



**ACG**<sup>®</sup> Global

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**SPONSORSHIP PROSPECTUS**



**EXPAND  
YOUR REACH**

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▲ 20' x 20' Sponsor Signage at InterGrowth 2019

**An Introduction to Opportunity**

Before digging into the prospectus, note that ACG is the most influential organization of my career. ACG is a community of diverse perspectives, bound by a common vision to drive growth in the middle market. When technology disrupted the health and beauty space, where I spent nearly two decades of my career, ACG is where I found co-navigators.

Built on powerful tales of mergers and acquisitions, ACG puts members at the table with strategic thinkers and dealmakers. ACG is a mission-driven organization that supports members through communications, advocacy, networking and leadership. **Yes, the promise of visibility draws in industry leaders, but it's the value of an alliance with our brand, our chapters and our members that keep sponsors close.**

ACG sponsorship is a pathway to thousands of engaged middle market professionals. Our sponsors are a distinguished bunch, attuned to best practices and trends, and adept at understanding what's on the horizon within the middle market. As a sponsor, you'll unlock vast opportunities, spark powerful conversations, and bring visibility to your brand.

An investment in ACG sponsorship yields an ROI that will fill your sales pipeline with qualified and targeted leads, global affiliations and brand exposure.

Consider partnering with ACG's sponsorship team. The team is vested in relationships that foster sponsors brand presence and growth. Sponsors benefit from tactics that enhance marketing strategies and amplify influence.

Let ACG sponsorship expand your reach in 2020, and ensure you're at the center of the middle market's most important conversations.

Thank you,



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**Martin "Marty" Okner**  
ACG Global Chairman



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## PARTNERS IN DRIVING MIDDLE MARKET GROWTH®

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ACG's mission, as a membership organization to thousands of middle market and M&A professionals, is to drive middle market growth. The organization's chief goal is to amplify middle market companies' ability to drive economic and job growth.

The middle market segment of the U.S. economy is incredibly diverse and encompasses nearly 200,000 companies. The National Center for the Middle Market defines middle market companies as those with annual revenues between \$10 million and \$1 billion. While the middle market includes 3% of U.S. companies, the segment represents a third of the private-sector gross domestic product (GDP) and employment and is the single most significant contributor to U.S. job growth. The middle market produces more new jobs than large or small businesses combined and accounts for over half of 51.8 million jobs created since the financial crisis (2011-2017).

Data Courtesy of The National Center for the Middle Market ►

## THE POWER OF THE MIDDLE MARKET



**33%**

PRIVATE SECTOR REPRESENTED



**\$10M — \$1B**

IN ANNUAL REVENUE



**3%**

OF U.S. COMPANIES



**1/3**

ALL U.S. JOBS



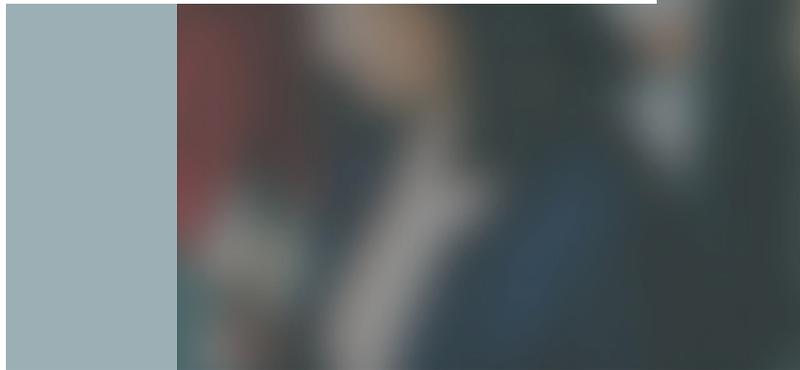
## THE ACG UNIVERSE AND THE AUDIENCE

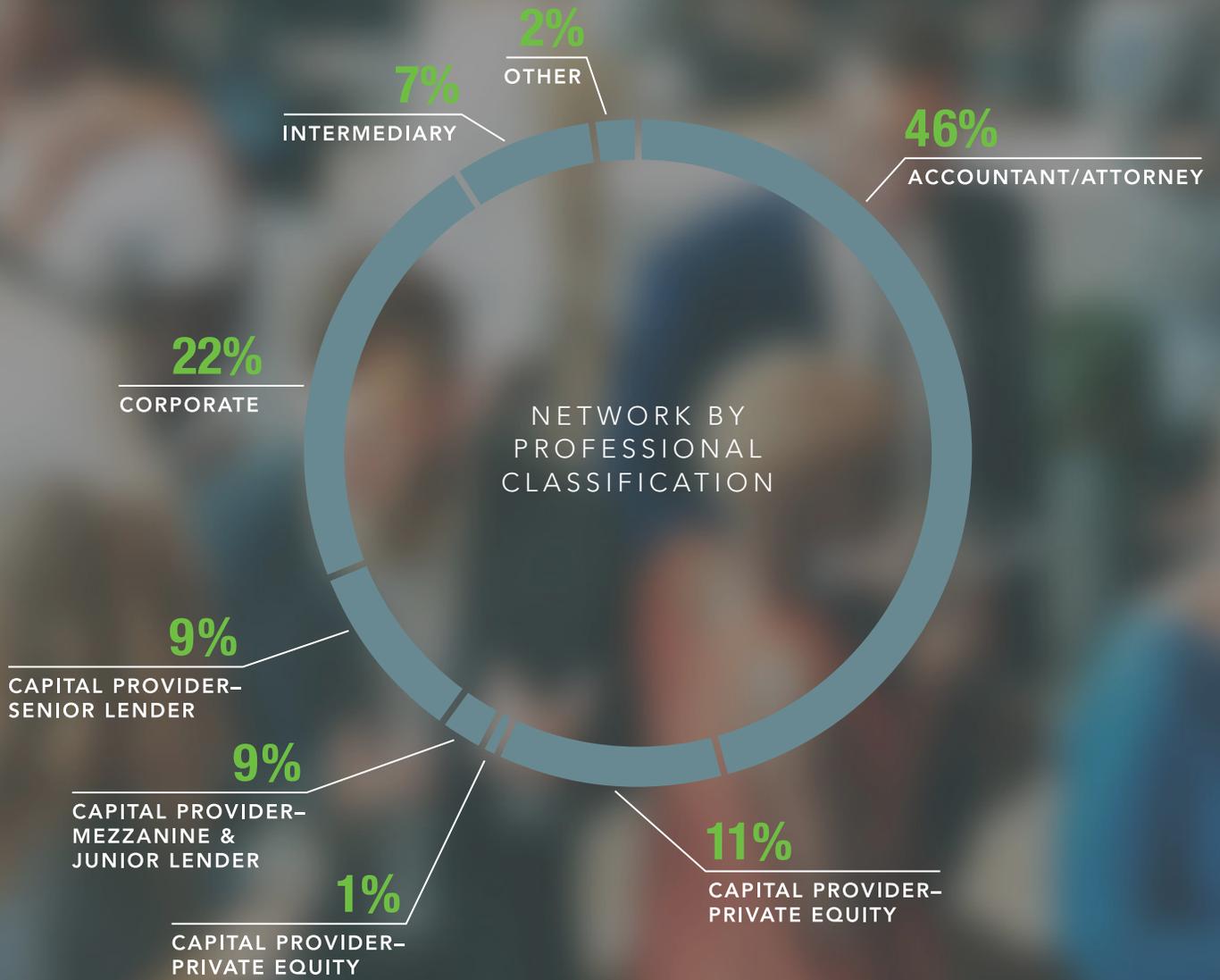
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ACG members support deals from all sides, from advisers to bankers to strategic acquirers to private equity professionals. All ACG members, chapters and sponsors are critical components of its dealmaking network.

The ACG community extends beyond its 14,500 members and includes more than 85,000 additional non-member professionals from private equity firms, corporations, institutions, legal and accounting firms and lenders who invest, operate, advise and support middle-market companies. Founded in 1954, ACG is a global organization with 59 chapters. ACG drives middle-market growth.

ACG's network relies on its marquis deal making events to secure essential business connections.





▲ Data Courtesy of PitchBook Data, LLC

# ACG GLOBAL SPONSORSHIP

ACG sponsorship packages are based on developing strategic relationships with organizations serving the middle market. This means you can leverage the association's portfolio of face-to-face events, thought leadership platforms and exclusive member programs. This exposure gives you access to the ACG community of executive decision-makers in corporate development, and mergers and acquisitions.

## Sponsorship Levels

- Official Sponsor of Growth<sup>SM</sup> (OSG)
- Growth Leader
- Growth Champion
- Growth Supporter
- Event Sponsorship

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## UNLOCK YOUR OPPORTUNITIES AS AN ACG SPONSOR



**AMPLIFY**  
your voice via *Middle Market Growth*<sup>®</sup> thought leadership content



**BUILD**  
your presence in the market through event sponsorship



**FILL**  
your sales pipeline with new, qualified and targeted leads through webinars



**EXPAND**  
your company reach with strategic ad placement



**IMMERSE**  
yourself in the ACG community by leveraging ACG's 59 local chapters/networks and their 1,200 annual events

## MATRIX OF DELIVERABLES

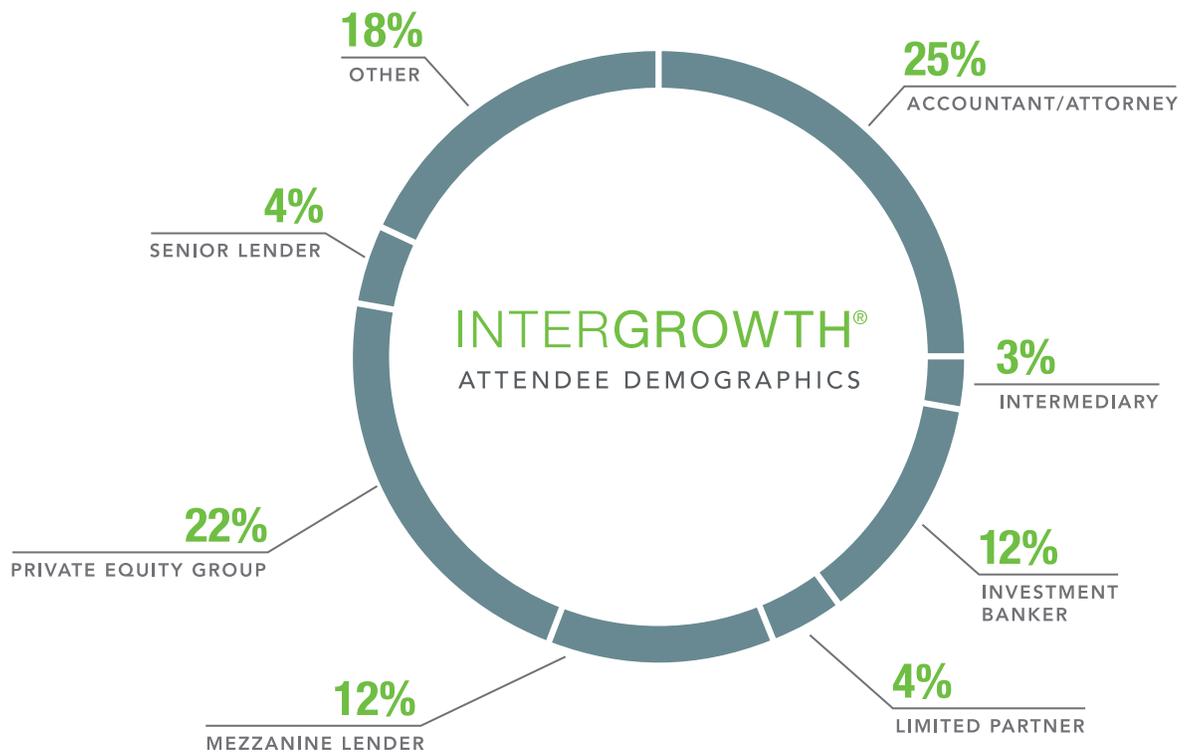
	OFFICIAL SPONSOR OF GROWTH <sup>SM</sup>	GROWTH LEADER	GROWTH CHAMPION	GROWTH SUPPORTER
Website Recognition ACG & InterGrowth	✓	✓	✓	✓
Sector Exclusivity	✓			
ACG Member Mailing List Use (1)	✓			
InterGrowth Opening Reception/ACG Capital Connection <sup>®</sup> Sponsorship	✓			
InterGrowth VIP Meet/Greet (based on availability)	✓			
InterGrowth Middle Market Insights Session	✓			
InterGrowth 20' x 20' Booth	✓			
InterGrowth Breakout Panel Session (based on agreement)		✓	✓	
InterGrowth Onsite Digital Ad	✓ (4 videos)	✓	✓	
InterGrowth Onsite Digital Executive Profile	✓ (2 profiles)	✓	✓	
InterGrowth Website Banner Ad	✓ (homepage)	✓ (interior)	✓ (interior)	
InterGrowth Onsite Program Ad	✓ (full page)	✓ (half page)	✓ (half page)	
InterGrowth Onsite Program Recognition	✓	✓	✓	✓
Opportunity for custom special project	✓	✓		
In-person planning meeting with ACG sponsorship team	✓	✓		

# INTERGROWTH® 2020

ACG's annual event draws more than 2,000 middle market professionals. Sponsors gain premium exposure with a featured exhibit booth/meeting area in the InterGrowth Lounge, access to reserved hotel space to conduct business, complimentary and discounted passes and extensive brand recognition throughout the conference. InterGrowth is the most efficient way for you to reach the middle market. ACG will tailor packages to your company's strategic marketing goals.



▲ Sponsorship recognition at InterGrowth 2017



▲ Data Courtesy of PitchBook Data, LLC

**Sponsorship Branding Opportunities**

- Shoeshine
- ACG DealSource®
- Wellness and Recreation
- ACG Bar (includes Happy Hour)
- Keycard
- Lanyard
- Wi-Fi
- Receptions
- Breakfast/lunch/breaks
- Luggage hold
- Charging station
- Daily Newsletter Banner Ad
- Custom Opportunities

**InterGrowth Attendee Info**

- Consistently account for around 1/3 of total U.S. PE deals
- In 2019, attendees deployed approximately \$1281.1 billion globally (5/31/2018 - 6/1/2019)
- Attendees are sitting on approximately \$263.6B (global funds) and \$199.1B (U.S. funds) in investable capital

▼ 20' x 20' Booth at InterGrowth 2019





From left, Plante Moran's Michele McHale, Robert Shefferly III and Eric Wozniak

IN FOCUS  
PLANTE MORAN

# MIDDLE MARKET GROWTH® & THOUGHT LEADER CONTENT



▲ Photo from September/October 2018 issue of *Middle Market Growth*



Gain visibility within the pages of *Middle Market Growth*® (*MMG*) magazine, the official publication of the Association for Corporate Growth. *MMG*'s print edition is delivered exclusively to ACG's 14,500 members across 14 nations. Its digital reach extends to nearly 100,000 M&A professionals in all areas of the middle market, including C-suite executives, capital providers, intermediaries and transaction advisers. Create an integrated marketing campaign that showcases your brand using *MMG*'s digital, print and multimedia channels.

*MMG* offers a variety of unique thought leadership opportunities to advance your marketing strategy. Leverage ACG's award-winning publication to build your brand and generate leads.

### Thought Leadership

- **In Focus:** Customized multi-page profile of your firm written by a seasoned business reporter and featuring professional photography (Limited to one per issue)
- **Case in Point:** Two (2) page story highlighting company-centric case studies, written by a seasoned business reporter (Limited to one per issue)
- **Executive Suite:** Q&A showcasing an executive's expertise on a particular subject (Limited to one per issue)
- **Portfolio:** Thought leadership article spotlighting a firm's perspective on an industry trend
- **GrowthTV:** ACG Global's new video platform that will harness the power of ACG's network and social media to deliver insightful and timely video content to ACG's membership and beyond. [Download the one-pager](#) to learn more.
- **Middle Market Growth // Conversations:** Audio interview capturing expertise and thought leadership on a bi-weekly podcast

### Advertising

- *MMG* offers thoughtful marketers the opportunity to build a consistent brand presence across various channels
  - Poly-bag stand-alone marketing content
  - Wrap *MMG*'s cover with a custom belly band
  - Utilize extra page, using the fold-out cover

### Advertising

- Multimedia packages to include video and podcasts



MIDDLE-MARKET  
**Insights**  
Expert Intelligence from **ACG**

## WEBINARS

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ACG's Middle-Market Insights webinars feature relevant content designed to provide current topical information for the ACG community. Highlight your expertise and receive qualified leads through ACG's webinar platform. On average, sponsored webinars reach a registered audience of 250. Sponsors receive the list of registered attendees; and surveys results about the participant experience. Webinars are live-streamed; the recording and slides, are archived and added to ACG's content library for members to revisit.

### **Leader Showcase**

- Firm logo recognition and speaker headshots on the webinar event

### **Cross-Promotion**

- Opportunity for your firm to produce a whitepaper or report in conjunction with the webinar for inclusion on ACG.org and in email distribution schedule to participants after the event

### **Year-Round Thought Leadership**

- Your webinar recording is archived on the ACG website
- Receive a full list of all registered attendees with contact information

### **Integrated Marketing Campaign**

- Reach our list of 90,000 through a listing on the ACG.org event calendar, dedicated email blasts, social media, our weekly newsletters, and a post-event email campaign

## SUCCESS STORIES

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“DHG is a premier middle-market private equity services practice in the U.S., we’ve greatly benefited from strategically aligning with ACG.

Our presence at InterGrowth, for instance, was indisputable. As an OSG, DHG hosted a Middle Market Insights session, held a branded booth in the heart of the lounge, not to mention brand visibility at private events, the golf tournament and more.

Through branding and thought leadership opportunities with ACG, we have advanced our growth strategy and business goals while contributing to a healthy middle-market dealmaking ecosystem. Also, this past year’s InterGrowth, we attended 125 meetings –the most we’ve ever had!”

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**Scott Linch**

Managing Partner, DHG



“As a dedicated partner of ACG Global, Plante Moran sees the organization as one of the most trusted and respected sources for connecting with middle-market dealmakers and leaders. We have been a sponsor of ACG Global for nearly a decade and the return on our investment has been significant. Our long-term relationship with ACG Global has resulted in countless new contacts and opportunities, which were established through marketing and lead generation campaigns as well as attending InterGrowth, ACG Global’s premier event.

The sponsorship team works very closely with us to review our goals and deliver a sponsorship package that includes innovative ideas and fresh perspectives. We recently worked together on a large-scale marketing campaign and the entire team was phenomenal. The team really went above and beyond to understand our objectives and deliver a product that exceeded our expectations. We firmly believe that ACG Global is the premier organization for driving middle-market connections and growth, and we look forward to continuing the partnership.”

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**Andrea Kubus**

Marketing Manager, Plante Moran



# ACG SPONSORSHIP COMMITMENT

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The ACG sponsorship team will develop a customized strategy for you. You'll receive a sponsorship package with marketing benefits across the association's portfolio.

## **Dedicated ACG Global Staff Members**

- Content development
- Email communication shared on behalf of the sponsor is edited to match ACG's voice while maintaining sponsor's tone and integrity

## **Frequent Touchbase Meetings**

- Kick-off calls before sponsorship commences
- Regular phone conference calls
- In person meetings as needed

## **Fulfillment Tracking and Reporting**

- Detailed fulfillment report
- Regular reporting on communications

## **Visibility**

- Promotion on LinkedIn, Facebook and Twitter
- Potential MMG visibility at select chapter events

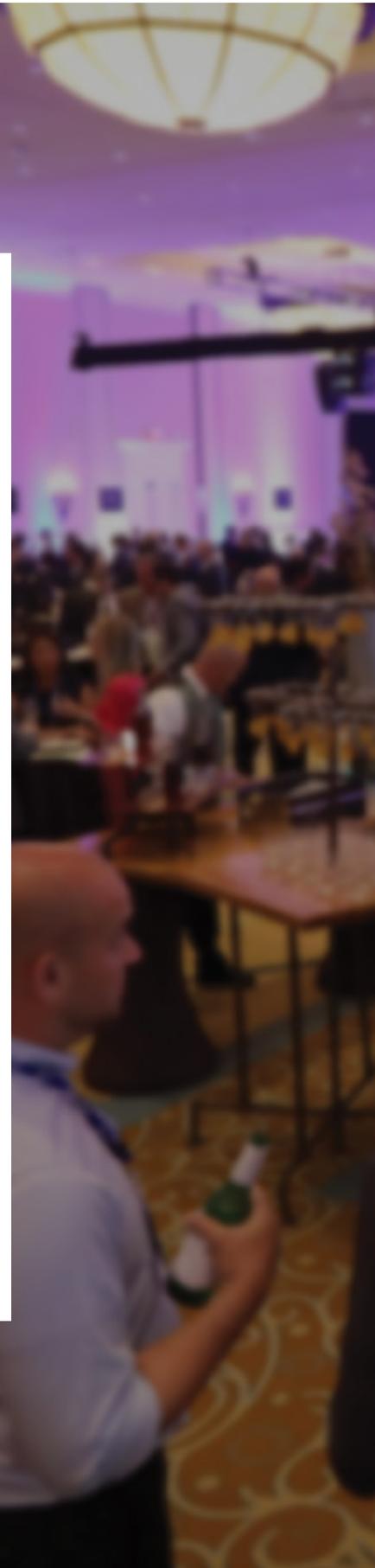


Photo from Opening Reception and ACG Capital Connection at InterGrowth 2019 ▶

## LET'S GET STARTED

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Thank you for your interest in ACG sponsorship opportunities. We look forward to building a campaign that aligns with your strategic initiatives and returns a generous ROI.

For more information about sponsorship, contact:



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Association for Corporate Growth

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