



Presented by



FIFTH THIRD BANK



Nomination Categories & Considerations

Thanks for your interest in submitting a nomination for the 21st Annual Deal Maker Awards. The program recognizes outstanding organizations and individuals with proven track records of leadership, innovation and success through the art of the deal. Each of the winners has, in some way, challenged conventional thinking in order to drive growth in their organization and the business community. The program focuses primarily on transactions and growth within the last 18 to 24 months.

The selection process is competitive with fewer than 10 awards given annually in three categories. The strongest nominations are prepared collaboratively with key advisors and senior management working in concert to complete the application.

Corporate

Nominees can be privately-held (including private equity vehicles and family offices) or public companies who have successfully pursued corporate growth or transformation through merger, acquisition, joint venture and/or divestiture transactions within the past two years. Nominations are grouped by revenue categories appropriate for the cohort of nominations submitted that year. Professional service firms that have grown or transformed substantially via strategic acquisitions may also qualify as corporate honorees.

Examples of honorees in this category have included very large companies such as: Cintas, EW Scripps, Federated, Procter & Gamble and WorldPay. Middle-Market companies include: AK Steel, Michelman, Hillman Group. Start-ups or spin-offs are represented by: MadTree, SunnyDelight and Devicor. Examples of professional service firms honored for growth by strategic acquisition include Dinsmore & Shohl and Taft.

Entrepreneur

Nominees can be an individual or a group of individuals who have created dynamic, disruptive, or innovative emerging enterprises through venture or private equity funding, mergers, acquisitions, joint ventures, financings and/or successful exits within the last 18 to 24 months. Applications from social entrepreneurs are accepted.

Nominees in this category are typically equity owners of the company. The nominee(s) should be the driving force in the deal making activity whose values are imprinted on the culture of the organization. Social entrepreneurs can also be considered in this category.

Examples of individual honorees in this category have included: Greg Hardman (Christian Moerlein), Dana Soper (CarePoint Partners), and Rick Maxwell (Full Service Networking)

Examples of social entrepreneurs: Dan Meyer & Richard Palmer (Nehemiah Manufacturing).

Examples of entrepreneurial organizations honored in this category include: Everything but the House, Powernet Global, Cold Jet, Intelliseek.



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Important considerations for all nominees:

- ✓ Does the nominee have a strong and stable financial position and is its growth sustainable?
- ✓ Does the nominee have an excellent reputation within the business community?
- ✓ Is the nominee's headquarters or a substantial portion of its operations and decision-making authority located in the Tri-State region?
- ✓ Deal size (relative to the pre- and post-acquisition size of the purchaser), and deal quality will be evaluated. The level of organic growth as well as industry or community impact may also be considered.
- ✓ Did the recent M&A transactions create substantial financial, operating, and/or market synergies? Were the deals significantly positive and did they materially increase shareholder/stakeholder value?
- ✓ For social entrepreneurs and ventures: Did the deal or transaction exemplify an innovative approach? Can outcomes be measured through client impact or other transformational metrics?

Prerequisites:

- Nominators (or a delegate) and a representative of the company nominated who is knowledgeable about the deal activity covered in the nomination should be available on **Wednesday, April 8 from 8:00 to 10:00 am** (location tba) to make a brief presentation to, and answer questions from, the panel of judges. An approximate presentation time will be scheduled with you during this window. Please confirm availability before nominating.
- Nominators and Nominees will be invited to the private Finalists Reception on **Wednesday, April 1, from 5:30 to 7:00 pm** at Taft Center on Fountain Square. The Awards Program is on **Wednesday, May 20 from 5:30 to 8:00 pm** at Music Hall Ballroom. At least one key executive from the company nominated is expected to attend each Deal Maker event (2 tickets provided). Please confirm availability before nominating.

Of Note:

- Nominations are accepted from members and non-members. Self-nominations are encouraged.
- Previous Deal Maker Award recipients are ineligible for nomination for minimum of three years since the prior recognition.
- Deal Maker Award corporate recipients are primarily operating or holding companies; therefore, there is not a significant focus on real estate transactions and real estate developers.
- Social Entrepreneurs or Social Ventures should focus on the merits of the deal or transaction, with a focus on measurable and transformational impact. Transactions for the purpose of fundraising, lobbying, endowments, cash reserves, deficit reductions, or capital expenditures are not appropriate for this program. The benefits derived from an NPO transaction should be available to the community as a whole and not strictly sectarian in focus or limited to impact a single group, school, school district, college or university, or municipality. Nominations from institutions that discriminate on the basis of race, creed, age, gender or sexual orientation will not be accepted.