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General:

Why the name change to M&A South?

The Atlanta ACG Capital Connection Conference that was started almost 20 years ago has grown both in terms of overall attendance in in the expanded footprint that is represented. It is also considered to be the flagship/can't-miss event for dealmakers throughout the south. We wanted the name to reflect this reality.

What is new this year?

The event will be a hybrid event, which will expand the reach of the branding for sponsors and exhibitors. We anticipate a wide variety of first-time attendees that will take advantage of the virtual option. We have returned to a shorter format in response to feedback from last year. Also, in response to feedback, the event will begin on a Monday and will conclude Tuesday evening, vs ending on Friday like last year. The Marketplace has been expanded to add a Top Golf event for those participating. ACG Atlanta has expanded our efforts to diversify the conference through partnerships with NAIC and the AUC. There will be more content available for those attending and more thought-leadership opportunities for those participating as sponsors.

What is a hybrid event?

M&A South will offer an exceptional experience for those who attend in person as well as for those who attend virtually. Both live and virtual attendees will be able to take advantage of common elements of the conference as well as elements of the conference that are specific to them. Live and virtual attendees will be able to interact with one another during the conference as well. Virtual attendees will be able to experience elements of the live event via multiple cameras and interviews that will be conducted throughout the event, and Live attendees will be able to interact with virtual attendees via virtual meetings and content streamed into the venue.

What is being done to make the conference safe for attendees?

While there is no way we can guarantee a risk-free environment, we will be doing everything we can to keep live attendees safe. This may include but is not limited to reduced capacity limits at the venue, increased cleaning and PPE equipment, social-distancing, individually portioned meals vs. buffets, mask adherence, and temperature checks. In addition, the Avalon Conference Center and Avalon Hotel has implemented Best in Class safety standards and cleaning practices which can be viewed ([here.](#)) But, if you remain concerned, you will be able to convert your live attendance registration to the virtual option.

My company is restricting travel. How to I participate in the conference this year?

The virtual option is being offered for exactly this purpose. For more information about the virtual attendee experience and see the different options [here](#).

How many live attendees are you expecting this year?

We anticipate/are planning for 600 live attendees. This is considerably less than the reduced-capacity allowance provided to us by the venue in response to the need for social distancing and according to Georgia requirements. We also have the ability to expand to several outdoor (heated) options if necessary.

How many virtual attendees are you expecting this year?

We anticipate/are planning for 400 virtual attendees but can accommodate many more if needed.

Registration:

What if I sign up as a live attendee but then cannot attend in person?

We will convert your registration to the virtual option. If you are outside of 10 days (February 12th), we can refund you the difference in the registration cost between the live option and the virtual with meeting capability option.

What if I sign up as a virtual attendee but then want to attend live?

Keep in mind that reduced capacity means we might not have the option to convert virtual attendees to live attendees, but if we can, we will. If space is available, you will pay an upgrade fee of \$100 for the difference between virtual and in person. Anyone on the fence should secure their live attendee registration, as it will be easier to convert you to a virtual option.

What is the difference between an individual registration vs an exhibitor registration?

Individual registrants are just that – people who attend as individuals. Exhibitors have all of the benefits of exhibitors as well as a stationary exhibit table and meeting space for the entirety of the conference.

What is the difference between a regular exhibitor and a premium exhibitor?

A regular exhibitor will have a 6' exhibit table for the duration of the conference and one (1) regular attendee. A premium exhibit table will also have an additional meeting table behind their exhibit table for the duration of the conference, two (2) regular registrations, 2 and one (1) content only badge. All exhibitors are able to add additional attendees (either in-person or fully virtual) at an added cost.

What is the difference between a live registration and a virtual registration?

All live attendees will receive the attendee list ahead of the conference, a conference badge as well as access to the venue throughout the conference, and all meals and libations provided over the two-day period. All attendees will have access to the conference via the virtual site, including pre-recorded and streamed videos.

Virtual attendees with access to the meeting platform will also receive the attendee list and ability to use the scheduling tool for virtual meetings. Virtual content-only participants will only have access to the virtual content. They will NOT have access to the attendee list or meeting platform. The virtual content only registration is intended for those not using the conference for networking purposes.

What is the difference between a virtual attendee with scheduler and a content-only registration?

Virtual attendees with the scheduler and meeting platform add-on purchase will receive the attendee list and will have the ability to use the scheduling tool and virtual meeting platform during the conference on Monday and Tuesday as well as through Wednesday. Those who do not purchase this add-on are considered content-only participants that do not intend on using the conference for networking purposes. Content-only attendees will not receive the attendee list or access to the scheduler or virtual meeting tool.

I would like a dedicated table, but I am not a PE, IB, or Mezzanine. How do I reserve an exhibit/meeting table?

We can accommodate this via a variety of sponsorship levels – please see our sponsor page [here](#) or reach out to ACGAtlanta@acg.org for more information.

If I do not reserve a meeting table, will there be places to meet? How will we find one another?

Yes. It is possible that the person you are meeting with has a dedicated meeting space, or if not, there is also a dealmaker's lounge with open seating as well as several other areas to meet throughout the venue. The venue will have large balloons dispersed throughout the conference floor and other places throughout the conference hall that can be used as reference points.

Agenda & Event:

What is the agenda for the conference?

Registration will open at noon on Monday February 22nd. The conference will run Monday afternoon and all-day Tuesday. The full agenda can be found [here](#).

How do I schedule meetings if I am a live attendee?

Once you have received the attendee list, please use the online schedule platform to schedule both in person and virtual meetings. The online scheduling tool will be available beginning January 4th.

How do I schedule meetings if I am a virtual attendee?

The scheduling tool and attendee list will be available the week of January 18th and will facilitate this.

Will there be outdoor meeting options?

We do anticipate having outdoor meeting options, if possible.

If I am a live attendee, where will I conduct meetings with virtual attendees?

You may do this at your dedicated meeting table, if applicable, and we will also have a dedicated area for meetings with virtual attendees should you not want to conduct these at your exhibit space.

How is the attendee list distributed? How can it be used?

The attendee list is sent several times leading up to the event in excel format. It can only be used for the purposes of setting up meetings during the conference and for individual follow-up immediately after the conference. It is not to be used for mass mailings of any time, including mass emails to the entire list to solicit meetings (these are not effective anyway, and are poorly received.) The intent of the provision of attendee lists is to facilitate targeted networking and meaningful business connections prior to, at, and directly following the event. Acceptance of the attendee list implies agreement to the specific terms and conditions stated on the attendee list. 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, and registered attendees found to be in violation of ACG Atlanta policies and agreements voluntarily forfeit all of the remainder of the sponsor or attendee benefits that were to be provided to them.

What should I do if I am not sure if what I plan to do violates the attendee list policy?

Please reach out to us ahead of using the attendee list. You are strongly encouraged to receive confirmation from Melanie Brandt, President & CEO, in advance to ensure that any planned attendee list usage does not conflict with the attendee list usage policy.

What should I do if I get a mass email as a result of being on the attendee list?

Please forward it to acgatlanta@acg.org.

I have received an email from someone selling an ACG attendee list. What should I do?

These are usually scams/phishing emails that have originated overseas, designed to get your credit card information. We do not suggest giving it to them. You are welcome to send it to us and we will in turn send it to the Global ACG legal team, who may or may not issue a letter. Or you can just simply delete the email and block the sender (you may need to do this multiple times.)

Marketplace:

What is the Marketplace?

ACG Atlanta identifies and celebrates the fastest-growing middle market companies every year. The Marketplace provides a way for these companies and other portfolio companies and the investors who attend the conference to connect directly in both a “speed networking” and social environment.

When is the Marketplace?

The Marketplace will be in the afternoon of Tuesday February 23rd. There will be “speed networking” at the Hotel at Avalon & Conference Center followed by a social networking event at Top Golf Alpharetta.

How do I participate in the Marketplace?

All PE exhibitors are invited to both attend the Marketplace and to submit their portfolio companies who would also be interested in participating. Interested? Contact us at acgatlanta@acg.org.

Hotel/Travel:

When should I arrive to Atlanta?

Registration for the conference will open at noon on Monday February 22nd. We do have room in the hotel block for Sunday night if you would like to arrive on the 21st. If not, we suggest taking a flight or driving in on Monday morning.

How do I reserve my room at The Hotel at Avalon?

Please use this [webpage](#) to book your room. ACG Atlanta does not partner with any outside firm to book rooms. Should you receive an offer from someone other than ACG, it is a scam/phishing email. We do not suggest you reply.

Why am I required to reserve a room for two nights at The Hotel at Avalon?

The hotel requires us to secure rooms for multiple nights.

What if I only want to stay one night?

You can stay at Avalon and “eat” the second night (our pricing reflects an almost 50% discount off their rack rate, so is basically like securing a room at the retail rate.) Or there are several wonderful hotels very close to the venue that do not require the two-night stay. We recommend the [Even Hotel](#) or the [Courtyard](#) nearby

Can I cancel my room reservation at The Hotel at Avalon?

Up until January 15th, we can accommodate a full cancellation. After January 15th you can cancel with a one-day penalty. After February 19th you are able to cancel but we are not able to refund the payment.

Are there other hotels nearby?

Yes. There are many hotels in the Alpharetta area. [Here is a list.](#)

Other:

I have additional questions/would like to speak with someone about the conference. What is the best way to do this?

Please email ACGAtlanta@acg.org