

THE PREMIER MIDDLE-MARKET M&A CONFERENCE IN THE NORTHEAST

M&A
East
2026

OCTOBER 20-21, 2026
PA CONVENTION CENTER

MANDAEAST.COM

PRESENTED BY

ACG[®] Philadelphia

**SPONSORSHIP
OPPORTUNITIES**

WHY M&A EAST



M&A East is the Northeast's flagship middle-market M&A conference, bringing together the most active dealmakers for two highly efficient days of connection, deal sourcing, and insight.

Hosted by ACG Philadelphia, M&A East convenes more than 1,200 private equity professionals, investment bankers, lenders, corporate acquirers, and advisors representing over \$125 billion in capital.

Designed around outcomes, M&A East combines curated one-to-one meetings, targeted networking, and substantive programming to create an environment where real business gets done. Sponsors are not simply visible. They are embedded into the dealmaking experience.

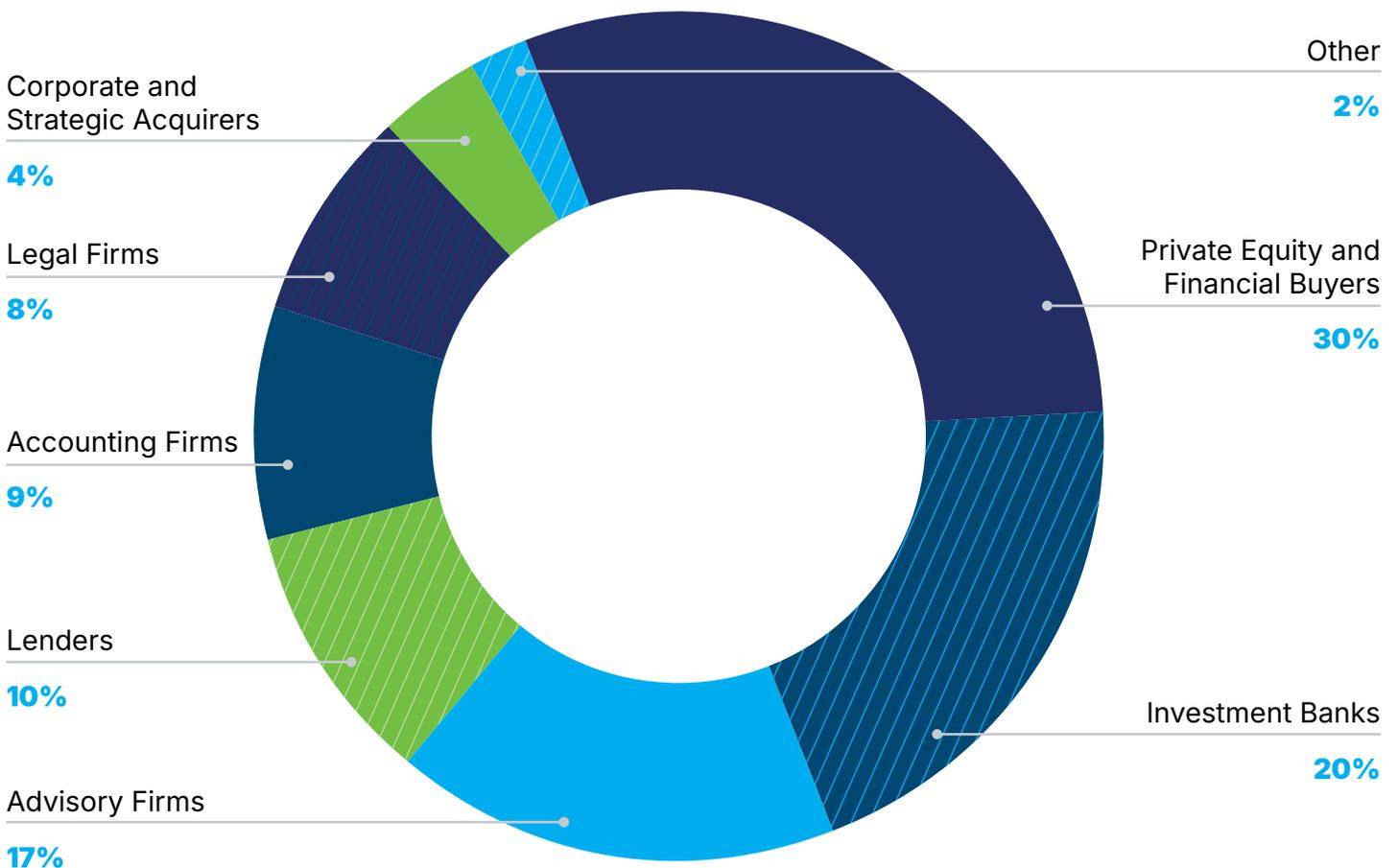


THE M&A EAST AUDIENCE

M&A East attracts a highly concentrated, senior audience of middle-market professionals.

Attendees include managing partners, partners, managing directors, principals, and senior executives with active mandates.

ATTENDEE PROFILE



SCHEDULE AT-A-GLANCE



M&A East is designed to maximize deal efficiency while creating high-impact moments for sponsor engagement.

TUESDAY, OCTOBER 20

12:30-2PM PE and IB Kickoff Lunch

2-5PM DealSource
one-to-one meetings

2-5PM DealLounge open
networking and
sponsor tables

4-5PM Strategic Acquiries
and Private Equity Back
Executives Forum

4-5PM ACGWomen's
Networking Happy Hour

5-7PM Opening Party

WEDNESDAY, OCTOBER 21

8-9AM Networking
Breakfast

8 AM - 3:30 PM DealLounge open
networking and
sponsor tables

9 AM - 3:30 PM Continued
DealSource
meetings

10AM - 2PM Full-day
programming

12 - 1:30 PM Networking Lunch

3:30 - 4:30PM Closing Cocktail
Sendoff

Sponsor visibility is integrated throughout the conference, not limited to exhibit windows.

HOW SPONSORSHIP WORKS

M&A East sponsorships are structured to provide clarity, flexibility, and meaningful differentiation across partnership levels.

Each sponsorship tier establishes both the benefits included and the eligibility for named and branded opportunities throughout the conference. Certain high-visibility, deal-critical opportunities are reserved for Diamond sponsors, while others are available to both Diamond and Platinum sponsors. Philly Special and Gold sponsorships provide core visibility and access but do not include premium activations.

SPONSORSHIP SELECTION PROCESS

Sponsorship tiers serve as the foundation for participation. Named and branded opportunities are assigned based on sponsorship level.

DIAMOND SPONSORS

\$15,000+

receive first priority selection of all eligible named and branded opportunities.

PLATINUM SPONSORS

\$10,000

receive priority selection of eligible opportunities.

PHILLY SPECIAL SPONSORS

\$7,500

receive access to core visibility opportunities and may participate in select add-on sponsorships where available.

GOLD SPONSORS

\$5,000

receive brand recognition and access to the conference but are not eligible for named or premium branded opportunities.

Opportunities are confirmed on a first-commit basis and are subject to availability and ACG Philadelphia approval.

This structure ensures a high-quality sponsor experience while preserving the integrity of the attendee journey.

SPONSOR BENEFITS AT-A-GLANCE

BENEFITS	DIAMOND \$15,000+	PLATINUM \$10,000	PHILLY SPECIAL \$7,500	GOLD \$5,000+
Complimentary M&A East registrations	8	6	4	2
Discounted registrations for additional attendees	●	●	●	●
DealSource participation via ACG Access	●	●	●	●
Early access to attendee list	●	●	●	●
Exhibit or sponsor table	Premium placement	Premium placement	Booth	Not Included
Logo on website and email communications	●	●	●	●
Social media recognition	●	●	●	●
Industry exclusivity	●	●		
Eligibility for named and branded opportunities	Full access	Select access	Limited	Not eligible
Right of first refusal for M&A East 2027	●	●		
Priority access to chapter-level sponsorships	●	●	Limited	Limited
ACG Philadelphia 1-year Memberships	2	1		
ACG Philadelphia breakfast briefing tickets	10	8	4	2

DEALSOURCE ACCESS AND SPONSOR MEETING HUBS

M&A East is designed to make it easy for dealmakers to connect efficiently and intentionally. For sponsors, the experience is built around two core meeting environments: DealSource and the DealLounge, with sponsor booths and DealLounge tables serving as high-visibility meeting hubs throughout the conference.

SPONSOR ACCESS TO DEALSOURCE TOOLS

Sponsors at all levels receive access to ACG Access, the proprietary meeting scheduling platform used for DealSource. This tool enables sponsors to proactively set meetings and manage their conference pipeline in a structured way. General conference attendees do not receive access to the DealSource scheduling platform.

For sponsors, ACG Access is a key advantage that turns conference attendance into a true meeting program.

DEALSOURCE ROOM ACCESS FOR TOP-TIER SPONSORS

DealSource is a private, high-intent meeting environment built for one-to-one conversations. Diamond-level sponsors receive access and visibility within the DealSource room, creating meaningful face time with private equity and investment banking participants during the most deal-focused hours of the conference.

THE DEALLOUNGE AS THE CONFERENCE MEETING HUB

The DealLounge is the central networking floor and the primary meeting hub for the broader conference. Sponsors are intentionally placed in the center of the DealLounge to maximize visibility and make it easy for attendees to find them.

Sponsors benefit from:

- Dedicated sponsor tables that serve as a consistent home base
- High-traffic placement near attendee meeting tables and networking flow
- An easy, reliable meeting location for scheduled and impromptu conversations

Sponsors often use their booth or table as the default location for meetings throughout the conference, creating a natural advantage: when attendees need a central place to meet, sponsor locations are the easiest to find.

DEALSOURCE SPONSORSHIP OPPORTUNITIES

DealSource is the centerpiece of M&A East and the primary driver of sponsor value. These opportunities integrate sponsors directly into the most efficient deal-sourcing environment at the conference.



DIAMOND SPONSORSHIP OPPORTUNITIES \$15,000

DEALSOURCE SPONSOR

Prominent branding throughout the DealSource room, including screens, signage, and sponsor table presence within the core one-to-one meeting environment.

ACG ACCESS MEETING SCHEDULER SPONSOR

Branding on the proprietary DealSource scheduling platform, including login screens and meeting-related communications.



PLATINUM SPONSORSHIP OPPORTUNITIES \$10,000

DEALSOURCE BAR

DEALSOURCE SNACK

NETWORKING AND EXPERIENCE SPONSORSHIPS

These opportunities align sponsors with the conference's highest-engagement networking moments.



DIAMOND SPONSORSHIP OPPORTUNITIES \$15,000+

OPENING PARTY PRESENTING SPONSOR

Presenting recognition at the conference's primary networking event, including branding throughout the venue and verbal recognition.

PE AND IB OPENING LUNCH SPONSOR

Host-level branding at the invite-only kickoff lunch for private equity and investment banking attendees.

CLOSING COCKTAIL PARTY SPONSOR

Presenting recognition at the closing sendoff reception, offering high visibility at a signature conference moment.

PLATINUM SPONSORSHIP OPPORTUNITIES

ACG WOMEN'S PROGRAM

\$10,000

Sponsor recognition and the opportunity to bring remarks at a targeted networking event for women dealmakers.

YOUNG DEALMAKER'S HAPPY HOUR

\$10,000

BRANDING AND VISIBILITY OPPORTUNITIES

These opportunities provide consistent brand exposure across high-traffic areas of the conference.

DIAMOND SPONSORSHIP OPPORTUNITIES \$15,000

BRANDED CHARGING STATIONS

Logo placement on charging stations located throughout the conference.

BRANDED WATER BOTTLES

Sponsor logo featured on bottled water distributed to attendees.

COFFEE STATION SPONSOR

Branded espresso station with logo placement on cups and signage.

DEALLOUNGE

Logo placement on custom table toppers across numbered meeting tables within the DealLounge, reinforcing visibility throughout the conference.

ON-SITE BRANDED ACTIVATIONS

Custom experiential activations such as headshot stations, shoeshine, wellness experiences, or interactive installations, subject to ACG approval.

WI-FI

Sponsor names the conference Wi-Fi network and password, with prominent onsite signage.

PLATINUM SPONSORSHIP OPPORTUNITIES \$10,000

BRANDED MINTS

BREAKFAST SPONSOR

LANYARDS

LUNCH SPONSOR

PADS AND PENS

SNACK STATIONS

THOUGHT LEADERSHIP OPPORTUNITIES

M&A East offers select sponsors the opportunity to lead curated conversations with senior dealmakers.

DIAMOND SPONSORSHIP OPPORTUNITIES \$15,000

BUILD A BREAKOUT SESSION

A sponsor-led thought leadership session developed in collaboration with ACG Philadelphia. Diamond sponsors may customize content, format, and messaging, subject to ACG approval, to ensure relevance and quality.

Platinum, Philly Special, and Gold sponsors are not eligible for speaking or hosted content opportunities.



PHILLY SPECIAL & GOLD LEVEL

M&A East offers select sponsors the opportunity to lead curated conversations with senior dealmakers.

PHILLY SPECIAL SPONSORS

Philly Special Sponsors receive 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)
- DealSource tickets (total number based on your sponsor level)
- Access to PE/IB Networking Lunch at Start of Conference
- 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)
- Access to PE/IB Networking Lunch at Start of Conference
- All benefits listed on the sponsorship page of the level you select

EXTEND YOUR IMPACT BEYOND M&A EAST



YEAR-ROUND SPONSORSHIP WITH ACG PHILADELPHIA

M&A East sponsorship extends beyond the conference through ACG Philadelphia's year-round dealmaking ecosystem.

Chapter-level sponsorships allow firms to maintain visibility, deepen relationships, and engage with targeted audiences throughout the year. Sponsors who partner with ACG Philadelphia gain access to a robust calendar of programs designed to support networking, education, and deal sourcing across the middle market.

M&A East sponsors receive priority access to chapter-level sponsorship opportunities, creating continuity before and after the conference and reinforcing sponsor presence across multiple touchpoints.



CHAPTER-LEVEL SPONSORSHIP OPPORTUNITIES



Available as standalone sponsorships or bundled with M&A East sponsorships

Priority access provided to M&A East Diamond sponsors, followed by Platinum sponsors ACG Philadelphia offers a range of chapter-level sponsorship opportunities that engage dealmakers throughout the year.

ACG BREAKFAST BRIEFINGS

\$2,500 PER BRIEFING

INDUSTRY EXCLUSIVE, UP TO TWO SPONSORS PER BRIEFING

Quarterly executive programs for senior dealmakers across private equity, banking, corporate development, and advisory firms.

ACG UNIVERSITY

\$5,000

INDUSTRY EXCLUSIVE, UP TO THREE SPONSORS

A multi-session educational and networking program for emerging M&A professionals with 3 to 6 years of experience.

ACGWOMEN EVENTS

\$2,500 PER EVENT

INDUSTRY EXCLUSIVE

Peer-to-peer networking and deal-focused programming for senior women dealmakers, held multiple times per year.

BUILD A BREAKFAST BRIEFING

\$7,500 PER BRIEFING

INDUSTRY EXCLUSIVE

Sponsor serves as a thought leader and collaborates with ACG Philadelphia on topic development, speakers, and program content.

BUNDLING GUIDANCE

Chapter-level sponsorships may be bundled with M&A East sponsorships to create year-round visibility and deeper engagement with the dealmaking community. Sponsors committing to both conference and chapter-level partnerships receive additional year round benefits and additional benefits at M&A East.

CHAPTER-LEVEL SPONSORSHIP OPPORTUNITIES

MEMBER-GUEST GOLF OUTING

\$7,500

INDUSTRY EXCLUSIVE, UP TO THREE SPONSORS

Annual member guest golf outing featuring a full day of golf, networking, and sponsor recognition.

NEW YEAR RECEPTION

\$10,000

INDUSTRY EXCLUSIVE

One of the chapter's largest member events, welcoming the new year with networking and deal-focused conversations.

SAAS AND TECH-ENABLED SERVICES DEALSOURCE

\$5,000

INDUSTRY EXCLUSIVE

Industry-focused deal conference with highly targeted attendance and structured one-to-one meetings.

SPRING PRIVATE EQUITY WINE TASTING

\$5,000

INDUSTRY EXCLUSIVE

Member-exclusive networking event featuring private equity firm hosted wine tables

STRATEGIC ACQUIRERS NETWORK

\$5,000

INDUSTRY EXCLUSIVE

Peer-to-peer programming for corporate development officers, strategic buyers, and PE-backed executives.

YOUNG DEALMAKERS EVENTS

\$2,500 PER EVENT

INDUSTRY EXCLUSIVE

Three annual events designed for emerging leaders across the M&A ecosystem.