

**ACG** Florida Capital Connection



— **2023** —

**November 1-3, 2023**  
**JW Marriott Water Street**  
**Tampa, Florida**

**2023 Sponsorship Opportunities**

*hosted by ACG Tampa Bay*

# ABOUT the Florida Capital Connection

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Since 2005, the Florida chapters of ACG have been hosting one of the Southeast's premier conferences for the middle market. Our 18th Florida ACG Capital Connection® will be held on November 1-3, 2023 in beautiful Downtown Tampa at the NEW JW Marriott Water Street.

Our last 4 Capital Connections have grown to over 700 registered attendees & exhibitors from 29 states. Our attendees represent private equity firms, commercial and investment banks, growth-oriented companies, accounting and law firms, and other professionals all focused on middle-market deal making.

We have become known as the "place to be" in November, where "sun and fun" are a big part of our 2-1/2 day conference, including:

- Annual Golf Outing (*this year we are MOVING golf to the first day, Wednesday, 11/1 at 9:00 am so exhibitors/sponsors/attendees won't miss any of the main conference*)
- Early Arrivals Reception on the rooftop of the JW Marriott
- Capital Connection Cocktail Party
- ACG Florida Poker Tournament
- A schedule to give you maximum time to meetings
- and so much more

The Florida ACG Capital Connection is a joint venture of the four (4) Florida Chapters – North Florida, Orlando, South Florida and Tampa Bay.

ACG Tampa Bay is PROUD to host this years event.

## Meet Our Chairs



**Beth Cahill**  
President and CEO  
Windsor Capital



**Emery Ellinger**  
CEO  
Aberdeen Advisors, Inc.



**Reid Haney**  
Shareholder  
Hill Ward Henderson



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# SCHEDULE OF EVENTS

| <b>Wednesday, 11/1</b> |  |
|------------------------|--|
| 9:00 AM                | Golf Shotgun Start, TPC Tampa Bay  |
| 2:00 PM                | Exhibitor/Sponsor set-up tables  |
| 2:00 PM                | Inaugural "Pickleball" Live 105, Tampa Yacht Club                        |
| 3:00 PM                | Emerging Professionals Roundtable/Networking                             |
| 4:00 PM                | Women's "Wine Down Wednesday"  |
| 5:00 PM                | Early Arrivals Reception   |
| 7:00 PM                | Bourbon and Cigars   |
| 8:00 PM                | Enjoy Downtown Tampa on own or at Sponsor Hosted Parties                 |
| <b>Thursday, 11/2</b>  |  |
| 7:30 AM                | 5K Run & Yoga  |
| 8:00 AM                | Breakfast Buffet   |
| 8:00 AM (ALL DAY)      | PEG/IB Exhibitor Marketplace, Sponsor Lounge & Attendee Deal Lounge Open |
| 9:00 AM                | Speaker Session  |
| 12:30 PM               | Opening Keynote Speaker & Lunch  |
| 4:00 PM                | "It's 5 O'clock Somewhere" PE & IB Wine Tasting                          |
| 6:00 PM                | Enjoy Downtown Tampa on own or at Sponsor Hosted Parties                 |
| 9:00 PM                | ACG Florida Poker Tournament & Late Night Snacks/Games                   |
| <b>Friday, 11/3</b>    |  |
| 8:00 to 2:00 PM        | PEG/IB Exhibitor Marketplace, Sponsor Lounge & Attendee Deal Lounge Open |
| 8:00 AM                | Breakfast Buffet   |
| 12:00 PM               | Grab & Go Lunch  |
| 2:00 PM                | Conference Closes  |



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ACG Florida is pleased to have the support of our Capital Connection sponsors. By partnering with ACG Florida, you gain high profile exposure to an audience of 700+ attendees and over 10,000 contacts who are active in the Southeast deal-making community. We are dedicated to helping you build relationships that lead to increased deal flow and valuable new sources of business.

Sponsorship is a great opportunity for organizations involved in middle-market growth to raise their profile and connect with other firms and professionals.

ACG Florida offers different levels/pricing to meet your needs. Each level allows you to choose a specific "event" within the conference which gives sponsors additional branding. **If you have an IDEA for a NEW Sponsorship, please let us know.** Contact Sherry Smith, Conference Manager, at [acgflorida@acg.org](mailto:acgflorida@acg.org) or 813-205-0776

## PRESENTING - \$15,000 (unlimited number but industry exclusive)

- 10 conference registrations (*valued up to \$8,000*)
- 4 golf registrations (*valued up to \$1,000*)
- Exhibit table in Sponsor Area or in PEG/IB Exhibit Hall (*depending on primary function*)
- Private meeting room at venue **NEW**
- Reserved seating at all speaker sessions **NEW**
- Stage time at conference
- Highest level logo presence on Conference website, promotion emails, and social media postings
- Company video shared on social media (*video provided by sponsor*) **NEW**
- Full page ad in onsite conference guide
- Leaderboard Ad (728x90) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida)
- Highest level logo presence on signage throughout venue
- Promotional item and brochure in conference bags (*sponsor to provide*)
- ACG Florida assistance is setting up "sponsor dinner/reception" at nearby venue (if desired and paid by Sponsor) **NEW**
- Early access to event attendee list (*at sponsor request*)
- Early access to scheduling software **NEW**
- 1 complimentary registration for booth staff
- Sponsor ribbons on attendee badges

## GOLD SPONSORS - \$10,500 to \$12,000

- 6 conference registrations (valued up to \$5,000)
- 2 golf registrations (valued up to \$500)
- Exhibit table in Sponsor Area or in PEG/IB Exhibit Hall (depending on primary function)
- Branded email to over 12,000 middle-market professionals highlighting sponsorship
- Branded linked-in post(s) highlighting sponsorship
- Reserved seating at speaker sessions **NEW**
- Tiered level logo presence on Conference website, promotion emails, and social media postings
- Company promo shared on social media (provided by sponsor) **NEW**
- Full page ad in onsite conference guide
- Leaderboard Ad (728x90) displayed on the top of every page on www.acg.org/florida
- Tiered level logo presence on signage throughout venue
- ACG Florida assistance is setting up "sponsor dinner/reception" at nearby venue (if desired, and paid by Sponsor) **NEW**
- Promotional item in conference bags (sponsor to provide)
- Early access to scheduling software **NEW**
- Early access to event attendee list (at sponsor request)
- 1 complimentary registration for booth staff
- Sponsor ribbons on attendee badges

## AVAILABLE GOLD SPONSORSHIPS

|  |  |
|--|--|
| <b>\$12,000</b><br>Capital Connection Wine Tasting, Thursday, 11/2 | <b>\$12,000</b><br>Keynote with Sit-down Lunch, Thursday, 11/2 |
| <b>\$10,500</b><br>PE/IB Exhibitor Marketplace                     | <b>\$10,500</b><br>Bourbon & Cigars, Wednesday, 11/2           |
| <b>\$10,500</b><br>Headshot Lounge                                 | <b>\$10,500</b><br>Click 'N Share Photography                  |
| <b>\$10,500</b><br>Morning Speaker Session, Thursday, 11/2         |  |

**Ask about co-sponsorship opportunities**



**SILVER SPONSORS - \$7,500 to \$9,000**

- 4 conference registrations (valued up to \$3,200)
- 1 golf registration (valued at \$250)
- Exhibit table in Sponsor Area or in PEG/IB Exhibit Hall (depending on primary function)
- Tiered level logo presence on Conference website, promotion emails, and social media postings
- Company promo shared on social media (provided by sponsor) **NEW**
- 1/2 page ad in onsite conference guide
- Billboard Ad (970x250) displayed on www.acg.org/florida
- Tiered level logo presence on signage throughout venue
- Promotional item in conference bags (sponsor to provide)
- Early access to scheduling software **NEW**
- Early access to event attendee list (at sponsor request)
- 1 complimentary registration for booth staff
- Sponsor ribbons on attendee badges

**AVAILABLE SILVER SPONSORSHIPS**

|  |   |
|--|---|
| <b>\$9,000</b><br>Conference Bags                        | <b>\$8,000</b><br>Room Keys                                 |
| <b>\$8,000</b><br>Lanyards                               | <b>\$8,000</b><br>Water                                     |
| <b>\$7,500</b><br>Charging Stations                      | <b>\$8,000</b><br>Golf Tournament                           |
| <b>\$7,500</b><br>Conference Scheduling Software         | <b>\$7,500</b><br>Poker Tournament, Thurs, 11/2             |
| <b>\$7,500</b><br>Interactive Sponsor Booth - Shoe Shine | <b>\$7,500</b><br>Interactive Sponsor Booth - Massage Chair |
| <b>\$7,500</b><br>Interactive Sponsor Booth - Chocolates | <b>\$7,500</b><br>Interactive Sponsor Booth - Espresso      |

## BRONZE SPONSORS - \$5,000 to \$6,500

- 2 conference registrations (*valued up to \$1,590*)
- Exhibit table in Sponsor Area or in PEG/IB Exhibit Hall (*depending on primary function*)
- Tiered level logo presence on Conference website, promotion emails, and social media postings
- 1/4 page ad in onsite conference guide
- Skyscraper Ad (240x400) displayed on [www.acg.org/florida](http://www.acg.org/florida)
- Tiered level logo presence on signage throughout venue
- Promotional item in conference bags (*sponsor to provide*)
- Early access to scheduling software **NEW**
- Early access to event attendee list (*at sponsor request*)
- Sponsor ribbons on attendee badges

## AVAILABLE BRONZE SPONSORSHIPS

|   |   |
|---|---|
| \$6,500 - Late Night Snacks & Games, Thurs, 11/2                      | \$6,500 - Women's Wine Down Wednesday                                 |
| \$6,500 - Early Arrivals Reception #1, Wed, 11/1 (industry exclusive) | \$6,500 - Early Arrivals Reception #2, Wed, 11/1 (industry exclusive) |
| \$6,000 - Registration  | \$6,000 - Attendee Deal Lounge  |
| \$6,000 - Breakfast, Thursday, 11/2                                   | \$6,000 - Breakfast, Friday, 11/3                                     |
| \$6,000 - WiFi  | \$6,000 - "Hair of the Dog" Bar, Thursday, 11/2                       |
| \$6,000 - "Hair of the Dog" Bar, Friday, 11/3                         | \$6,000 - Coffee Break #1   |
| \$6,000 - Coffee Break #2   | \$6,000 - "Grab & Go" Lunch, Friday, 11/3                             |
| \$5,500 - Conference Guide (inside front cover ad)                    | \$5,500 - Conference Guide (back cover ad)                            |
| \$5,500 - C-Suite Event #1  | \$5,500 - C-Suite Event #2  |
| \$5,000 - EP Roundtable/Networking                                    | \$5,000 - Refreshment Break #1  |
| \$5,000 - Refreshment Break #2  | \$5,000 - Yoga  |
| \$5,000 - 5K Run  | \$5,000 - Pickleball  |