

How to Maximize Your M&A East Sponsorship

Networking

- Understand the audience at M&A East:
 - Dealmakers from around the country representing private equity, corporate development officers and financial executives, investment bankers, lenders, and professional services providers who work in M&A and corporate growth.
 - PE firms either in or out of the region have portfolio companies that may need your business.
- Bring the right people. Depending on your sponsor level, you receive 3 to 10+ conference tickets. If you have offices outside of Philadelphia, you may want to consider bringing partners and senior professionals from those other offices.
- Extend yourself by meeting as many new deal makers as possible. The majority of the events over the 2+-days are open to all attendees, including the Golf Outing now on a Monday and the official start of the Conference with the Opening Keynote & Grand Welcome Reception!
- Plan meetings at The DealLounge on Tuesday, October 3 from 2:00 pm – 7:30 pm and on Wednesday, October 4 from 8:00 am – 3 pm at the PA Convention Center. There will be ample tables for meetings, These are unserved and numbered.
- An agenda is available on the web site indicating what events happen when and whether they are invitation only.
- Follow-up is crucial.

Attendee Lists

- Utilize both the early and pre-conference attendance lists, which will include PE exhibitors, investment banking firms, general attendees and sponsors – and will be **distributed to sponsors only the week of Aug 7th and again the week of Sept 4th**. Emails and phone #s will be included. Use this list wisely – we do not recommend mass emails!

Mobile App

- Our 2017 Mobile App will launch the week of September 11. Both a Mobile and Desktop version will be available allowing registered attendees to:
 - Download the attendee list
 - Search for private equity, investment banking and sponsoring firm profiles,
 - Sponsor profiles exist in PitchBook's database or are created if one does not exist. Sponsors do not customize their profile
 - View and add conference sessions to your schedule,
 - Connect with conference attendees and more!

Conference Program Book & PE PitchBook Report

- Utilize the Pocket Program Book. Distributed at registration at the Convention Center, this book outlines the agenda, new, more data rich profiles for the Private Equity firms participating in the PE Marketplace, breakout sessions and all of our sponsoring firms' ads.

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Conference Program Book & PE PitchBook Report (continued)

- Do your due diligence. Use the web site to see what firms are sponsors or exhibitors.
- PitchBook's PE Report. Take advantage of the custom report created for M&A East by PitchBook that will provide in-depth profiles of the 2017 Private Equity Marketplace exhibitors and be circulated in mid-Sept in advance of the conference as well as be included on the Flash Drive available at Registration.

Exhibit Booth

- New in 2017, all sponsor levels are located in the same ballroom space.
- Each sponsoring firm receives a total allotment of conference tickets. A reminder there is no designed booth pass. If a member of your firm is setting up or tearing down ONLY, then they can advise the registration staff and will be directed to their booth.
- Manage booth collateral. We recommend bringing approx. 150 pieces of literature. Remember, not everyone will collect firm materials.
- Consider bringing targeted material similar to the subject matter of our industry roundtables and/or breakout programs, which can be found on the Programs page of the M&A East web site.
- Gadgets, premium items and raffles are great booth ideas.
- Bring an ample supply of business cards!

Free Corporate Level Ticket

- The Free C-Level Comp tickets are for you to invite senior level corporate clients or prospects as your guest. Ticket quantities vary with each sponsor/supersize option. This initiative builds stronger relationships for you and gives ACG Philadelphia and M&A East more brand awareness.
- Any corporate executives registered for the conference, and who qualify, will be invited to the peer only Strategic Acquirers' Network Reception on Tuesday and the Dealmakers Dinner.

Speaking Role

- For sponsoring firms that have a speaking role – introductory or closing remarks for a speaker or panel program – keep it concise, relevant and clever.

Social Media

- Take advantage of social media tools to spread the word about your sponsorship
- Follow ACG Philadelphia on Twitter - @acgphilly and #MAEast
- Join ACG Philadelphia on LinkedIn and Facebook