

The logo for ACG Boston, featuring the letters 'ACG' in a bold, white, sans-serif font with a registered trademark symbol, followed by the word 'Boston' in a smaller, white, sans-serif font. The background of the entire page is a teal-to-green gradient with a faint, high-angle photograph of an outdoor event space with tables and chairs.

ACG[®] Boston

DEALFEST

Northeast

SEPTEMBER 21, 2021
LAWN ON D & WESTIN SEAPORT
BOSTON, MASSACHUSETTS

SPONSORSHIP BROCHURE

INTRODUCTION

DealFest Northeast is the largest M&A block party in the northeast, bringing together over 700 middle-market deal professionals — capital providers, intermediaries, transaction advisors and strategics — from all over the country to network, discover new partners, and identify untapped sources of dealflow.

During DealFest, New England's top private equity and investment banking firms host and share the region's finest craft beers as attendees connect and strengthen their well-established networks of active investment community relationships, as well as create and build new relationships that can help source new quality investment opportunities.

DealSource Select, by invitation only for capital providers, intermediaries, family office and corporate development professionals, takes place earlier in the day, where over 300 attendees conduct one-on-one meetings, all prescheduled through DealSource Select's private online networking tool, making it the most efficient and concentrated way to source dealflow for the middle-market M&A community.

AGENDA

DealSource Select (invite only): 9:30am - 4:00pm | Westin Boston Seaport District

- 9:30am - 10:00am: DealSource Select Registration
- 10:00am - 12:00pm: 1:1 Meetings
- 12:00pm - 1:00pm: Lunch
- 12:30pm - 2:00pm: Family Office & PE Co-Investing Roundtable (invite only for family offices & PE investors)
- 1:00pm - 4:00pm: 1:1 Meetings
- 3:00pm - 4:00pm: Strategic Acquirer Roundtable (invite only for corporate development professionals)

Women's Connection Reception: 4:00pm - 5:00pm | Lawn on D
DealFest: 5:00pm - 8:00pm | Lawn on D

THE BIGGEST M&A BLOCK PARTY IN THE NORTHEAST

DEALFEST PACKAGES

September 21, 2021 | 5:00pm - 8:00pm | Lawn on D

DealFest is the largest M&A block party in the northeast, where New England based PE firms & Investment banks provide a craft beer of their choice for attendee tasting. The event will be bigger than ever this year with a large outdoor lawn & beer garden for a pub crawl style tasting and plenty of space to spread out, play lawn games and reconnect with the deal community after a long year apart!

DEALFEST BASE

SPONSORSHIP

Cocktail table on DealFest lawn for marketing material, attendee giveaway, etc. (includes signage)

Recognition on website, in email blasts & social media mentions

4 tickets to DealFest reception

Discounted rate for additional attendees

Company profile and half page black and white ad in digital guidebook

Attendee list w/contact information pre & post event

\$5,000

DEALFEST PUB

PREMIERE LEVEL SPONSORSHIP

Sponsor of tented pub at DealFest reception among PE/IB hosts

Company branding on tent, and opportunity for marketing table/ area under tent (could provide beer, specialty cocktail, game, giveaway, food item, etc)

Recognition on website, in email blasts & social media mentions

8 tickets to DealFest reception

Discounted rate for additional attendees

Company profile and full page color ad in digital guidebook

Attendee list w/contact information pre & post event

\$10,000

PACKAGES

DEALFEST WOMEN'S CONNECTION RECEPTION

SPONSORSHIP

Industry exclusivity as women's reception sponsor- reception takes place from 4:00pm - 5:00pm at Lawn on D

4 tickets to women's reception from 4:00pm - 5:00pm & 2 tickets to DealFest from 5:00pm - 8:00pm (additional tickets can be purchased at discounted rate)

Signage onsite during women's reception

Opportunity to distribute giveaway or branded item during reception

\$3,000

DEALFEST FOOD TRUCK

SPONSORSHIP

Exclusive sponsor of food truck, parked alongside the beer garden lawn (food truck provided by Lawn on D)

Signage in area of truck, and opportunity for marketing table/ activity area/giveaway near truck location

Recognition on website, in email blasts & social media mentions

10 tickets to DealFest reception

Discounted rate for additional attendees

Company profile and full page color ad in digital guidebook

Attendee list w/contact information pre & post event

\$12,000

DEALSOURCE SELECT PACKAGES

September 21, 2021 | 10:00am - 4:00pm | Westin Boston Seaport District

DealSource Select is invitation only for PE firms, family offices, investment banks & strategic buyers, and includes a full day of 1:1 meetings, pre-scheduled through ACG Access, an interactive meeting scheduling platform.

DEALSOURCE SELECT SPONSORSHIP

Industry exclusivity for this category

Industry exclusive sponsor of DealSource Select from 10:00am-4pm on Sept 21

Company branding on DealSource signage, in scheduling software and opportunity for marketing table/meeting area during DealSource

Recognition on website, in email blasts & social media mentions

2 tickets to DealFest reception & 2 tickets to DealSource Select (access to meeting schedule software for 2 people)

Discounted rate for additional DealFest only attendees

Company profile and half page black & white ad in digital guidebook

Attendee list w/contact information pre & post event

\$5,000

HEAD SHOT STATION

1 AVAILABLE

Sponsor of headshot station during DealSource Select (photographer provided by ACG Boston)

Signage at headshot station & opportunity to host marketing table or provide giveaway item

Recognition on website, in email blasts and social media mentions

2 tickets to DealSource Select (does not include access to scheduling tool) & 2 tickets to DealFest

\$3,500

DEALSOURCE SELECT PACKAGES

DEALSOURCE SELECT LOUNGE

SPONSORSHIP

Industry exclusive sponsor of DealSource lounge (outside of main meeting room)

Signage in the lounge & opportunity to host marketing table or provide giveaway item

Recognition on website, in email blasts and social media mentions

2 tickets to DealSource Select (does not include access to scheduling tool) & 2 tickets to DealFest

\$3,500