

ACG<sup>®</sup> Boston

# DEALFEST

— *northeast* —

JUNE 13 & 14, 2018 | THE CYCLORAMA & STATE ROOM | BOSTON, MA



SPONSORSHIP OPPORTUNITIES

## ABOUT DEALFEST NORTHEAST

DealFest Northeast is the largest M&A block party in the northeast, bringing together **over 600 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.

On the first day of 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 takes place on the second day of DealFest Northeast: over 300 capital providers, intermediaries, and corporate development professionals conduct one-on-one meetings with each other, all prescheduled through DealSource Select's innovative and private online networking tool, making it the most efficient and concentrated way to source dealflow for the middle-market M&A community.

*"Outstanding networking event for those involved with PE, IB, and M&A."*

*"DealFest Northeast is the model for ACG Conferences...this is Capital Connection 2.0: a full calendar of meetings and no wasted time sitting behind tables."*

*"ACG Boston's DealFest attracts many senior level M&A professionals that are serious about making the right contacts to serve their clients needs."*

*"The value of this event, with so many dealmakers in one setting, is unrivaled!"*

*"Boston has a strong investment community and DealFest is a great way to meet the best professionals in the New England area."*

*"DealFest Northeast is an event that active members of the Boston dealmaking community can't afford to miss."*

# SPONSORSHIP PACKAGES

## BASE PACKAGE

- Recognition on website, email blasts, and social media mentions
- Sponsor of DealFest event - high top table w/ signage (see pic)
- 2 tickets to DealFest on June 13
- Discounted rate for additional attendees
- Company profile and 1/2-page black & white ad in digital guidebook
- Attendee list with contact info in Excel format

Price: \$5,000



## DEALFEST SPONSOR UPGRADES

*(must commit to minimum base package DealFest sponsorship)*

### BAR UPGRADE

(LIMIT 2 PER INDUSTRY CATEGORY)

- Bar on DealFest floor among PE/IB hosts (ability to select beer, at expense of sponsor)
- 6 additional tickets to DealFest on June 13
- Ad upgrade to one full page, color in digital guidebook

Price: Additional \$5,000





**KEG WALL BAR UPGRADE**

(LIMIT 1 PER INDUSTRY CATEGORY; MAX AVAIL: 2)

- Prominent bar on DealFest floor among PE/IB hosts with keg wall structure behind (see pic; ability to select beer, at expense of sponsor)
- Branding on keg wall - logo printed on wood sign
- 6 additional tickets to DealFest on June 13
- Prominent logo placement on website, emails, guidebook cover, and social media mentions
- Ad upgrade to one full page, color placed inside of front cover in digital guidebook

Price: Additional \$7,500

**GOLD-LEVEL UPGRADE**

- Upgraded table - prominent, larger sized table with lit logo in base (see pic)
- 4 additional tickets to DealFest on June 13
- Guidebook half page ad upgrade to color

Price: Additional \$2,500

**BEER KOOZIE (LIMIT 1)**

- Branded koozie out at every bar for attendee beers (koozie at expense of sponsor)
- 4 additional tickets to DealFest on June 13

Price: Additional \$2,500

**CLOSING TIME SPONSOR (LIMIT 1)**

- Branded snacks and/or water handed out to attendees upon leaving event (food/drink at expense of sponsor)
- 2 additional tickets to DealFest on June 13

Price: Additional \$1,500



## DEALSOURCE SELECT SPONSOR UPGRADES

(must commit to minimum base package DealFest sponsorship)

### DEALSOURCE SELECT PARTICIPANT SPONSORSHIP (LIMIT 1 PER INDUSTRY CATEGORY)

- Sponsor of DealSource Select
- Signage onsite at DealSource Select
- 2 tickets to DealSource Select & access to meeting scheduling software for 2 people

Price: Additional \$5,000



### SCHEDULING SOFTWARE SPONSOR (LIMIT 1)

- Exclusive logo in DealSource meeting software
- 2 tickets to DealSource Select & access to meeting scheduling tool for 2 people

Price: Additional \$5,000



### BAG CHECK SPONSOR (LIMIT 1)

- Sponsor of attendee coat and bag check
- Logo printed on attendee check ticket/signage at check area
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500



### RECHARGE BAR SPONSOR (LIMIT 1)

- Sponsor of refreshment recharge station (items at station at expense of sponsor)
- Signage onsite at recharge station & in pre-event marketing
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500

**PRINTING STATION SPONSOR (LIMIT 1)**

- Sponsor of attendee schedule printing station
- Signage onsite at printing station and logo on printing paper
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500

**HEADSHOT PHOTOBOOTH SPONSOR (LIMIT 1)**

- Sponsor of headshot photo booth
- Signage onsite at photo booth & in pre-event marketing
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500

**WATER SPONSOR (LIMIT 1)**

- Sponsor of DealSource water (Voss water bottles)
- Logo sticker placed on attendee water bottles throughout the day (water & stickers at expense of sponsor)
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500

**DEALSOURCE MARKETING UPGRADE**

- Logo or ad in backlit digital posters behind registration desk at DealSource
- Opportunity for branded item or small sign on each meeting table (86+ tables)
- 1 ticket to DealSource Select (does not include access to meeting scheduling tool)

Price: Additional \$2,500



**Contact Christy Dancause for more information on how to become a DealFest Northeast sponsor: [cdancause@acgboston.org](mailto:cdancause@acgboston.org) | 781-253-5203**