

M&A East Conference 2017

Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's M&A East Conference 2017!

The following pages include all of the information you need to know about sponsoring and/or exhibiting at this event.

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Conference Agenda

M&A East kicks off with a Golf Outing on Monday. Conference Day 1 and Day 2 events take place at the Pennsylvania Convention Center, Enter on North Broad Street at Cherry Street (between Arch & Race Streets) Golf and Tues evening post reception events held at other venues.

Golf Outing – Monday, October 2, 2017

Rolling Green Golf Club, Springfield, PA

11:00 am - 12:00 pm	Registration, Practice Range & Lunch
12:00 pm	Shotgun Start
5:00 pm – 6:00 pm	Reception & Prizes

Conference Day 1 – Tuesday, October 3, 2017

8:30 am – 4:25 pm	DealSource (Day 1) – Terrace II Private equity firms meet with investment banks in brief, pre-scheduled meetings
12:00 pm – 2:00 pm	SPONSORS SET-UP EXHIBITS – Terrace III & IV Sponsors are welcome to begin exhibiting at 2 pm but should be ready to go for the start of the Reception at 5:30 pm
2:00 pm	Registration opens for all conference attendees – Terrace Prefunction Visit with sponsor exhibitors – Terrace III & IV Network in The DealLounge – 100+ unreserved, numbered tables – Terrace III, IV and prefunction
3 pm - 4:15 pm	Programming
4:30 pm - 5:30 pm	Opening Keynote – Terrace I
5:30 pm - 7:30 pm	Grand Welcome Reception – Terrace III & IV Join us at the biggest, best dealmakers' networking reception and the kick-off to M&A East. Popular gaming tables are back.
6:00 pm – 7:30 pm	Strategic Acquirers Network Reception – By invitation Maggino's
7:30 pm – 8:30 pm	Young Dealmakers Reception – By invitation Maggino's
7:30 pm - 9:30 pm	DealMakers' Dinner – By invitation to participating private equity firms, DealSource investment banks and corporate buyers. Reading Terminal Market

www.MandAEast.com

Questions, contact: Jennifer Simons, 610.664.3028 or jsimons@acg.org

Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org

Conference Day 2 – Wednesday, October 4

8:00 am	Registration – Terrace Prefunction
8:00 am – 12:30 pm	Breakfast, Sponsor Exhibits – Terrace III & IV Cappuccino Station (8 am – 12 pm)
8:00 am - 3:00 pm	The DealLounge – Terrace III, IV and Prefunction Use our 100+ numbered tables to hold impromptu meetings.
8:00 am - 10:20 am	DealSource (Day 2) – Terrace II Private equity firms meet with investment banks in brief, pre-scheduled meetings (pre-registration required).
8:45 am – 12:15 pm 8:45 – 10:00 / 10:15 – 11:30	Industry & Topical Roundtables – 100 level Interactive discussions designed for 20 – 40+ attendees.
10:30 am - 12:30 pm	Private Equity Marketplace – Terrace III & IV Connect in a dedicated environment with 90 PE firms with \$125 billion to invest in middle market deals.
12:30 pm – 2:15 pm	Luncheon & Keynote – Terrace I Grand Prize Giveaway Announced following the keynote. <i>Must be present to win.</i>

Hotel Accommodations

ACG Philadelphia has arranged a room block during M&A East (October 2 - 4, 2017). A limited number of rooms are available so we urge you to book early.

Philadelphia Marriott Downtown (adjacent to the Convention Center)
1201 Market Street, Philadelphia, PA

Make your reservations no later than September 15th, referencing "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$229.

Call 877-901-6632 or [use this web link](#) to reserve your room.

www.MandAEast.com

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Stephanie McAlaine, 610.971.4806 or smcalaine@acg.org

Summary of Deadlines for Sponsors

Deadline For:	Due By:	Submit To:
Sponsor Ad for Program Book	Friday, August 4	jamie.amen@proforma.com AND jsimons@acg.org
Attendee List Distribution *Early & Pre-attendee list to sponsors only*	Early pre-attendee list: week of August 7 Pre-attendee list: week of September 4 Attendee list w/confirmation email: Saturday, September 30 Post event list: 1 week after conference	Register On Line at www.MandAEast.com
Booth # Provided and Shipping instructions	Sent to all sponsors & exhibitors Friday September 8	Sent by ACG Philadelphia
Order Power / Internet for your Booth	Monday, September 11 (Deadline for early bird pricing) Questions: Jen Simons, jsimons@acg.org	Order through PA Convention Center (Service & Labor Forms Forms will be on Exhibitor page of site)
Hotel Room Block Cut-Off	Friday, September 15 based on availability, book early	Visit MandAEast.com
Sponsor Registration	On-line registration closes Friday, Sept 29 Use this link	(Custom discount codes sent by end of June)
Golf Registration	On-line registration closes Friday, Sept 29 NOT LIVE YET	Go to the Events Tab under www.acg.org/philadelphia
Exhibitor Shipping Deadline	Option 1: Ship to freight consolidator for receipt by Friday, Sept 29 – FIRM DEADLINE Option 2: Bring in on Tues Oct 3	Refer to p. 11 for shipping address and details.

Sponsor Advertisement for Conference Program Book

As a benefit of your sponsorship package, all sponsors have the opportunity to place an advertisement in the Program Book, which is a slim profile, pocket sized, spiral book with dimensions of 3.5"w x 8"h. The book is a reference for dealmakers throughout the year.

The program book will be distributed to conference attendees during onsite registration on both Tuesday, October 2 and Wednesday, October 3. It will remain available on line via mandaeast.com for future reference.

Refer to your sponsor level below for ad specifications

Gold and Gold Supersize (\$750) Sponsors

- ½ Page Black & White Advertisement, vertical orientation
- Dimensions are 2.75" wide x 3.95" high, no bleed.

Gold Supersize (\$1,250 level only)

- Full Page Black & White Advertisement, vertical orientation
- Dimensions are 2.75" wide x 8" high, no bleed.

All Diamond & Platinum Sponsors

- Full page color ad, vertical orientation
- Dimensions are 2.75" wide x 8" high, no bleed.

If you plan to use the exact same ad, please let us know and there is no need to submit a new ad.

Please submit your sponsor ad by close of business **Friday, August 4** and it should be sent as a high resolution PDF file to BOTH jamie.amen@proforma.com and jsimons@acg.org.

General Exhibit Information

SPONSORS exhibit on Tuesday, October 3 and Wednesday, October 4 at the Pennsylvania Convention Center. In 2017, all sponsors are inside the same ballroom.

PRIVATE EQUITY MARKETPLACE FIRMS exhibit ONLY on Wednesday, October 4 at the Pennsylvania Convention Center.

Exhibit Hours / Set-up & Tear down times:

Exhibitor	Location	Exhibit Date	Exhibit Time	Set-up *	Tear Down *
ALL SPONSORS: Diamond, Platinum & Gold	Terrace III & IV	Tues Oct 3 Wed Oct 4	2:00 pm – if desired 5:30 pm - 7:30 pm 8:00 am – 12:30 pm	Tues Oct 3 12 – 2 pm	Wed Oct 4 12:30 pm – 3:00 pm
Private Equity Firms	Terrace III & IV	Wed Oct 4	10:30 am – 12:30 pm	Wed Oct 4 Before 8 AM DEALSOURCE meetings	Wed Oct 4 12:30 pm – 3:00 pm

* Additional set-up, tear-down and shipping instructions are provided on pages 9 - 11.

Electric/Internet Orders

All exhibitors that require any electric/power or Internet must order through the Pennsylvania Convention Center / SMG. Early savings are offered when placing your order by **Monday, September 11, 2017**. **Be sure to read the Terms and Conditions.**

The Convention Center only has FREE wireless Internet access in select areas. There is no wireless Internet in the Terrace should you need Internet for your booth.

RECOMMENDATION: For sponsors that require electric for booth lighting or a laptop we have been advised that 500 watts is sufficient.

Contact PCC / SMG with questions at 215.418.2190 or utilities@paconventioncenter.com

Sponsor Exhibit Table Requirements

M&A East sponsors will exhibit on Tuesday, October 3 and Wednesday, October 4 at the Pennsylvania Convention Center.

BOOTH GUIDELINES – REVIEW CAREFULLY

If your display does not comply you will be required to remove it.

All Sponsors

- Diamond, Platinum and Gold sponsors will exhibit in Terrace Ballrooms III and IV
- ACG assigns all booth placements, and you will receive your Table # in September for shipping purposes.
- Signage is not provided to sponsors, though a small sign with your name will be on your table for reference only.
- Floor diagrams will be available on site and sent to the Pennsylvania Convention Center / SMG.
- Sponsors that require Electric/Internet must place their orders / payment directly with the Pennsylvania Convention Center / SMG. (Details provided above on page 7)
- All sponsors will be provided with a **6' x 30"** skirted table.
- There are no chairs at the table. These may be ordered by emailing jsimons@acg.org.
- Standing / retractable banners must be placed **BEHIND** the table (as shown below).
- Table Top displays that can fit on a 6' long table are acceptable and there are no height restrictions as ALL sponsors tables are against the wall and it does not impede sight lines for attendees.



Catering Options

Exhibitors (Sponsors or PE Firms) interested in ordering catering at their booth may contact Aramark, Leah Berry at leah.berry@aramark.com. The only restriction is that on Wednesday you may not have any specialty coffee or other coffee service or bottled water / water coolers at your booth as this would present a conflict with existing sponsors.

Exhibit Set up:

Exhibits should be set-up on Tuesday, October 3 between 12 pm – 2:00 pm. Sponsors may begin exhibiting as early as 2 PM, coinciding with general registration opening. Sponsors should be set up in advance of the 5:30 pm Grand Welcome Reception.

We will have a guard on duty Tuesday evening though we recommend high value items, i.e. laptops etc., be brought back on Wednesday.

Exhibit Tear Down:

All Exhibitors in Terrace III & IV

- Tables in Terrace III & IV will be torn down on Wednesday, October 4 at 12:30 PM. After 3 PM and any remaining materials will be discarded.
- Place sealed and labeled packages on top of the table after 12:30 PM BEFORE GOING TO LUNCH
OR
- Place materials under the table and then package materials after lunch concludes at 2:15 PM and no later than 3:00 pm.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 3 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

Private Equity Exhibit/Table Information

Private Equity Firms will exhibit on Wednesday October 4 from 10:30 am – 12:30 pm in the Private Equity Marketplace. **Tables are located in Terrace III & IV**

Table Set Up

- Tables are 6' x 30" skirted.
- We provide signage with your firm name, **as provided via your online registration.**
- PE exhibitors that require Internet/electric will incur an additional fee as outlined (pg 6).
- Tables may be set up on Wednesday, October 4 before 8 AM or between 10 – 10:30 AM. **(DealSource software scheduled meetings run from 8 – 10:20 AM on Wed)**

Table Tear Down

- Tables in Ballroom B will be torn down on Wednesday, October 4 at 12:30 PM and after 3 PM and any remaining materials will be discarded.
- Place sealed and labeled packages on top of the table after 12:30 PM BEFORE GOING TO LUNCH
OR
- Place materials under the table and then package materials after lunch concludes at 2:15 PM and no later than 3:00 pm.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 3 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

Shipping Materials to M&A East

You have two options for bringing in materials.

1. Ship materials to our freight forwarder for receipt no later than Friday, September 29, 2017. **This is a firm deadline.**

We are not responsible for any items lost or damaged. All packages should be insured at the appropriate value.

Please address your packages exactly as follows:

General Exposition Services

c/o M&A East Conference

<Company Name> & <Booth Number> (Booth # will be provided in September)

205 Windsor Road

Pottstown, PA 19464

(610) 495-8866

Please also print the labels found on our website under Exhibitor Logistics and attached them to each box.

- 2 You or a courier service may bring in your materials to the Pennsylvania Convention Center on Tues October 3 after 11 am. **Courier Services MAY NOT use the loading dock. Couriers must be able to bring materials in with a small handcart or by hand.**

Courier Deliveries must be arranged for Monday between 10 AM – 11:30 AM in order to accommodate our current production schedule. Upon entering the Convention Center, boxes should be brought to the Grand Hall where we will have staff on site to direct. It is preferred that all materials be shipped to our Freight Consolidator for delivery Friday, September 29 as noted above.

Return Shipping

Please bring your shipping labels with YOUR ACCOUNT number printed on them and place your sealed and labeled boxes on top of your table as specified on page 9 and our freight forwarder will get them to the correct shipping company for the return. Return shipping instructions will be at your table at the conference.

Important Note: Materials will not be shipped out by the freight forwarder until Friday, September 6. If you need your materials immediately or are shipping to another conference, there is a FedEx store located in the Convention Center.

M&A East Registration

General Conference Tickets

As a sponsor, your firm receives complimentary passes to events being held on Tuesday, October 3 and Wednesday, October 4 at the Pennsylvania Convention Center.

All registered attendees are invited to the following events:

Tuesday, October 3: Programming on Tuesday afternoon, before the Opening Keynote (4:30 – 5:30 pm), Grand Welcome Reception 5:30 – 7:30 pm)

Wednesday, October 4: Keynotes, Private Equity Marketplace, Sponsor Exhibits and Programming Sessions (8:00 am – 2:15 pm).

To register your complimentary attendees, use [this registration link](#) or visit our web site at www.MandAEast.com

We circulate 2 pre-attendee lists to sponsors.

- To be included on the Early Pre-attendance list register by COB Friday, July 28
- To be included on the Pre-attendance list register by COB Wednesday, September 6

Online registration will remain open through Friday September 29.

All sponsors will receive an email with your specific firm discount code by the end of June as well as the number of allotted tickets. For your quick reference, here is the breakdown of tickets.

Level	Conference Tix	Add'l Tix to Welcome	C-Level Guest Pass	Breakfast Pass	ACG mbrship
Diamond	9	1	2	10	2
Diamond Supersize \$2,500	10	3	3	15	2
Diamond Supersize \$5,000	11	5	3	20	3
Platinum	6	-	1	5	1
Platinum Supersize \$1,250	8	-	2	8	1
Gold	3	-	-	-	-
Gold Supersize \$750	4	-	1	2	-
Gold Supersize \$1,250	4	0	1	4	-

Free Corporate-Level Pass

This pass is designed for sponsors to invite senior-level corporate executives that would benefit from attending M&A East, such as CFOs, CEOs and CDOs. This pass cannot be used for additional representatives of your own firm, for service providers or others. It is only to be used for C-level executives from acquisitive or potentially acquisitive companies.

Golf

Our M&A East Golf Outing is Monday, October 2 at Rolling Green Golf Club in Springfield, PA. You must register and pay for golf separate from the Conference. Link to be made available soon.

M&A East Sponsor Registration Instructions - How to use your Discount Codes

Each sponsor will receive a detailed email in mid to late June with their custom discount code, instructions on how to register and an outline showing how many tickets they receive. To register attendees, [use this link](#).

1. Each attendee, regardless of membership status, must log into their account to register. If they do not have an existing account, creating a new account takes seconds and their information will be retained for future registration ease.
2. A confirmation email will be sent to registered attendees the weekend prior to the conference. The email will include directions, parking information, a final agenda and a link to the mobile app where they can download the attendee list.

Conflicting Event & Attendee List Usage Policies

CONFLICTING EVENTS

To ensure fairness to all attendees and protect the investment of all conference sponsors, we request that all conference sponsors, exhibitors and attendees agree not to create or promote outside activities or events that are in conflict with specific elements of the official posted conference agenda of the 2017 M&A East Conference, unless otherwise agreed upon with ACG Philadelphia.

Sponsors, exhibitors, and registered attendees found to be in violation of ACG Philadelphia policies and agreements regarding conflicting events, voluntarily forfeit the remainder of the sponsor, exhibitor and event attendee benefits that were to be provided to them.

ATTENDEE LIST USAGE

The intent of providing the attendee list is to facilitate targeted networking and meaningful business connections prior to, at, and directly following the event. Additionally, the attendee list cannot be distributed to outside parties not directly associated with the event or conference, nor can it be used for mass solicitation purposes of any kind. Sponsors, exhibitors, member and attendees found to be in violation of this policy, voluntarily forfeit all of the remainder of the sponsor, exhibitor, event attendee or member benefits that were to be provided to them.

ADVANCE APPROVAL

ACG Philadelphia recognizes that there are outside sponsor events that are complimentary to the Conference, and we want to be supportive where possible. Therefore sponsors, exhibitors, event attendees and members are encouraged to receive advance approval from Stephanie McAlaine, Executive Director of ACG Philadelphia, to ensure that any planned outside event, activity or attendee list usage does not conflict with these terms and conditions.