



PARTNERSHIP
PROGRAM
PROSPECTUS

The U.S. middle market is defined by companies with annual revenue between \$10 million and \$1 billion. Middle-market dealmaking sustains and grows the economy throughout the world, and is a key driver of the U.S. economy. ACG members support deals from all sides, from advisers to bankers to corporates to private equity professionals. All members play a critical role in helping grow and expand businesses in the middle market.

THE POWER OF THE MIDDLE MARKET *



33% OF PRIVATE SECTOR
REPRESENTED



\$10+ TRILLION
IN ANNUAL REVENUE



1/3 OF ALL U.S. JOBS



48 MILLION
TOTAL JOBS IN 2014

**Sources: National Center for the Middle Market*



ABOUT THE ASSOCIATION FOR CORPORATE GROWTH

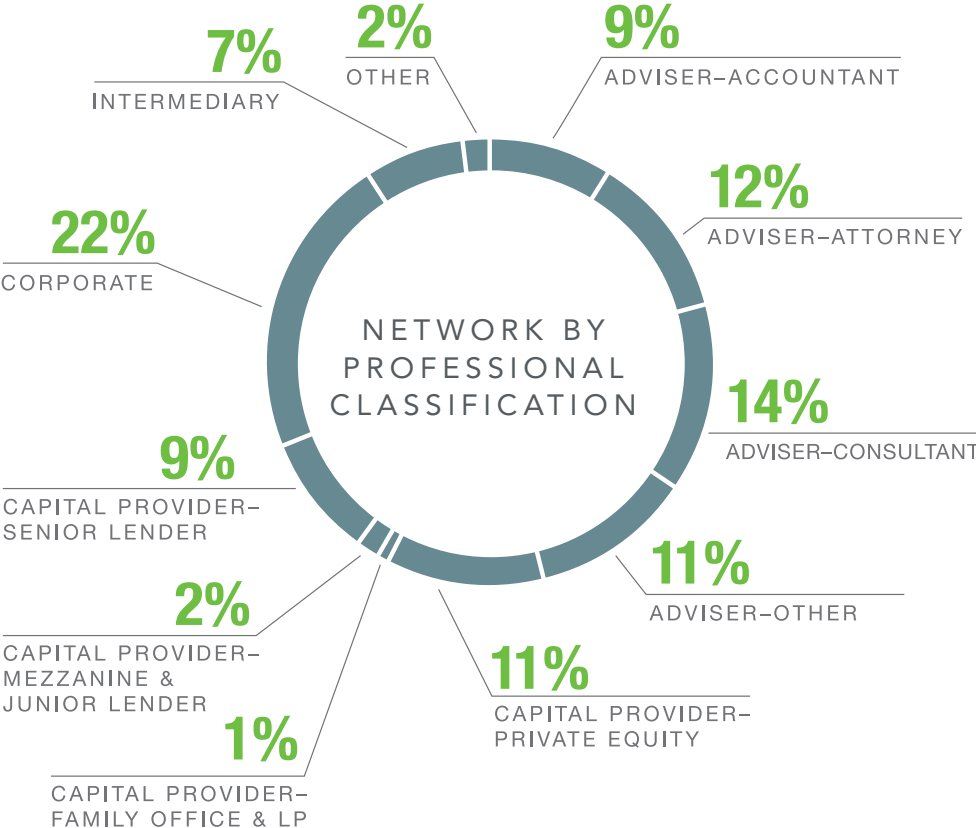


Association for Corporate Growth

Driving Middle-Market Growth[®]

The ACG community goes beyond ACG’s 14,500 members to include more than 75,000 non-member professionals from private equity firms, corporations, institutions and lenders that invest in middle-market companies, as well as from law, accounting, investment banking and other firms that provide advisory services. Founded in 1954, ACG is a global organization with 57 chapters. ACG drives middle-market growth.

ACG members value learning best practices from thought leaders and participating in networking events where they can grow relationships and make important business connections. ACG Global provides these services and maintains a high level of member satisfaction. Becoming involved and engaged as a partner and member will help you take advantage of all that ACG has to offer. Learn more about ACG at www.acg.org.



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ACG GLOBAL PARTNERSHIP

The ACG Global Partnership Program is based on developing strategic relationships with organizations serving the middle-market. Each ACG partner receives a customized partnership package with marketing benefits across the association's portfolio of efficient and effective face-to-face events, thought leadership platforms and member programs. Through this exposure, partners have access to the ACG community of executive decision-makers in corporate growth, corporate development, mergers and acquisitions.

ACG's partnerships are accomplished through the alignment of each partner's goals with the strategic pillars of ACG:

- **Local Community, Global Reach®** - Enhance global presence to facilitate member business relationships
- **Diverse Needs, Targeted Services®** - Serve diverse member needs via useful products and services
- **Private Capital, Public Good®** - Provide strong voice for middle-market private investment
- **Access Anytime, Business AnywhereSM** - Facilitate business connections via technology

PARTNERSHIP LEVELS

- Official Sponsor of GrowthSM
- Growth Leader
- Growth Champion
- Growth Supporter
- Event Sponsorship

PARTNERSHIP ACCESS

- Customized access to ACG community
- Opportunity to contribute educational content and enhance your position as an industry thought leader
- Amplified exposure through ACG communication channels

PARTNERSHIP COMPONENTS

Face-to-Face Connections

- InterGrowth®
- EuroGrowth®
- Leadership Conference and Public Policy Summit

Thought Leadership

- *Middle Market Growth*® magazine
- Newsletters
- Webinars
- White papers

Brand Exposure

- *Middle Market Growth*® magazine
- MiddleMarketGrowth.org website
- MiddleMarketVoice.org website
- ACG.org global website
- ACG event marketing
- ACG partnership logo

Support

- Dedicated ACG Global staff member
- Fulfillment tracking and reporting



FACE-TO-FACE CONNECTIONS



Photo from InterGrowth® 2016

Partners receive a premium level of access at ACG Global events with extensive marketing benefits and VIP participation.

INTERGROWTH®

InterGrowth takes place annually in the Spring. ACG’s annual event draws more than 2,000 private equity professionals, intermediaries, lenders, attorneys, accountants, corporate executives, LP’s, and corporate development officers. This is the industry’s top event for dealmakers and is the most efficient way to reach your target audience.

InterGrowth attendee info:

- Consistently account for around 1/3 of total U.S. private equity deals
- Attendees deployed nearly \$40 billion in 1Q 2016 alone
- Attendees are sitting on approximately \$115 million in investable capital

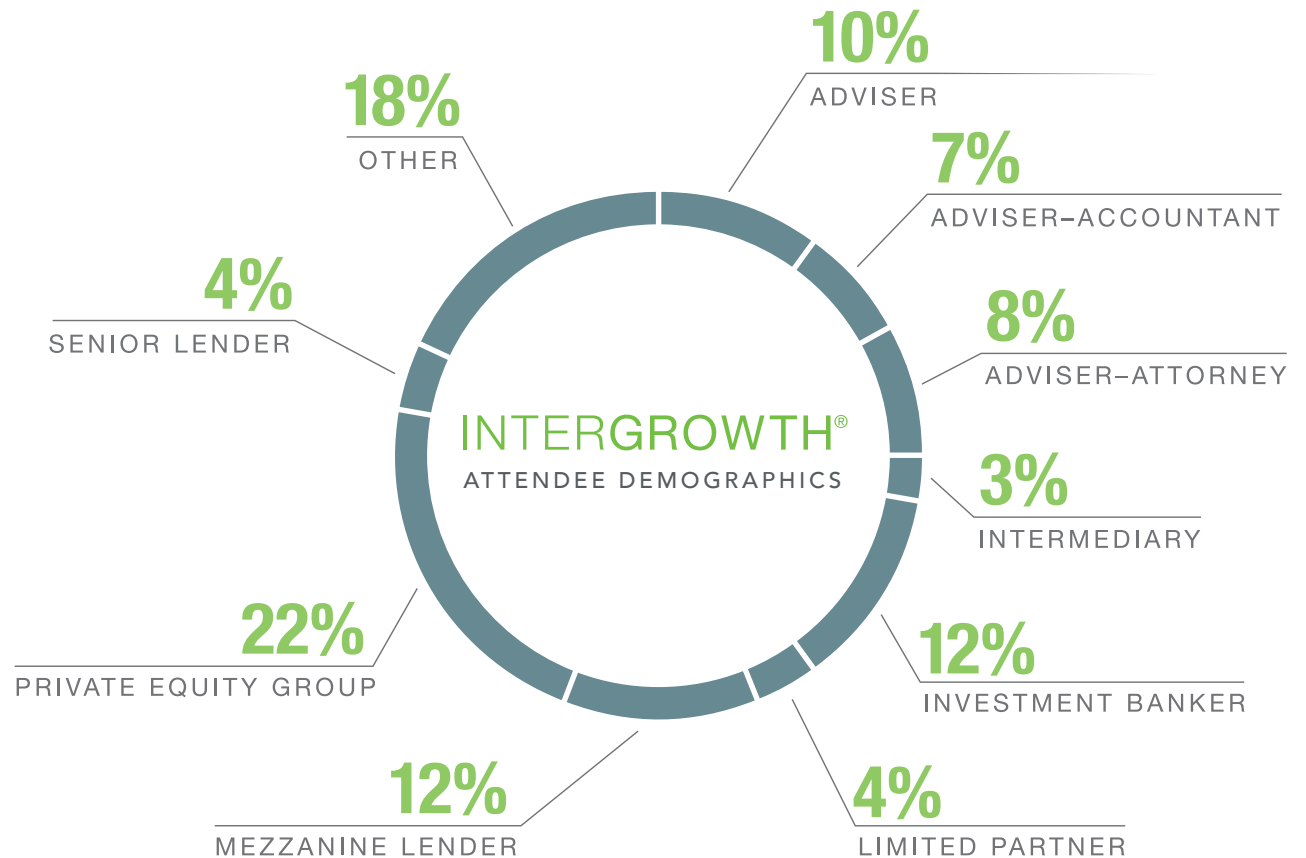




Photo from EuroGrowth® 2015

EUROGROWTH®

[EuroGrowth](#) takes place each fall in Europe. The premier source for international networking and deal flow in the middle market, EuroGrowth brings together 200 financial professionals (private equity groups, intermediaries, lenders, limited partners, service advisory firms, corporate executives and development officers) from all industry segments across Europe and the globe, offering attendees three key benefits: capital, connections and deals.

LEADERSHIP CONFERENCE & PUBLIC POLICY SUMMIT

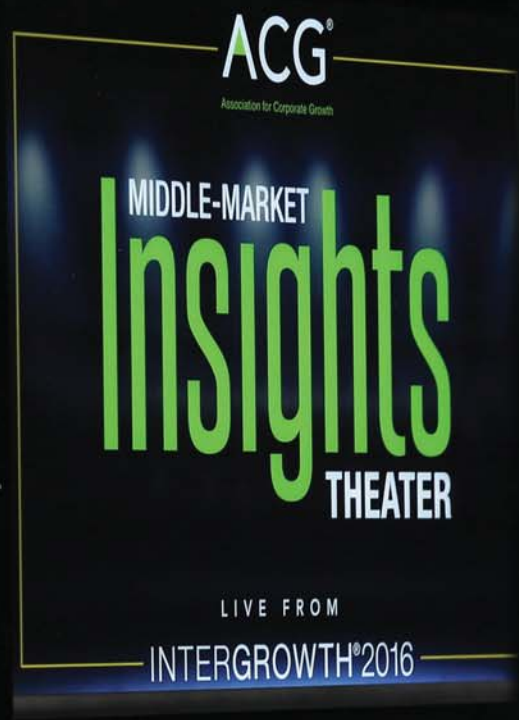
Each year, ACG brings together top middle-market leaders in Washington, D.C. for two days of networking and strategic planning at ACG's Leadership Conference and Public Policy Summit. ACG Board of Directors, Chapter Leaders and Partner firms will be included in this important week.

The Public Policy Summit engages ACG members in important conversations around policy issues involving regulations and legislation that are critical to the middle market. ACG's Summit will give attendees a greater understanding of how Washington policymakers view the middle market and ways to change the narrative to one that shows the positive impact that middle-market private capital investment has on the U.S. economy.

The [Public Policy Leadership Circle](#) is another opportunity for firms to support a wide variety of projects and research all designed to tell the story of how privately held, middle-market companies grow jobs and power the American economic engine.



Photo from the 2015 Public Policy Summit.



ACG[®]
Association for Corporate Growth

MIDDLE-MARKET
Insights
THEATER

LIVE FROM
INTERGROWTH[®] 2016



THOUGHT LEADERSHIP

Contribute knowledge and expertise to the ACG community to enhance your company's position as a thought leader. ACG shares thought leadership resources through publications, webinars, and white papers.



Middle Market Growth, the official publication of ACG

MIDDLE MARKET GROWTH®

Middle Market Growth®, the official suite of publications of the Association for Corporate Growth, includes a daily newsfeed, weekly e-newsletter and a quarterly printed magazine. MMG serves as the premier pipeline to the entire dealmaking network, providing middle-market professionals and service advisers around the world access to thought leadership, best practices and insights from all segments of the middle market.

Middle Market Growth moves past the numbers and endless lists of company profiles and business leaders and goes right to the heart of the deal. Readers gain valuable insights into the challenges, knowledge and successes of others just like them. And with content that reflects the unique diversity of MMG's readership across the industry, it's an ideal choice to reach your core audiences with a guest article.

View the Middle Market Growth [Media Kit](#) for the editorial calendar and advertising information

WEBINARS

ACG's "Middle-Market Insights" webinars feature relevant content designed to provide current topical information for the ACG community. Each webinar draws participation between 150-300 corporate growth professionals on average. Webinars are offered via multimedia format and include polling and survey questioning. Each is recorded and archived in ACG's content library for members to view at any time.



WHITE PAPERS

White papers highlight partner research or growth stories relevant to the middle market and are featured on the ACG Global website and in ACG's Middle Market Growth digital communication suite.

BRAND EXPOSURE

INTERGROWTH 2014

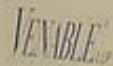
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GROWTH LEADER PARTNER



MERGERS & ACQUISITIONS

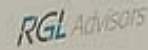
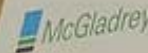


EVENT SPONSOR

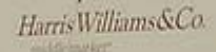
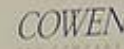
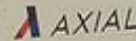


THANK YOU ACG GLOBAL PARTNERS & SPONSORS

GROWTH CHAMPION



GROWTH SUPPORTER



THE JORDAN COMPANY



ALLIANCE PARTNERS

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ALTERNATIVE INVESTMENT SUMMIT
EMERSON CENTER FOR
PRIVATE EQUITY SUMMIT
THE FINANCIAL EXECUTIVES
NETWORKING GROUP

NATIONAL CENTER FOR
THE MIDDLE MARKET
PRIVCAP
JENNETT PRIVATE EQUITY
VENTURE CAPITAL ASSOCIATION



CLARITY
CORPORATE
GROWTH

BLUETHORN 2

BLUETHORN

Gain brand exposure via multiple media channels and platforms: ACG's Middle Market Growth communication suite, ACG.org, event marketing, and exclusive use of ACG Global Partner logos.

MIDDLE MARKET GROWTH COMMUNICATIONS

Ads are available in the weekly e-newsletter and printed magazine, mailed to 14,500 members, and sent digitally to 90,000+ middle-market professionals. View the *Middle Market Growth Media Kit* for advertising opportunities.

ACG.ORG GLOBAL WEBSITE

Logos and digital interactive banner ads are featured on ACG.org homepage, member directory and event calendar.

EVENT MARKETING

Partners are recognized in a variety of ways during face-to-face events, including on-site printed and digital signage, conference program, post-event thank you ads, stage recognition, etc.

ACG GLOBAL PARTNER LOGO

Demonstrate your firm's alignment with ACG to clients and prospects with exclusive use of an ACG Global Partner logo.



Digital signage from InterGrowth 2015.

Sample partner ad using ACG Global Partner logo.

Sample digital banner ad that runs on the ACG.org home page.

CONTACT US

To explore a partnership with ACG, please contact:

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