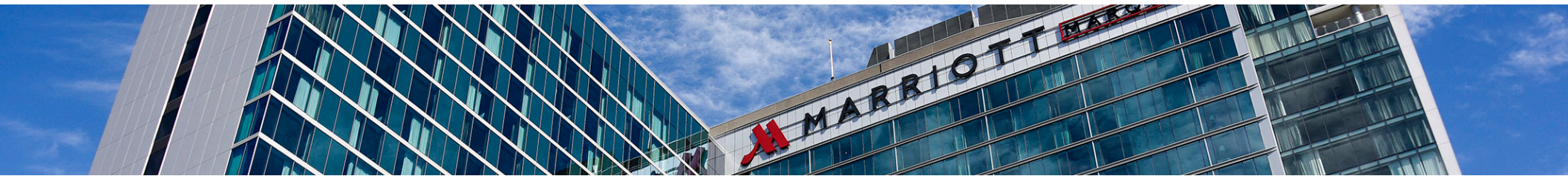




17TH ANNUAL



SPONSORSHIP PROSPECTUS

March 2-3, 2020
Marriott Marquis Houston
Houston, Texas

COMMITTEE CONTACTS

For 17 years, the Texas ACG Capital Connection (TACC) has been the most significant private equity and debt capital event in Texas and the Southwest. As one of the largest ACG Capital Connections in the country, TACC brings more than 100 of the nation's leading private equity and mezzanine firms to Texas, representing more than \$100 billion of capital available for investment.

With over 1,200 attendees expected, the event demonstrates that Texas and the Southwest are still the preeminent regions of the country for M&A activity.

TACC is a unique opportunity to network, share ideas and forge new business relationships. We look forward to partnering with you to put on another great conference.

Sincerely,



Colt Luedde



CHAIR

Colt Luedde

Managing Director

GulfStar Group

SPONSORSHIPS

Mike Ehlert

BMO Harris

Paul Gautier

Cary Street Partners, LLC

PRIVATE EQUITY EXHIBITORS

Bryan Frederickson

GulfStar Group

Dara Smith

GulfStar Group

Christina Wolf

GulfStar Group

INVESTMENT BANK SPONSORS

Jim Apple

The Sterling Group

Grant Jungeblut

Rock Hill Capital

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Association Management Consultants

ACG DALLAS / FORT WORTH

Mike Morrow

ACG DFW President

Brittany Timmerman

Executive Director

Kristi Roberts

Coordinator

ACG AUSTIN / SAN ANTONIO

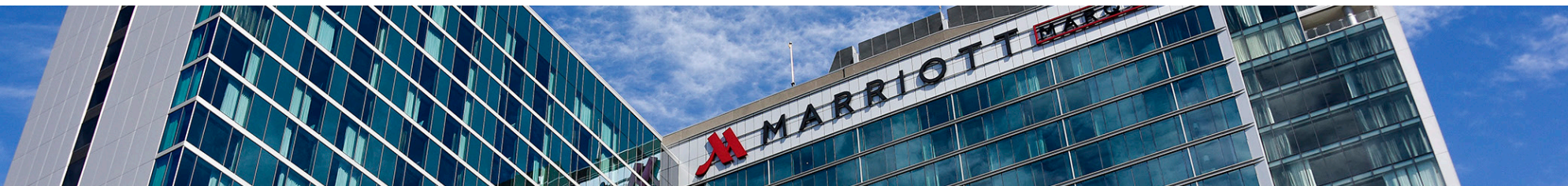
Larry Anthis

ACG Austin / San Antonio President

Sara Singer

Executive Director

TEXAS ACG CAPITAL CONNECTION



BRINGING OVER 100 OF THE NATION'S LEADING PRIVATE EQUITY AND MEZZANINE FIRMS TO TEXAS, REPRESENTING MORE THAN \$100 BILLION OF CAPITAL AVAILABLE FOR INVESTMENT

HISTORICALLY MORE THAN 1,200 ATTENDEES

- ▶ Private equity groups, hedge funds, subordinated debt funds, senior debt lenders and family offices
- ▶ Investment bankers and business brokers
- ▶ Business owners, entrepreneurs and senior executives
- ▶ Leading CEOs, CFOs and corporate development officers
- ▶ Accountants, lawyers, transaction service providers and executive search firms

Monday, March 2, 2020

11:00am - 1:00pm	Women's Forum Luncheon	Vic & Anthony's		
1:00pm - 6:30pm	DealSource Meetings & Reception Private Equity, Family Office, Corporate Development & Investment Bank Sponsors ONLY	1:00pm - 5:00pm	DealSource Meetings	4th Floor @ Marriott Marquis
		5:00pm - 6:30pm	DealSource Reception	Biggio's @ Marriott Marquis
6:00pm - 8:30pm	Opening Reception	Biggio's @ Marriott Marquis		

Tuesday, March 3, 2020 @ Marriott Marquis Houston | 4th Floor (All Conference Attendees)

8:00am - 9:00am	Open Networking Breakfast Buffet
8:00am - 12:00pm	Capital Connection
12:00pm - 1:30pm	Lunch, Keynote Speaker, Closing Remarks

OVERVIEW OF EVENTS



WOMEN'S FORUM LUNCHEON

MARCH 2, 2019
11:00am - 1:00pm

The ACG Women's Forum luncheon will take place in downtown Houston. Attendees will enjoy networking and a high impact speaker to kick off TACC. Registration separate.



DEALSOURCE MEETINGS & RECEPTION

MARCH 2, 2019
1:00pm - 5:00pm (Meetings) // 5:00pm - 6:30pm (Reception)

DealSource meetings consist of pre-arranged, 20-minute private conversations between the private equity, family office, corporate development and investment banking sponsors. The DealSource reception will immediately follow DealSource meetings and is limited to DealSource participants only. Cocktails and appetizers will be served.



OPENING RECEPTION

MARCH 2, 2019
6:00pm - 8:30pm

The opening reception will take place at Biggio's in the Marriott Marquis. All TACC attendees are invited to attend. Cocktails and appetizers will be served.



CAPITAL CONNECTION

MARCH 3, 2019
8:00am - 12:00pm

The Capital Connection provides an open format for exhibitors and sponsors to network and have informal discussions with private equity and mezzanine firms.

EVENT SPONSORSHIP OPPORTUNITIES



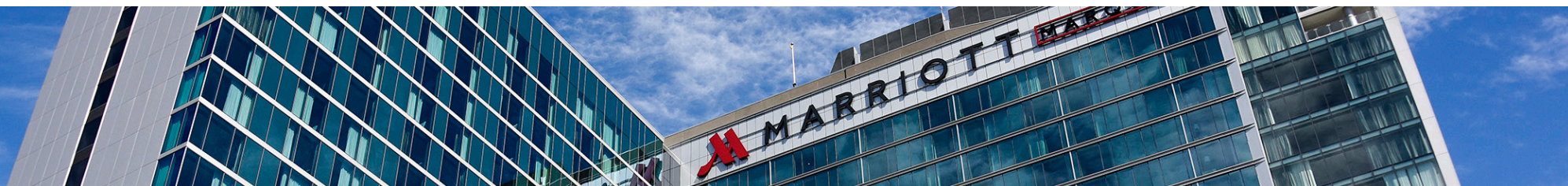
Sponsorship Benefits:	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Event \$7,500	Specialty \$5,000
Industry exclusivity	✓				
Table reserved during lunch at the front of the room (10 seats)	✓				
Acknowledgment of sponsorship from Chairperson during lunch session	✓	✓			
Opportunity to provide article in Business Journal insert	✓	✓			
Full-page of advertising in Program Guide	✓	✓			
Extensive publicity: direct mailings, print ads, email distribution and website	✓	✓	✓		
Prominent logo recognition during lunch session and Capital Connection	✓	✓	✓		
Sponsor-designated badge	✓	✓	✓		
Table at Capital Connection	✓	✓	✓	✓	
Complimentary conference registrations	6	4	2	2	2
Exposure to an expected 1,200+ attendees	✓	✓	✓	✓	✓
Opening Reception	✓	✓	✓	✓	✓

EVENT SPONSORSHIP DESCRIPTIONS



Event Sponsorships: \$7,500		Description:
Opening Reception Sponsor	SOLD	Host of Opening Reception
Refreshment Sponsor	SOLD	Host of refreshment station inside the Capital Connection exhibit hall
Specialty Coffee Bar Sponsor	SOLD	Host lounge and coffee bar available during the entire Capital Connection
Tote Bag Sponsor		Logo on outside of event tote bag available to attendees
Program Guide Sponsor		Logo on cover of Program Guide distributed to attendees
Badge Lanyard Sponsor	SOLD	Logo on badge lanyard worn by attendees
Charging Station Sponsor		Host of charging station available to attendees
Hotel Key Sponsor		Logo on hotel room keys for all attendees
Shoe Shine Sponsor	SOLD	Host of shoe shine station inside the Capital Connection exhibit hall
Specialty Sponsorships: \$5,000		Description:
Women's Forum Luncheon Sponsor		Host of Women's Forum luncheon (Up to 3 sponsors, industry exclusive)
Exhibitor Map Sponsor		Logo on conference map distributed to attendees
Social Media Sponsor	SOLD	Logo displayed on all social media platforms before, during and after conference

INVESTMENT BANK & PRIVATE EQUITY SPONSORSHIPS



REDUCED PRICE AND DOUBLE THE ATTENDEES

Every year we ask for feedback from our attendees and sponsors to help us improve our conference. We value your time and want to make sure every minute spent at TACC is productive. As such, we have made a number of changes to the flow this year, specifically as it relates to the private equity and investment banking experience. Some of the changes include:

- ▶ Offering a DealSource Reception exclusive to private equity, family office, corporate development and investment banking sponsors immediately following DealSource meetings - no outside sponsors are invited to attend
- ▶ DealSource tables will be left up on Day 2 of the conference (minus the air walls) so additional side meetings can be scheduled outside of DealSource for investment banks
- ▶ Reduced pricing and double the attendees are now included to encourage more investment banks to participate in DealSource to create more meeting opportunities for private equity groups
- ▶ Reduced pricing and double the attendees are now included for private equity exhibitors to support DealSource meetings, Capital Connection table coverage and additional side meetings
- ▶ Shortening the conference schedule to a 24 hour high-impact experience

Investment Bank Sponsorship Benefits:	Early Bird: \$750* Regular: \$1,000
Complimentary conference registrations	4
Two tables at DealSource	✓
Dedicated meeting table at Capital Connection	✓
Attendance at DealSource Reception for all registered attendees	✓
Company name included in advertising and conference literature	✓
Private Equity, Family Office & Corporate Development Sponsorship Benefits:	Early Bird: \$1,500* Regular: \$1,750
Complimentary conference registrations	4
Exhibitor table at Capital Connection	✓
Participation in DealSource	✓
Attendance at DealSource Reception for all registered attendees	✓
PitchBook profile in Program Guide distribution to all attendees and published online	✓
Company name included in advertising and conference literature	✓

* Early Bird expires on Friday, December 13, 2019

SPONSORSHIP REGISTRATION AND CONTRACT

CONTACT INFORMATION

Company Name: _____

Website: _____

Address: _____

City: _____

State: _____ Zip: _____

Primary Contact: _____

Phone: _____

Email: _____

Marketing Contact: _____

Phone: _____

Email: _____

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor **\$15,000**

Gold Sponsor **\$10,000**

Silver Sponsor **\$5,000**

Event Sponsor **\$7,500**

Specialty Sponsor: **\$5,000**

Private Equity, Family Office, Corp Dev **\$1,500 / \$1,750**

Investment Bank Sponsor **\$750 / \$1,000**

PAYMENT INFORMATION

American Express Master Card Visa

Name: _____
(as it appears on credit card)

Card Number: _____ Exp. Date: _____

Security Code: _____ Zip: _____

If paying by check

Please mail this completed registration form, along with full payment to:

ACG Houston
10401 Westoffice Drive
Houston, TX 77042

INSTRUCTIONS

To reserve your sponsorship, please email this completed form Morgan Stone at mstone@acg.org

Previous year's sponsors are given first right of refusal with openings granted on a first-come, first-serve basis – but must respond by **11/15/2019** to preserve sponsorship status.

Sponsorship Confirmation:

Applications are subject to approval by the 2020 TACC Committee. Please allow one week to receive confirmation and three weeks for those paying by check.

AGREEMENT

Sponsorship commitments are fully earned and not refundable. No benefits other than those specifically stated in the prospectus are implied or promised.

Signature: _____

Date: _____