

Amplify Your Reach into the Middle Market.

Sponsorship of ACG Philadelphia will increase your brand awareness, build relationships, and generate leads in the Greater Philadelphia dealmaking community. **Partner with ACG Philadelphia today!**

ACG[®] Philadelphia

M&A
2025 *East*

**SPONSORSHIP
OPPORTUNITIES**

M&A East

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ACG

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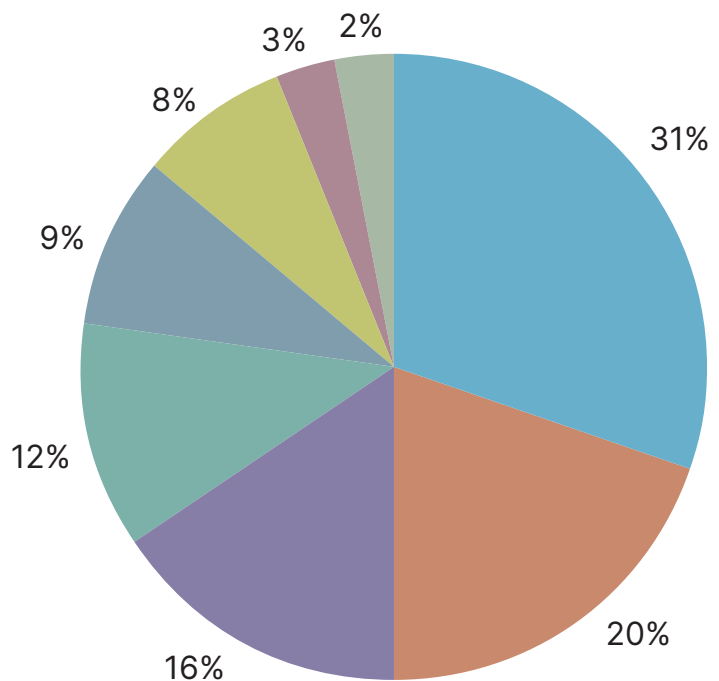
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ATTENDEES BY FUNCTION

Private Equity	31%
Investment Bank	20%
Advisor	16%
Accountant.	12%
Attorney	9%
Lender.	8%
Corporate	3%
Other/Not Listed	2%



Partner with ACG Philadelphia at M&A East for the premier M&A event in the region, uniting top deal professionals from across the nation for high-impact networking and collaboration.

M&A East brings together over **\$125 billion** in capital and 1,200 middle-market dealmakers to connect, source deal flow, secure financing, and stay ahead of emerging market trends. This year's event features a 1½-day DealSource, kicking off with an opening party on Tuesday afternoon and concluding with a closing send-off on Wednesday afternoon.

AGENDA AT-A-GLANCE

Tuesday, October 14

DealLounge | 2:00 – 5:00pm

OPEN TO all including ACG Philadelphia members, members of other chapters and non-members.

A DealLounge with numbered tables for impromptu meetings at unreserved and Sponsor Exhibit Tables.

DealSource | 2:00– 5:00pm

OPEN TO private equity investors, investment banks. The most efficient way for PE and IB attendees to maximize time and source deals through 20 minute, 1:1 meetings arranged via our exclusive scheduling tool.

Small Group Programming | 3:00 – 5:00pm

OPEN TO peer groups by affinity or industry.

Opening Party | 5:00 – 7:00pm

OPEN TO all including ACG Philadelphia members, members of other chapters and non-members.

Wednesday, October 15

Small Group Breakfasts | 8:00– 9:00 am

Small group networking opportunities by affinity group.

DealLounge | 8:30am – 4:30pm

OPEN TO all including ACG Philadelphia members, members of other chapters and non-members. A DealLounge with numbered tables for impromptu meetings at unreserved and Sponsor Exhibit Tables.

DealSource | 9:30am – 3:30pm

OPEN TO private equity investors, investment banks. The most efficient way for PE and IB attendees to maximize time and source deals through 20 minute, 1:1 meetings arranged via our exclusive scheduling tool.

Full Day Programming | 10:00am – 3:00pm

Closing Happy Hour | 4:00– 5:30pm

OPEN TO all including ACG Philadelphia members, members of other chapters and non-members. Sendoff Cocktail Party.

M&A EAST BENEFITS AT-A-GLANCE



BENEFITS	Diamond \$15,000+	Diamond Supersize \$17,500+	Platinum \$10,000	Platinum Supersize \$12,500+	Philly Special \$7,500	Gold \$5,000+	Gold PE/IB \$5,000
Total tickets to M&A East (average value of \$620)	8	10	5	7	4	2	4
Exhibit Table (6' x 30")	●	●	●	●	●		
Inclusion in ACG Access, the 1:1 meeting software for DealSource	●	●	●	●	●	●	●
30 inch table with 4 chairs in DealSource Room	●	●					
Logo with link on website & emails blasts	●	●	●	●	●	●	●
Early Access to Attendance Lists	●	●	●	●	●	●	●
Registration Discounts For Additional Firm Attendees (\$400 registration fee per additional attendee)	●	●	●	●	●	●	●
Social media associated with sponsorship	●	●	●	●	●	●	●
Right of First Refusal for M&A East 2026 Sponsorship	●	●	●	●			
ADDITIONAL BENEFITS							
ACG Annual Memberships	2	3	1	1			
Tickets to ACG Breakfast Briefings (average value of \$80)	10	12	6	8	4	2	2
Ad on ACG Philadelphia website	●	●		●			

M&A EAST OPPORTUNITIES AT-A-GLANCE



Sponsorships sorted alphabetically by level and industry exclusivity opportunities.

If you're seeking to enhance your visibility among a targeted audience of private equity firms, investment banks, and senior-level middle-market deal professionals, M&A East offers a range of price points and sponsorship opportunities to suit your goals.

M&A East Sponsorship	Industry Exclusivity
Diamond+	\$16,500+
Custom Sponsor Opportunities	
Opening Party	3

Diamond Level	\$15,000
ACG Access	2
Branded Water Bottles	2
Branded Name Badges	1
Cappuccino	1
Closing Cocktails	2
DealLounge	2
DealSource	3
NEW Microsessions	6
On-Site Charging	2
NEW On-Site Activations	4
VIP Lounge	2
Wi-Fi	1

M&A East Sponsorship	Industry Exclusivity
Platinum Level	\$10,000
Branded Mints	1
NEW Branded DealSource Snack Box	2
Breakfast	1
DealSource Bar	2
Lanyard	1
Lunch	2
Morning Snack Break	2
Pads & Pens	1
Women's Program	2
NEW Young Dealmakers Breakfast	2

Philly Special	\$7,500
Booth	No exclusivity

Gold Level	\$5,000
no booth	No exclusivity

M&A EAST DIAMOND LEVEL



Sponsorships sorted alphabetically by level and industry exclusivity opportunities.

Diamond Sponsorships are industry exclusive and may include up to 3 firms.

ACG ACCESS: is the proprietary tool used for 1:1 meetings for DealSource, Growth Track Companies, and Sponsors. Sponsor branding on the login page and in email communications related to all 1:1 meetings.

BRANDED WATER BOTTLES: Sponsor logo imprinted on bottled water available to conference attendees throughout the conference

BRANDED NAME BADGES: Sponsor logo imprinted on all conference name badges worn by 1200+ attendees throughout the conference

CAPPUCCINO STATION: Sponsor logo imprinted on all cups as well as signage at the all-day Cappuccino/Espresso bar

CLOSING COCKTAIL SENDOFF: Send our conference guests home with a drink, greetings and, significant branding opportunities.

NEW MICROSESSIONS: 20-minute TED-talk-style speaking opportunity where the sponsor will serve as a thought leader on a topic relevant to the ACG audience. The ACG team will work with the sponsor to approve the topic and promotion.

DEALLOUNGE: 100+ numbered meeting tables located throughout the conference floor designed for attendees to take a break or schedule meetings. Sponsor logo appears on custom stanchion signage at each table. Opportunity to drop small, logo'd items at each table and/or print custom die cut table toppers.

DEALSOURCE: Serve as the hosts of DealSource, the most efficient way 400+ PE and IB attendees maximize time and source deals across industries by meeting, networking and developing new partnerships, with a day and a half of 20 minute, 1:1 meetings arranged via our exclusive scheduling tool. Receive branding in the room on screens, on tables, host your own DealSource table in the room, and have the opportunity to host a sponsor table or booth in the DealSource room.

ON-SITE CHARGING: Signage and logo on charging stations throughout the conference.

NEW ON-SITE BRANDED ACTIVATIONS IN THE DEALLOUNGE: host a sponsored golf simulator, headshot station, miniature basketball hoop tournament, or other on-site entertainment in the dealounge.

PRESENTING OPENING PARTY SPONSOR: M&A East Opening Party will have branding opportunities and a specialty cocktail.

VIP LOUNGE: Gain access to a private, dedicated, on-site meeting space to network, relax, and recharge. Host programming for up to 20 guests and clients during conference hours for private meetings or entertainment.

WI-FI: name the wi-fi network and password

M&A EAST PLATINUM LEVEL



Sponsorships sorted alphabetically by level and industry exclusivity opportunities.

Platinum Sponsorships are industry exclusive and may include up to 3 firms.

BRANDED MINTS: Make a sweet impression with individually wrapped mints.

NEW BRANDED SNACK BOXES: Branded snack boxes on over 100 investment bank tables at the start of PE/IB DealSource, materials can be included in each box.

BREAKFAST: Start the day off right by sponsoring breakfast for attendees particularly the attendees of DealSource and DealLounge. Significant branding opportunities including sponsor logo imprinted on containers and signage at breakfast station.

DEALSOURCE BAR: Provide a branded happy hour in the DealSource room!

LANYARD: Significant branding with your company logo on all conference lanyards.

LUNCH: Serve as the sponsor for lunch for conference attendees. Sponsor logo will be imprinted on containers and signage at lunch stations.

MORNING SNACK BREAK: Fuel attendees' energy with a morning snack while networking, holding meetings and visiting sponsors. Sponsor logo imprinted on snack containers as well as signage at the snack station.

PADS AND PENS: Imprinted logo on pens and pads distributed to attendees on DealSource and placed on DealLounge tables.

WOMEN'S PROGRAM: Bring remarks in a small group networking reception.

NEW YOUNG DEALMAKERS BREAKFAST: Serve as host, bring remarks and benefit from branding pre-event and on-site in small group networking breakfast for early career professionals.

M&A EAST PHILLY SPECIAL & GOLD LEVEL



Recognition on website, in email blasts, and social media mentions. Complimentary tickets to M&A East on October 14-15 and discounted rate for additional attendees.

PHILLY SPECIAL SPONSORS

Philly Special Sponsors get a booth, significant branding, and are not industry exclusive.

GOLD LEVEL SPONSORS

Gold Level Gold sponsors receive significant branding and are not industry exclusive.

ADDITIONAL BENEFITS FOR PRIVATE EQUITY & INVESTMENT BANKING SPONSORS

PRIVATE EQUITY

As a Private Equity sponsor, at any level, you also receive:

- Guaranteed registration at DealSource (sold out each year)
- 2 tickets to the invitation only Dealmakers Dinner (\$600 value)
- DealSource tickets (total number based on your sponsor level)
- All benefits listed on the sponsorship page of the level you select

INVESTMENT BANKING

As an Investment Bank sponsor, at any level, you also receive:

- A guaranteed table at DealSource
- Free reserved, second table, if desired, and if space permits
- 2 additional DealSource tickets
(total number based on your sponsor level)
- All benefits listed on the sponsorship page
of the level you select

CHAPTER SUPERSIZE OPPORTUNITIES AT-A-GLANCE



Connect with ACG Philadelphia's M&A Community

Join ACG Philadelphia's vibrant M&A ecosystem through year-round deal-focused networking events. Open to members and non-members, these events offer exceptional branding and visibility opportunities for sponsors.

Flexible Sponsorship Packages

Customize your sponsorship with bundled chapter-level events, M&A East options, or à la carte opportunities for the 2025-2026 program year (September to August). Priority access is granted to Diamond sponsors, followed by Platinum, Philly Special, and Gold levels.

Exclusive Benefits

M&A East sponsors committing to \$5,000+ in chapter-level sponsorships receive bonus perks, including extra event tickets, an additional membership, and website advertising.

Maximize Your Impact

Align your brand with ACG Philadelphia to expand your influence in the M&A community!

Chapter Sponsorship	Price	Industry Exclusivity
ACG Breakfast Briefings	\$2,500	Up to 2 per Breakfast
ACGWomen Golf Outing & Pickleball	\$2,500	
ACGWomen (Single Event)	\$2,500	
YoungDealmakers (Single Event)	\$2,500	
ACG University	\$5,000	Up to 3
Member Golf Outing	\$5,000	Up to 3
SaaS & Tech Enabled Services	\$5,000	
Spring PE Wine Tasting	\$5,000	Up to 4
Strategic Acquirers' Network	\$5,000	
Young Dealmakers (All Annual Events)	\$5,000	
New Years' Reception	\$10,000	Up to 2

2025-2026 CHAPTER LEVEL SPONSORSHIP OPPORTUNITIES



ACG BREAKFAST BRIEFINGS

Industry exclusive

ACG Philadelphia holds quarterly executive briefings on a variety of topics of interest to the M&A dealmaking community. The audience of 150+ people include senior executives and managing partners from private equity firms, banks of all types (investment and commercial), corporations actively involved in mergers and acquisitions and a variety of professional service firms working in the M&A space

SPONSOR BENEFITS:

Gain valuable exposure in the Philadelphia M&A community with:

- Five (5) complimentary seats at the program/briefing.
- Your logo or name featured on all event marketing materials.
- Electronic promotion to 7,500+ CEOs, CFOs, corporate development officers, private equity principals, and other M&A professionals.
- Logo with a direct link to your homepage from our events page and email blasts.
- Opportunity to distribute your firm's collateral materials.

Sponsorship of the Breakfast Briefing is \$2,500 per breakfast briefing.

Developing Tomorrow's M&A Leaders:

Launched in 2011, ACG University is an exclusive program for 40+ emerging M&A professionals with 3–6 years of experience. This industry-leading initiative combines education and networking to:

- Build essential dealmaking skills through expert instruction and hands-on casework.
- Foster long-term networks among private equity and corporate buyers, investment bankers, attorneys, accountants, and lenders.
- Provide access to ACG resources, membership, and the ACG Young Dealmakers Group.

PROGRAM HIGHLIGHTS

Participants follow the lifecycle of a deal through case studies, covering key topics like sourcing, negotiating, structuring, and closing. Each session includes pre-readings, team-based casework, and expert feedback.

CURRICULUM OVERVIEW

1. Strategic/Opportunity Analysis: Sourcing deals & building acquisition strategies.
2. Due Diligence: Financial, operational, and management assessments.
3. Valuation: Methodologies and approaches.
4. Acquisition/Debt Financing: Financing deals aligned with exit strategies.
5. Negotiating & Closing: Purchase agreements and transaction finalization.
6. Post-Acquisition: 100-day plans and common deal pitfalls.
7. Exit Strategies: Maximizing deal outcomes.

SPONSOR BENEFITS:

- Firm logo featured on all promotional materials, reaching 7,500+ M&A professionals.
- Opportunity to welcome attendees at program kickoff.
- Recognition at all seven sessions.
- Logo and link on the program website and email blasts.
- Ability to distribute collateral materials at sessions.
- Special recognition during the closing lunch/dinner.

Sponsorship of ACG University is \$5,000 if not purchased in conjunction with your M&A East Sponsorship. Sponsorship of this program typically begins in January of each calendar year.

ACGWomen fosters peer-to-peer networking, deal sourcing, and industry insights among the region’s top female deal professionals, including private equity investors, strategic acquirers, investment bankers, attorneys, and accountants. Events are held three times annually.

SPONSOR BENEFITS:

- Three (3) complimentary registrations for women dealmakers from your firm.
- Logo or firm name featured on all event marketing materials sent to corporate executives, private equity investors, investment bankers, lenders, and other M&A professionals.
- Direct link to your homepage from the program webpage.
- Opportunity to distribute collateral or giveaways at the event.

SPONSORSHIP OF ACG WOMEN IS PRICED AS FOLLOWS:

All annual events	\$5,000
Single Event	\$2,500
Golf Outing & Pickleball	\$2,500

MEMBER GOLF OUTING

Industry exclusive – up to 3



ACG Philadelphia's annual summer Member-Guest Golf Outing offers a full day of golf, competition, and networking at a premier regional course. This sell-out event welcomes ACG members and their guests from across the mid-Atlantic, with additional attendees joining for the dinner portion.

2025 MEMBER-GUEST GOLF OUTING DETAILS

- Date: June 30, 2025
- Location: Llanerch Country Club
- Schedule:
 - 12:00 PM – Registration, Lunch & Practice Range
 - 1:00 PM – Shotgun Start
 - 6:00 PM – Dinner & Open Bar

SPONSOR BENEFITS:

Engage directly with your target audience on the course with exclusive sponsorship opportunities.

Lead Sponsor:

- Includes a foursome
- Corporate logo on the welcome banner and event signage.

Choose One Lead Sponsor Option:

- Premier recognition with logo on flags at every hole.
- Logo featured on the event giveaway.
- Prize sponsor with the opportunity to announce and distribute prizes.

Sponsorship is \$5,000 if not purchased with M&A East Sponsorship.

NEW YEAR RECEPTION

Industry exclusive



The Annual New Year Reception is one of three exclusive events for our members. Instead of a holiday party, this event gathers our membership to welcome the new year and explore new deal opportunities.

This event is one of the most widely attended by our membership with 200+ members attending. It is an excellent opportunity to socialize and network with dealmakers in the community.

SPONSOR BENEFITS:

- Invite 5 guests (non-members) to the reception.
- Logo or firm name featured on all marketing materials distributed to corporate executives, private equity investors, investment bankers, lenders, and other M&A professionals.
- Direct link from our program web page to your home page.
- Distribute collateral material or giveaways at the event.

Sponsorship of the New Year Reception is \$10,000 if not purchased in conjunction with M&A East.

SAAS AND TECH-ENABLED SERVICES DEALSOURCE

Industry exclusive



The SaaS & Tech-Enabled Services Deal Conference launched in 2018 to rave reviews, this 3/4 day event attracts nearly 300 attendees from across the U.S., including veteran industry specialists, investors, company operators, and investment bankers. It offers a highly targeted environment for deal networking, discussions, and education.

Unique Aspects:

- 100% of attendees are strategic and financial buyers, investment bankers, and capital providers in the SaaS and tech space.
- Service provider attendance is limited to sponsors only.
- Efficient 1:1 deal meetings facilitated by a dedicated software tool.
- Investors range from growth stage to buyouts.

SPONSOR BENEFITS:

- Four (4) complimentary registrations.
- Significant branding to industry-focused dealmakers.
- Limited sponsor base increases firm visibility.
- Recognition from the podium with an opportunity for brief remarks.
- Access to exclusive meeting software for PEs and IBs.
- Sponsor booth/table in the program room/networking space.
- Logo and link on our website and conference invitations.
- Logo on handouts, signage, and slides.

Sponsorship of the SaaS Deal Conference is \$5,000 and is not bundled as a supersize with M&A East.

SPRING PE WINE TASTING

Industry exclusive



One of three annual, member-exclusive events. Over 20 regional private equity firms host tables, offering top-rated and unique wines from around the world. This event provides an excellent opportunity for intimate connections with private equity firms and casual networking with dealmakers.

SPONSOR BENEFITS:

- Five (5) complimentary registrations for non-ACG members at your firm.
- Logo or firm name on all marketing materials distributed to corporate executives, private equity investors, investment bankers, lenders, and other M&A professionals.
- Direct link from our program web page to your home page.
- Distribution of collateral material or giveaways at the event.

Sponsorship of Spring Wine Tasting is \$5,000 if not purchased in conjunction with M&A East.

STRATEGIC ACQUIRERS' NETWORK

Industry exclusive



ACG Philadelphia's Strategic Acquirers' Network hosts exclusive, peer-to-peer events for Corporate Development Officers and corporate transactional executives to share experiences, best practices, and foster relationships in a convenient, enjoyable, and relaxing setting.

SPONSOR BENEFITS:

- Significant visibility with corporate development officers and senior corporate transactional executives in the region.
- Logo or name inclusion on all event marketing materials distributed to the target audience of corporate acquirers.
- Logo with a direct link from our events page and email blasts to your home page or designated page.
- Distribution of your collateral materials at the event, onsite recognition, and logo on handouts and/or slide presentations.

Sponsorship of the Strategic Acquirers' Network is \$5,000 if not purchased in conjunction with M&A East.

YOUNG DEALMAKERS

Industry exclusive



Young Dealmakers Events are held 2-3 times a year, targeting emerging leaders from diverse disciplines including private equity firms, investment bankers, lenders, attorneys, accountants, corporate buyers, and other dealmakers.

SPONSOR BENEFITS:

- Visibility/Sponsorship of 2-3 annual events.
- Three registrations for young dealmakers from your office.
- Logo or firm name on all marketing materials distributed to over 7,500 CEOs, CFOs, corporate development officers, private equity principals, and other M&A professionals.
- Direct link from our program web page to your home page.
- Distribute collateral material at the event.

SPONSORSHIP OF YOUNG DEALMAKERS IS PRICED AS FOLLOWS:

All annual events	\$5,000
Single Event	\$2,500