

MIDDLE-MARKET
Insights
Expert Intelligence from **ACG**[®]

COMBINE THOUGHT LEADERSHIP
WITH LEAD GENERATION

ACG'S MIDDLE-MARKET INSIGHTS WEBINARS FEATURE CURRENT TRENDS AND ISSUES COUPLED WITH EXPERT INTELLIGENCE. THIS POPULAR SERIES SERVES AS THE GO-TO THOUGHT LEADERSHIP RESOURCE FOR ACG'S COMMUNITY OF 90,000+ MIDMARKET M&A PROFESSIONALS.

MIDDLE-MARKET INSIGHTS WEBINARS

When you leverage your firm's content and source experts with ACG's marketing outreach, you'll benefit from lead generation, branding and a year-round content presence on our website.

ACG partners with your team throughout the process to help ensure your webinar's success – everything from brainstorming the perfect topic to complete management of the event itself. Webinars are presented in a multimedia format, which includes in-webinar polling. The average attendance of a Middle-Market Insights webinar is 200-500 registrants, and the recording also is archived on acg.org's Presentations & Webinars page for anyone to view.

Present a Middle-Market Insights webinar with ACG Global and enjoy:

LEAD GENERATION

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.

BRANDING

Firm logo recognition and speaker headshots on the webinar event page on ACG.org Event Calendar.

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 to participants after the event.

YEAR-ROUND THOUGHT LEADERSHIP

Your webinar recording is archived on acg.org's Presentations & Webinars page

PRICE: \$9,000

INTERESTED? CONTACT:

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ADDITIONAL MARKETING OPPORTUNITIES

Increase your reach, branding and business development efforts by taking advantage of any of the following communication channels. Plus, let our team customize a package based on your marketing and sales goals, and budget.



PRINT ADVERTISING

Advertising is available in ACG's official publication, *Middle Market Growth*. Mailed every other month to 14,500 members, and sent digitally to 90,000.



DIGITAL ADVERTISING

Reach our audience of 90,000 through digital advertising on acg.org, middlemarketgrowth.org, or the *MMG* weekly newsletter.



IN-PERSON EVENTS

Take your presence from digital to in-person by sponsoring InterGrowth.