

2023 Florida ACG Capital Connection®
Sponsor Set-up, shipping and Tips
Wednesday - Friday, November 1-3, 2022
JW Marriott Tampa Water Street



Important Information for your Florida ACG Capital Connection® Sponsorship

Attendees for Conference

- Each sponsoring firm receives a total allotment of conference tickets from 2-10, depending on level of sponsorship, and some levels receive a # of golf, tennis, or women's forum registrations, again depending on level.
- You can use discount code 2023FLSPONSOR when registering your complimentary attendees. If you have NOT done so already, please email your golfers or tennis players(s) at any time to acgflorida@acg.org. The sooner we have the names, the sooner they will show up on the attendee lists. Additional attendees from sponsoring companies can use discount code 2023FLEXTRA to save \$100 off of regular pricing.

Conference Bag Items

- We anticipate stuffing 500 conference bags to be handed out to each attendee upon registration. Company logoed promotional products (i.e., pens, hand sanitizer, flash drives, sunscreen, etc.) are good ideas to consider for bag stuffing. **Our attendees seem to "LOVE" the bags and items, so please try to send something – YOU don't have to send 500 of the same item – some sponsors use this as a way to clean out their inventory!**
- Items for bag stuffing should be sent to JW Marriott Tampa Water Street for arrival no earlier than Tuesday, October 24th and no later than Friday, October 27th.
- The following information must be included on all packages to ensure proper delivery:
YOUR COMPANY NAME (FOR BAG STUFFING)
Florida ACG Capital Connection
c/o Sherry Smith/Florida ACG Capital Connection
JW Marriott Tampa Water Street
510 Water Street
Tampa, FL 33602
(1 of 1, 1 of 2, etc.)
- *ACG Florida is not responsible for any items lost or damaged. All packages should be insured at the appropriate value.*

Sponsor Table

- Each sponsoring firm will be provided with a 6' x 30" skirted table with two chairs in our Attendee DealLounge/Sponsor areas, **OR in the case of IBs/PEGs that are sponsors, you will have your table in the EXHIBIT HALL.**
- **Some sponsors do not want a booth, and if that is the case, please email acgflorida@acg.org.**
- ACG Florida will assign all booth placements, and you will receive your layout in early October.
- Gadgets, premium items, and raffles are great booth ideas. Manage booth collateral. We recommend bringing approx. 150 pieces of literature. Remember, not everyone will collect firm materials.
- Signage is not provided to sponsors, though a small sign with your name will be on your table for reference only.
- Standing / retractable banners must be placed BEHIND the table.
- Bring an ample supply of business cards!
- Items for your sponsor table should be sent to JW Marriott Tampa Water Street for arrival no earlier than Tuesday, October 24th and no later than Friday, October 27th. **Set-up begins at 7:00 am on Thursday, November 2nd and tear-down will be Friday, November 3rd by 3:00 pm.**

- The following information must be included on all packages to ensure proper delivery:

YOUR COMPANY NAME (FOR SPONSOR BOOTH)

Florida ACG Capital Connection
c/o Sherry Smith/Florida ACG Capital Connection
JW Marriott Tampa Water Street
510 Water Street
Tampa, FL 33602
(1 of 1, 1 of 2, etc.)

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How to Maximize Your Florida ACG Capital Connection® Sponsorship

Networking

- Understand the audience at the Florida ACG Capital Connection:
 - Dealmakers from around the country representing private equity, corporate development officers and financial executives, investment bankers, lenders, and professional services providers who work in M&A and corporate growth.
 - PE firms either in or out of the region have portfolio companies that may need your business.
- Bring the right people. Depending on your sponsor level, you receive 2 to 10 conference tickets. If you have offices outside of Florida, you may want to consider bringing partners and senior professionals from those other offices.
- Plan meetings at your sponsor table from Thursday, November 2nd at **8:00 am** through Friday, November 3rd at 2:30 pm
- An agenda is available on the web site (www.acgflorida.com) on the agenda/schedule tab.
- Follow-up is crucial.

Conference Scheduling Tool

- Our Conference Scheduling Tool will launch to exhibitors and sponsors in late September.
- Do your due diligence. Use the app and web site to see what firms are in attendance.

Social Media

- Take advantage of social media tools to spread the word about your sponsorship and the conference.
- Join ACG Florida Capital Connection on LinkedIn.