



ACG[®] Philadelphia

2024 SPONSORSHIP OPPORTUNITIES

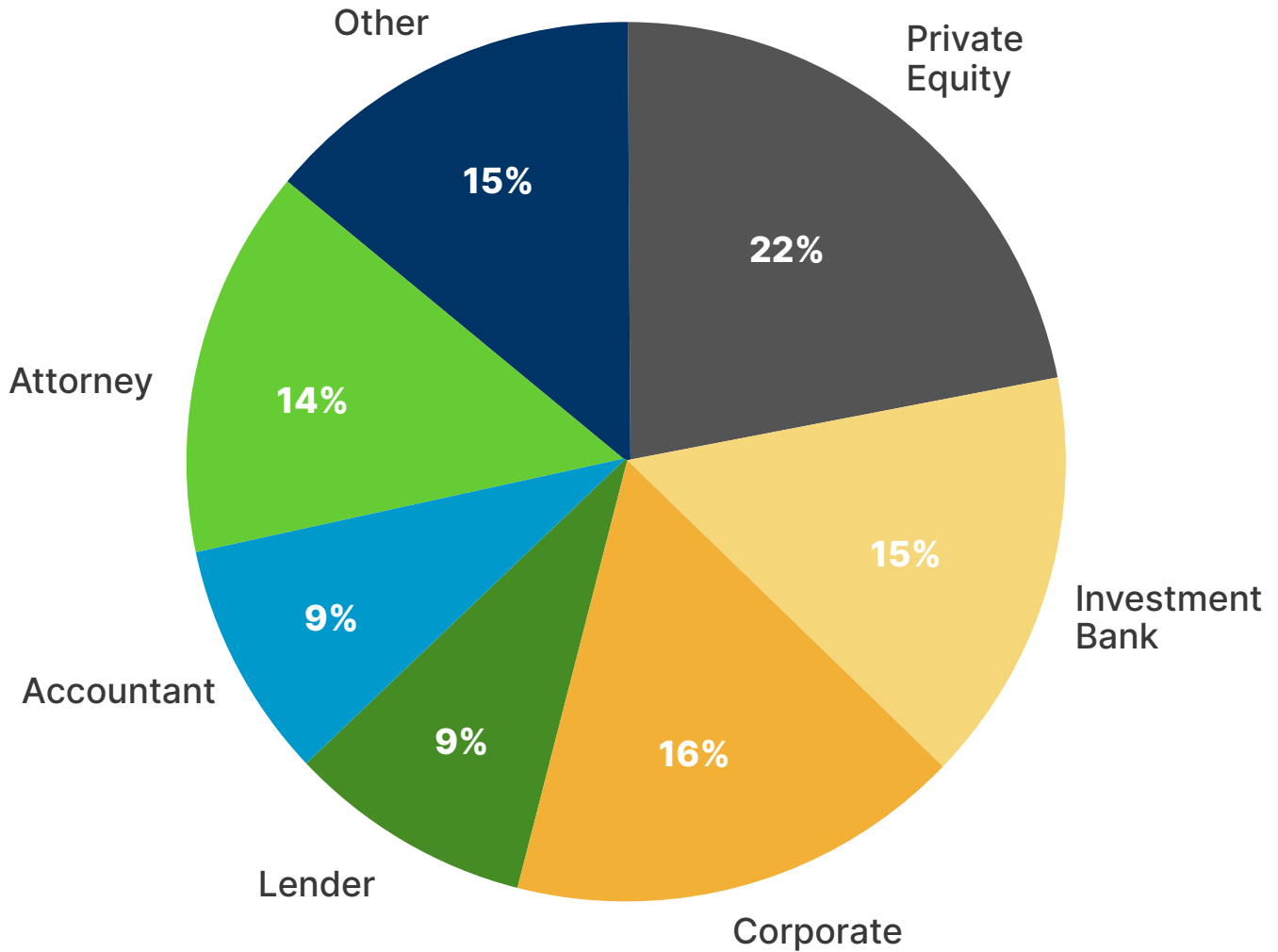


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Amplify Your Reach into the Middle Market

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!

September 30, 2024 - October 1, 2024 | Philadelphia Marriott Downtown

Partner with ACG Philadelphia and M&A East for the largest and most significant M&A event in the area, bringing together key deal professionals from across the country for efficient and dynamic networking.

M&A East attracts more than \$125 billion in capital and 1,300 middle market dealmakers to connect, source deal flow, secure financing, and learn the latest market trends. The format this year focuses on a 1 ½ day DealSource opening on Monday afternoon and an opening party.

Agenda At-A-Glance *(subject to change)*

Monday, September 30

DealLounge | 2:00pm – 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 | 2:00pm – 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 | 3:00pm – 5:00pm

Open to peer groups by affinity or industry.

Opening Party | 5:00pm – 7:00pm

Open to all including ACG Philadelphia members, members of other chapters and non-members.

Tuesday, October 1

DealSource | 8:30am – 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.

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.

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

Closing Happy Hour | 3:30pm – 5:30pm

Open to all including ACG Philadelphia members, members of other chapters and non-members.

Sendoff Cocktail Party.

The Dealmakers' Dinner | 5:00pm – 7:00pm

Open to DealSource firms and other invited guests.

Must-attend, invite only dinner event for DealSource participants.

M&A East Benefits At-A-Glance



BENEFITS	Diamond \$15,000+	Diamond Supersize \$17,500+	Platinum \$10,000	Platinum Supersize \$12,500+	Philly Special	Gold \$5,000+	Gold PE/IB \$5,000
Total tickets to M&A East (average value of \$550)	8	10	5	7	4	2	4
Exhibit Table (6' x 30")	•	•	•	•	•		
Inclusion in ACG Access, the 1:1 meeting software for DealSource	•	•	•	•	•	•	•
Tickets to Dealmakers Dinner (average value of \$600)	2	2					2
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 2025 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



Grow your visibility among a targeted audience of private equity firms and investment banks in addition to senior level, middle market deal professionals through various sponsorship opportunities.

M&A East Sponsorship

Industry Exclusivity

Diamond+	\$16,500+
Custom Sponsor Opportunities	
Dealmakers' Dinner limited availability	3
Presenting Opening Party Sponsor limited availability	3

Diamond Level	\$15,000
ACG Access	2
Branded Power Banks	3
Coffee Station sold out	1
DealLounge limited availability	2
DealSource limited availability	3
Closing Happy Hour limited availability	3
VIP Lounge	2
Water Filling Station	2
Wi-Fi sold out	1

M&A East Sponsorship

Industry Exclusivity

Platinum Level	\$10,000
After Party Powered by YDM limited availability	2
AM Snack	2
Branded Mints	
Breakfast	2
DealSource Bar limited availability	2
DealSource Snack	2
Lanyard sold out	1
Lunch sold out	2
Opening Reception limited availability	
Pads & Pens sold out	1
PM Snack	2
Program	4
Women's Program sold out	2

Philly Special	\$7,500
Booth	No exclusivity

Gold Level	\$5,000
Gold (no booth)	No exclusivity



M&A East 2024 Sponsorship Opportunities

M&A East Diamond Level

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

ACG Access – 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 Power Banks – Change Charging Stations to Branded Power Banks- Keep attendees charged up and happy by providing branded portable batteries.

Coffee Station **sold out** – Sponsor logo imprinted on all cups as well as signage at the all-day Cappuccino/Espresso bar.

Closing Happy Hour **limited availability** – Send our conference guests home with a Philadelphia themed cocktail hour with significant branding opportunities.

Custom Water Filling Station and Cups – Sponsor logo imprinted on water filling stations and cups to be used by all conference attendees at over 10 water filling stations throughout the conference.

DealLounge **limited availability** – 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 **limited availability** – 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.

Dealmakers Dinner **limited availability** – This closing night dinner is one of the most sought-after tickets at M&A East where private equity firms, investment banks, strategic acquirers and PE-backed company executives come together for a night of focused networking.

Presenting Opening Party Sponsor **limited availability** – M&A Easts 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 **sold out**

M&A East Platinum Level



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

After Party Powered by YDM limited availability – Join our Young Dealmakers as the host offsite for drinks and dessert at the conclusion of the conference.

Branded Mints – Make a sweet impression with individually wrapped mints.

Breakfast – Start the day of right by sponsoring breakfast for attendees particularly the attendees of DealSource and DealLounge. Sponsor logo imprinted on containers and signage at breakfast station.

DealSource Bar limited availability – Provide a branded happy hour in the DealSource room!

Lanyard sold out

Lunch sold out – Serve as the host lunch for all conference attendees. Sponsor logo imprinted on containers and signage at lunch station.

Opening Reception limited availability

Pen & Pads sold out – Sponsor logo imprinted on pens and pads and distributed to attendees.

Program – Sponsor to provide intro or closing remarks, logo imprinted on event signage. Materials may be seat dropped.

Snack Station: DealSource/AM/PM – Fuel attendees' energy with DealSource, morning, or afternoon snacks while networking, holding meetings and visiting sponsors. Sponsor logo imprinted on to-go containers as well as signage at the snack station.

Women's Program sold out

M&A East Gold Level



Philly Special Sponsors get a booth and are not industry exclusive.
Gold sponsors 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 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

2024-2025 ACG Philadelphia Supersize Chapter-Level Sponsorships

ACG Philadelphia hosts educational programs and deal-generating networking events throughout the year for members and non-members. Sponsorships include branding and visibility to both the broader M&A deal community as well as peer networks.

Sponsors can bundle these chapter level events with M&A East or buy a la carte. Opportunities are for the upcoming program year, September 2024 - August 2025. The format and benefits are subject to change. Details on pages 9 – 19.

Chapter Sponsorships are available to all with priority given to Diamond level sponsors, followed by Platinum, Philly Special, and Gold.

M&A East platinum sponsors who bundle chapter-level sponsorships at the \$5000+ level are entitled to the following benefits: additional 2 tickets to breakfast briefings, 1 additional ACG membership, and a skyscraper ad on ACG Philadelphia website.

Chapter Sponsorship	Price	Industry Exclusivity
ACG Breakfast Briefings	\$2,500	Up to 2 per Breakfast
ACGWomen Golf Outing & Pickleball	\$2,500	Up to 2 per Outing
ACGWomen (Single Event)	\$2,500	
Diverse Dealmakers (Single Event)	\$2,500	
Young Dealmakers (Single Event)	\$2,500	
ACG University limited availability	\$5,000	Up to 3
ACGWomen (All Annual Events)	\$6,000	Up to 2
Member Golf Outing	\$5,000	Up to 3
SaaS & Tech Enabled Services	\$5,000	Up to 4
Spring PE Wine Tasting limited availability	\$5,000	Up to 4
Strategic Acquirers' Network	\$5,000	
Young Dealmakers (All Annual Events)	\$6,000	
New Years' Reception	\$10,000	Up to 4

2024-2025 ACG Philadelphia Chapter-Level Sponsorships

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:

As a program sponsor your firm will receive significant visibility within the growing Philadelphia M&A community, including the following:

- Five (5) complimentary seats at the program/briefing.
- Logo or name inclusion on all materials related to the marketing of the event being distributed
- Communicate electronically to more than 7,500 CEOs, CFOs, corporate development officers, principals in private equity/buyout funds and other M&A professionals.
- Logo with a direct link from our events page and email blasts to your home page.
- Distribution of your collateral materials at the event, recognition from the podium and logo on handout and/or slide presentation.

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

ACG University (industry exclusive)

ACG University is an exclusive educational and networking program that enrolls 40+ up and coming M&A deal makers who possess 3 – 6 years of deal experience in a serial education program designed to:

- Teach a broad range of essential deal making skills and strategies through lecture and hands on case work to create savvy, knowledgeable and skilled dealmakers.
- Create cohorts to facilitate long-term deal networks among future M&A leaders. Each class will be composed of a balanced number of private equity and corporate buyers, investment bankers, attorneys, accountants and lenders.
- Offer access to all the resources of ACG and the broader deal community in Philadelphia through membership (included). Graduates will also be invited to become part of the ACG Young Dealmakers Group.

ACG University will immerse participants into the life cycle of a deal using a case study method for teaching the key elements of sourcing, negotiating, structuring and closing a deal. Each class will include pre-reading, expert level instruction, team-based case work/presentation of findings and feedback.

Sponsor Benefits:

- Firm logo or name inclusion on all promotional materials related to the marketing of the course being distributed electronically to more than 7,500 CEOs, CFOs, corporate development officers, principals in private equity/buyout funds and other M&A professionals.
- Opportunity to kick-off the program and welcome attendees.
- Recognition at each of 7, half-day sessions.
- A direct link from our program website to your home page and email blast flyer.
- Closing lunch and recognition from the podium.

Sponsorship of ACG University is \$5,000. Sponsorship of this program begins in January of each calendar year.

ACG WOMEN (industry exclusive)

ACGWomen is designed to facilitate peer to peer networking, deal sourcing and industry knowledge among our region's top female deal professionals. Participants are active contributors to the deal transaction process including private equity investors, strategic acquirers, investment bankers as well as transaction attorneys and accountants. Events are held 3 times per year.

Sponsor Benefits:

- Three (3) complimentary registrations for women dealmakers within your office to the program/event
- Logo or firm name included on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders and other M&A professionals
- A direct link from our program web page to your home page
- Distribution of collateral material or giveaways at the event

Sponsorship of ACG Women is priced as follows:

- All annual events: \$6,000
- Single Event: \$2,500
- Golf Outing & Pickleball: \$2,500

Diverse Dealmakers (industry exclusive)

ACG Philadelphia launched our DEI Initiative with a mission to establish a peer community for dealmakers and M&A professionals who identify as Racially and Ethnically Diverse dealmakers have equitable access to grow their networks, source deals, and build successful careers. The Diverse Dealmakers gather 3-4 times a year through a series of social, educational, and networking focused programming.

General Sponsor Benefits:

- Three (3) complimentary registrations for diverse dealmakers within your office to the program/event
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders and other M&A professionals
- A direct link from our program web page to your home page
- Distribution of collateral material or giveaways at the event

Sponsorship of Diverse Dealmakers is priced as follows:

- All annual events: \$6,000
- Single event: \$2,500

Member Golf Outing (industry exclusive - up to 3)

ACG Philadelphia hosts a full day of golf, competition, and networking at one of our region's best courses every summer and it is a sell out each year. The target audience for this event is ACG Members from around the mid-Atlantic region. The 2024 Golf Outing will be held on July 8, 2024 at St. David's Golf Club.

Sponsor Benefits:

Reach your target market out on the course with these sponsorship opportunities.

- Includes foursome
- Corporate logo on welcome banner and event signage
- Choice of one of the following:
 - Premier recognition with corporate logo on flags at every hole
 - Corporate logo on the product giveaway
 - Prize sponsor with opportunity to announce and handout prizes

Sponsorship is \$5,000.

New Year Reception (industry exclusive)

The annual New Year Reception is one of three yearly events designed exclusively for ACG Philadelphia members. We bring our membership together in January to usher in the New Year and new deal opportunities.

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

Sponsor Benefits:

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

Sponsorship of the New Year Reception is \$10,000.

SaaS & Tech-Enabled Services DealSource (industry exclusive)

The SaaS and Tech-Enabled Conference is a ¾ day DealSource only event that brings together over 100 attendees from across the country with deep industry expertise and engages them in a highly targeted deal networking environment.

What's Unique about the SaaS/TES Deal Conference?

- 100% of attendees are strategic and financial buyers, investment bankers, and capital providers
- Offers efficient 1:1 deal meetings with investors and bankers using a dedicated software tool
- Convenes investors from growth stage to buyouts

Sponsor Benefits:

- Four (4) complimentary registrations
- Industry Exclusivity (only sponsor in your industry)
- Significant branding of your firm to industry focused dealmakers
- Limited event sponsor base reduces dilution, increasing visibility of your firm
- Recognition from the podium
- Access to the Meeting App, otherwise exclusively for PEs, IBs
- Sponsor booth/table in the program room / networking space
- Logo with a link on our website and invitations promoting the conference
- Logo on handouts, signage and/or slides
- Access to member-only wine tasting immediately following SaaS DealSource

Sponsorship of the SaaS Deal Conference is \$5,000.

Strategic Acquirers' Network (industry exclusive)

ACG Philadelphia's Strategic Acquirers' Network hosts exclusive, strictly peer-to-peer, events throughout the year for Corporate Development Officers and other corporate transactional executives to share experiences and best practices while developing relationships in a convenient, enjoyable and relaxing settings.

Acquisitive Company Participants:

- AMETEK
- AMG Advanced
- AquaAmerica
- Aramark
- Brother Int'l
- Campbell's Soup
- Comcast
- Connexin Software
- Day & Zimmermann
- Dupont
- Eurofins Scientific
- GSK
- Independence Blue Cross
- KPI Integrated Solutions
- NutriSystem
- PepBoys
- Quaker Chemical
- QVC
- Recovery Centers of America
- SAP
- S. Walter Packaging Corp.
- SunGard
- TE Connectivity
- Teleflex
- Telerx
- Triumph
- Urban Outfitters
- Vanguard
- Vishay
- Wise Snacks

Sponsor Benefits:

As a sponsor your firm will receive significant visibility with corporate development officers and other senior level corporate transactional executives in and around the region.

- Logo or name inclusion on all materials related to the marketing of the event being 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 other designated page
- Distribution of your collateral materials at the event, onsite recognition and logo on handout and/or slide presentation

Sponsorship of the Strategic Acquirers' Network is \$5,000.

Spring PE Wine Tasting (industry exclusive)

The annual Spring Wine Tasting event is one of three annual events designed exclusively for ACG Philadelphia members. This Wine Tasting is unique in that approximately 20+ regional private equity firms host a table and select top rated and unique wines from around the globe for attendees to enjoy.

The event affords members an excellent opportunity to connect with private equity firms in a more intimate format as well providing a casual atmosphere for general networking and socializing with dealmakers from the community.

Sponsor Benefits:

- Five (5) complimentary registrations of non ACG members at your firm
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to corporate executives, private equity investors, investment bankers, lenders, and other M&A professionals
- A 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.

Young Dealmakers (industry exclusive)

The Young Dealmakers hold 3 - 4 social or content driven events per year specially targeted to early career professionals who represent a diverse mix of early career dealmakers from all disciplines including, private equity firms, investment bankers, lenders, attorneys, accountants, corporate buyers, and other dealmakers.

Sponsor Benefits:

- Visibility/Sponsorship of 3 events throughout the year
- Three (3) registrations for young dealmakers within your office to the program/event
- Logo or firm name inclusion on all materials related to the marketing of the event being distributed to more than 5,000 Private Equity, Investment Banking, Corporate Development, buyout funds, and other early career M&A professionals
- A 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: \$6,000
- Single event: \$2,500