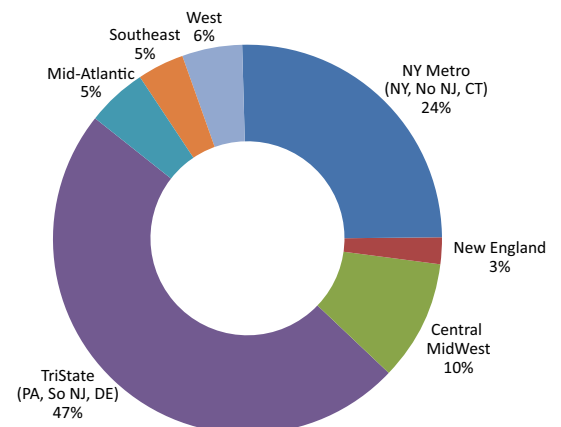
QUICK STATS FROM 2019 ATTENDEES



M&A East 2019 Attendee Breakdown



M&A East 2019 Attendees by Region



M&A EAST CONFERENCE AGENDA



October 26 - 28, 2020

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.

Monday, October 26, 2020

GOLF OUTING

- 11:00 am Registration / Lunch / Driving Range
- 12:00 pm - 5:00 pm Shotgun Start
- 5:00 pm - 7:00 pm Reception & Prizes

Tuesday, October 27, 2020

CONFERENCE DAY

- 8:00 am Registration Open for all attendees
- 8:30 am - 12:00 pm DealSource: Self Scheduled Meetings
- 8:45 am - 9:45 am Sponsor-hosted Roundtables
- 8:45 am - 12:00 pm Affinity Programs / Additional Programs TBA
- 9:00 am - 7:30 pm Sponsor Exhibits
- 12:00 pm - 1:30 pm Luncheon / Keynote (Grand Prize Giveaway)
- 1:40 pm - 5:20 pm DealSource: Software Meetings
- 2:00 pm - 4:15 pm Panel Sessions
- 4:30 pm - 5:30 pm PM Keynote
- 5:30 pm - 7:30 pm Cocktail Reception & PE Marketplace
- 6:30 pm - 7:30 pm Strategic Acquirers' Reception
- 7:30 pm - 8:30 pm Young Dealmakers Reception
- 7:30 pm - 10:00 pm Dealmakers Dinner

Wednesday, October 28, 2020

MEETING DAY

- 8:00 am - 10:00 am Continental Breakfast
- 8:00 am - 12:00 pm DealLounge in Prefunction for General Attendees
- 8:30 am - 12:00 pm DealSource (pre-registration for PE & IB only)
- 12:00 pm - 3:00 pm DealSource Self-Scheduled Meetings

Timing subject to change.



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

"DealSource remains the
gold standard."

OPPORTUNITIES AT A GLANCE



Sponsorship	Level	Price	Industry Exclusivity
Cappuccino Bar	Diamond	\$11,000	Up to 1
Cocktail Reception & Marketplace	Diamond	\$13,500	Up to 3
DealLounge (\$11K w/2 sponsors)	Diamond	\$13,500	Up to 2
Dealmakers' Dinner	Diamond	\$16,000	Up to 3
Grand Prize Give-away	Diamond	\$13,500	1
Luncheon Keynote	Diamond	\$13,500	Up to 3
Name Badge Holder	Diamond	\$11,000	1
PM Keynote	Diamond	\$11,000	Up to 3
Pocket Program Book	Diamond	\$13,500	1
Power Banks (\$11K w/2 sponsors)	Diamond	\$13,500	Up to 2
Snack Station	Diamond	\$11,000	Up to 2
Water Bottle (\$11K w/2 sponsors)	Diamond	\$13,500	Up to 2
WiFi	Diamond	\$11,000	1
Bag Giveaway	Platinum	\$9,000	Up to 2
DealSource	Platinum	\$9,000	Up to 3
Golf Outing	Platinum	\$9,000	Up to 2
Lanyard	Platinum	\$9,000	1
Pens & Pads	Platinum	\$9,000	1
Programs	Platinum	\$9,000	Up to 3
Gold with a booth	Gold	\$4,750	No exclusivity, limited to 18
Gold with Golf Tee Sponsor	Gold	\$4,750	No exclusivity, no limit
Gold without a booth	Gold	\$4,000	No exclusivity, no limit

Chapter Sponsorships	Price	Industry Exclusivity
<i>Bundle these chapter level events or buy a la carte</i>		
ACG Breakfast Briefing	\$2,500	Up to 2 per breakfast
ACG University	\$5,000	Up to 2
ACGWomen (Single event)	\$2,500	Up to 3 per event
ACGWomen (All annual events)	\$5,000	Up to 3
Member Golf Outing Lead	\$5,000	1
New Years' Reception	\$5,000	Up to 2
PE-Backed Executives Roundtable	\$5,000	Up to 3
Spring PE Wine Tasting	\$5,000	Up to 3
Strategic Acquirers' Network	\$5,000	Up to 3
Young Dealmakers	\$5,000	Up to 2
<i>The SaaS Conference is not bundled with M&A East</i>		
SaaS & Tech Enabled Services Deal Conference	\$7,500	

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)	Add \$5,000 (valued at)
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 Collateral	✓	✓	✓
	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 Cocktail 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	✓	✓	✓
	Visibility on A/V and at podium at your sponsored event	✓	✓	✓
Reserved meeting table behind booth	✓	✓	✓	
Priority Exhibit Table placement among sponsors			✓	
Visibility All Year Long				
A C G	ACG Memberships (\$455 value)	2	2	3
	Tee/Hole Sponsorship @ ACG Philadelphia Golf Outing 7/27 (\$250 value)	-	✓	✓
	Sponsorship of an ACG Breakfast Briefing Mtg. (\$2,500 value) industry exclusive	-	✓	✓
	Leaderboard Ad on ACG Philadelphia website			✓
	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 11 – 18 (\$5,000) (select one - first come, industry exclusive)	-	-	✓

M&A East Diamond Sponsor Base Prices

Cappuccino Bar	\$11,000
Cocktail Reception & Marketplace	\$13,500
DealLounge*	\$13,500
Dealmakers' Dinner	\$16,000
Grand Prize Giveaway	\$13,500
Luncheon Keynote	\$13,500
Name Badge Holder	\$11,000
PM Keynote	\$11,000
Pocket Program Book	\$13,500
Portable Power Banks*	\$13,500
Snack Station	\$13,500
Water Bottle*	\$13,500
WiFi	\$11,000

*\$11,000 w/2 sponsors

Refer to page 5 for event details

- (Make selection on the Commitment Form)**
- ACG Programs:**
- ACG University...Page 12
 - ACG Women...Page 13
 - Member Golf Outing...Page 14
 - New Years Reception...Page 15
 - PE-Backed Executives' Roundtable...Page 16
 - Spring PE Wine Tasting...Page 17
 - Strategic Acquirers' Network...Page 18
 - Young Dealmakers...Page 19

DIAMOND SPONSOR



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

(Varies, may be up to 3 industry exclusive sponsors for each event)

Cappuccino Bar – Sponsor logo imprinted on all cups as well as signage at the Cappuccino/Esspresso bar.

Cocktail Reception & Private Equity Marketplace – In 2020, the Private Equity Marketplace and Reception continues as one event that bridges deal flow with networking over cocktails and drives more energy to these two cornerstone events.

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.

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

Luncheon & Keynote Address – M&A East has seen some of the most interesting and entertaining speakers including: Poker Champion & Author Annie Duke, FBI's Chris Voss, NCAA Villanova Coach, Jay Wright, Hall of Famer Howie Long, Oakland A's GM Billy Beane, SEAL Team Six Leader Rob O'Neill and more.

Name Badge Holder – Sponsor logo imprinted on customized section of oversized badge holders for all conference attendees.

PM Keynote – This keynote address runs directly before the Cocktail Reception & PE Marketplace. Past speakers have included Admiral James Stavridis, WholeFoods CEO Walter Robb, Tucker Carlson and Paul Begala, Shake Shack Founder Danny Meyer, General Stanley McChrystal, Foreign Policy Expert Fareed Zakaria, and more.

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.

Snack Station – Help attendees keep their energy flowing with healthy, tasty snacks (fresh, popped popcorn and build your own trail mix), while networking, holding meetings 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 the conference.

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 Collateral	✓	✓
	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	✓	✓
	Logo on "product" you are sponsoring	✓	✓
Reserved meeting table behind booth	✓	✓	
Visibility All Year Long			
A C G	ACG Memberships (\$455 value)	1	1
	Tee/Hole Sponsorship @ ACG Philadelphia Golf Outing 7/27 (\$250 value)	-	✓
	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
DealSource	\$9,000	Pens & Pads	\$9,000
Golf	\$9,000	Programs	\$9,000

Refer to page 7
for event details

PLATINUM SPONSOR



Available for M&A East or joint ACG/M&A East
(Varies, may be up to 3 industry exclusive sponsors for each event)

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

DealSource – DealSource is our most in-demand program because it is the most efficient method for investment banks and private equity firms to schedule and conduct brief one-on-one private meetings.

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.

Pens and Pads – Sponsor logo imprinted on pens and pads and distributed to conference attendee at registration.

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.

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		Supersize & Save!		
		Base Price \$4,000	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	✓	✓	✓
	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 Golf 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 investment banks receive their DealSource table at the base price.

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

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 for an additional \$750 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 on continuous loop multimedia screens throughout the event.
- 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). Benefits outlined on page 8.

ADDITIONAL BENEFITS FOR PRIVATE EQUITY AND INVESTMENT BANKING SPONSORS



Private Equity

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

- Guaranteed registration at DealSource (sold out each year).
- 2 tickets to the DealMakers' Dinner for PE firms, investment bankers and strategic acquirers (\$600 value).
- Conference tickets (total number 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
- 2 tickets to the DealMakers' Dinner for PE firms, investment bankers and strategic acquirers (\$600 value).
- All benefits listed on the sponsorship page of the level you select.

(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:

- Annual M&A Lenders Panel
- Winning the War for Talent
- The Fundraising Outlook
- Economic Outlook with Joel Naroff
- Chasing Deals - Leveraging Non-Traditional Sourcing Strategies
- Developing a Successful Acquisition Strategy
- M&A Buyers' Outlook Panel
- PE-Backed Company CEOs: Growth Outlook
- Getting from LOI to Close: Pathways to a Successful Transaction
- In the Heat of the Deal: Successful Management Teams & How to Recognize Them
- The Evolving Role of the PE Operating Partner
- Brian O'Neil, CEO, Recovery Centers of America
- Chief Economist BNY Mellon, Jeff Mortimer
- 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 7,500 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, launched in January 2011, is an exclusive educational and networking program that enrolls 40+ up and coming M&A deal makers who possess 3 – 6 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 to **facilitate long-term deal networks** among future M&A leaders. 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: Due Diligence – Financial, Operational, Technical, Management
- Class 3: Valuation – Methodologies and Approaches
- Class 4: Acquisition/Debt Financing – Financing your deal to match your exit
- Class 5: Negotiating the Purchase Agreement & Closing the Transaction
- Class 6: The 100 Day Plan and Why Deals Fail
- Class 7: Exit Strategies

Sponsor Benefits:

- Firm logo or name inclusion on all promotional materials related to the marketing of the course being distributed electronically to more than 7,500 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.

(Up to 3 industry exclusive sponsors)

ACGWomen is designed to facilitate peer to peer networking, deal sourcing and industry knowledge among our region's top female deal professionals. 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 3 times per year. Past event have included:

- Power Lunch - Progressive Lunch with Roundtable Discussion topics
- Wine Tasting Networking Event at Osteria
- Cooking, Networking, & Dinner at La Cucina in Reading Terminal Market
- Strategies in Poker, Tournament & Networking Reception
- Annual Golf Clinic & Reception
- The Path to the Board Room
- Maximizing Leadership & Negotiation Skills in M&A
- Executive Style Session & Rooftop Cocktails
- Bury the Hatchet

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 ACGWomen is \$5,000 if not purchased in conjunction with M&A East.



GOLF OUTING



(Up to 3 industry exclusive sponsors)

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:** July 27, 2020
- Location:** Whitmarsh 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 \$5,000 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.

NEW YEAR RECEPTION



(Up to 3 industry exclusive sponsors)

The annual New Year Reception is one of three yearly events designed exclusively for members. In place of a holiday party we bring our membership together in January 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

PE-BACKED EXECUTIVES' ROUNDTABLE



(Up to 3 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.

SPRING PE WINE TASTING



(Up to 3 industry exclusive sponsors)

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.



STRATEGIC ACQUIRERS' NETWORK



(Up to 3 industry exclusive sponsors)

ACG Philadelphia's Strategic Acquirers' Network 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
AMG Advanced Metallurgical Group N.V.	PepBoys
AquaAmerica	Quaker Chemical
Aramark	QVC
Brother Int'l	SAP
Campbell's Soup	S. Walter Packaging Corp.
Comcast	SunGard
Connexin Software	TE Connectivity
Day & Zimmermann	Teleflex
Dupont	Telerx
Eurofins Scientific	Triumph
GSK	Urban Outfitters
Independence Blue Cross	Vishay
	Wise Snacks

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

YOUNG DEALMAKERS



(Up to 3 industry exclusive sponsors)

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 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 7,500 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.



SaaS AND TECH-ENABLED SERVICES DEAL CONFERENCE



The SaaS & Tech-Enabled Services Deal Conference launched in 2018 to outstanding reviews from veteran industry specialist investors, company operators and investment bankers. This growing 3/4 day event brings together nearly 300 attendees from across the country with deep industry expertise and engages them in a highly targeted deal networking, discussion and educational environment.

What's Unique about the SaaS/TES Deal Conference?

- 75-80% of attendees are strategic and financial buyers, investment bankers, company operators and capital providers
- Service provider attendance is limited and open only to those who have demonstrated industry expertise
- Offers efficient 1:1 deal meetings with operators, investors, bankers and SMEs using a dedicated software tool
- Convenes investors from growth stage to buyouts
- Engages CEOs/CFOs, corporate development officers and company operators pre-investment and currently backed

Sponsor Benefits

- Four (4) complimentary registrations (\$2,000 value)
- Industry Exclusivity (only sponsor in your industry).
- Significant branding of your firm to industry focused dealmakers.
- Limited event sponsor base reduces dilution, increasing visibility of your firm.
- Recognition from the podium.
- Access to the Meeting App, otherwise exclusively for PEs, IBs.
- Full page Sponsor ad in Program Book given to all attendees at registration.
- Sponsor booth/table in the program room / networking space.
- Logo with a link on our website and e-newsletters promoting the conference.



Sponsorship of the SaaS Deal Conference is \$7,500 and is not bundled as a supersize with M&A East.



Commitment Form (pg. 1 of 2)



Your sponsorship will not be accepted until this 2 page commitment form (pages 21-22) is returned to: Kelly Lee at klee@acg.org.

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. 2019 exclusive sponsors have the right of first refusal on their prior year sponsorship until March 9, 2020.

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, 2020, 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
525 Fellowship Road, Suite 330
Mt. Laurel, NJ 08054-3415

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 3/20/20 to be on the Save the Date Card and by 6/1/20 to be in the Conference Brochure.

ACG Philadelphia

MandAEast.com
acg.org/philadelphia
@acgphilly
P 610.664.3028
acgphiladelphia@acg.org

Commitment Form (pg. 2 of 2)



Company Name: _____

Primary Firm Focus _____

(For all sponsorships, please select your firm's primary industry/area of focus from the list below. You may list two as needed.)

Accounting
Consulting
Corporate
Diligence
Executive Search

Investment Banker
Legal
Lender:
BCD, Commercial, Mezzanine
Media

Private Equity
Technology:
CRM technology, Other
Valuation
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*		
Cappuccino Bar (\$11,000)	<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> <input type="checkbox"/> ACG University <input type="checkbox"/> ACGWomen <input type="checkbox"/> Member Golf Outing <input type="checkbox"/> New Year Reception <input type="checkbox"/> PE Backed Executives Roundtable <input type="checkbox"/> Spring PE Wine Tasting <input type="checkbox"/> Strategic Acquirers' Network <input type="checkbox"/> Young Dealmakers
Cocktail Reception & PE Marketplace (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
DealLounge (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
DealMakers' Dinner (\$16,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grand Prize Giveaway (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Luncheon Keynote (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Name Badge Holder (\$11,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
PM Keynote (\$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 (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Water Bottle (\$13,500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
WiFi (\$11,000)	<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"/>
DealSource (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>
Golf (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>
Lanyard (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>
Pens & Pads (\$9,000)	<input type="checkbox"/>	<input type="checkbox"/>
Programs (\$9,000)	<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> <input type="checkbox"/> Exhibit table at M&A East <input type="checkbox"/> Tee/Hole Golf Outing 10/26