

ACG<sup>®</sup> Philadelphia

M&A *East*

**OCTOBER 26-28, 2020**

**A Virtual Experience**

**Sponsorship Prospectus**

## *A virtual experience*

At this year's M&A East we will create a highly efficient format in a live virtual platform that focuses on what we do best and what attendees want most – CURATED CONNECTIONS!

We'll accomplish this by offering:

- **Industry Vertical DealSource**
  - ✓ Separate verticals: Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services and Special Situations
  - ✓ Offered on a dedicated DealSource platform \*
- **Content for all attendees**
  - ✓ 4 - 5 Industry Vertical Programs aligned to DealSource
  - ✓ 2 Plenary Sessions on current deal trends and leverage markets
- **Structured Networking on the Remo\*\* & Zoom Platforms**
- **DealLounge / Ad Hoc Networking on the Conference Platform PLUS 1:1s for all attendees**

### **Terminology –**

\* **DealSource** – the platform used to host 1:1 meetings for core attendees

\*\* **Remo** – the Platform used for all attendees to join programs, network and access sponsor and Deal Lounge tables.

# M&A East Agenda

## October 26 – 28, 2020



### Monday, Oct 26 GOLF (In Person)

11:00 am – 7:00 pm

- Registration, Lunch, Driving Range
- Shotgun Start
- Reception

#### Industry Verticals:

- Business Services
- Consumer / E-Commerce
- Healthcare Services
- Industrial Tech & Mfg
- SaaS & Tech Enabled Svcs
- Special Situations

**Programs are not concurrent.**

**Agenda timing and program offerings subject to change.**

### Tuesday, Oct 27 VIRTUAL – Day 1

9:00 am – 6:30 pm

- DealLounge / Open Networking on Conference Platform (Remo)

#### 10 am Programming

- Industry Vertical Program
- ACGWomen (time TBD)

11:00 am – 3:15 pm

- DealSource: All verticals  
(Expanded participants to include: Strategic buyers, PE-backed Cos.)
- PEER: Private Equity-backed Executives Roundtable

3:30 pm Late Afternoon Programming

- Industry Vertical Program (Remo)
- Plenary Session (Remo)

### Wednesday, Oct 28 VIRTUAL – Day 2

9:00 am – 6:30 pm

- DealLounge / Open Networking on Conference Platform (Remo)

#### 10 am Programming

- Industry Vertical Program

11:00 am – 3:15 pm

- DealSource: All verticals  
(Expanded participants to include: Strategic buyers, PE-backed Cos.)
- PEER: Private Equity-backed Executives Roundtable

3:30 pm Late Afternoon Programming

- Industry Vertical Program (Remo)
- Plenary Session (Remo)

The Private Equity Marketplace is not part of our agenda, as we are leveraging what works best in virtual by giving all attendees the ability to schedule 1:1s and focusing on content.

# M&A East 2020: Summary of Opportunities



Sponsor Title	Price	Qty (industry exclusive)
Golf Outing	\$9,000	2 sponsors
Platform Log In/Navigation <i>(akin to program book)</i>	\$9,000	2 sponsors
DealLounge	\$9,000	1 - 2 sponsors
DealSource	\$6,750	1 - 2 sponsors per vertical (x5)
Plenary Sessions	\$6,750	2 sponsors per plenary (x2)
Industry Programs	\$6,750	2 sponsors per vertical ( x5)
PEER (PE-backed Executives' Roundtable)	\$6,750	3 sponsors
ACGWomen	\$6,750	2 sponsors

DealSource participation for both investment banks & private equity firms is included in sponsorship.

# M&A East 2020: Summary of Benefits



Benefits	Diamond \$9,000	Platinum \$6,750
<b>CONFERENCE SPECIFIC</b>		
Logo or listing with link on invitations, website and confirmation emails	X	X
Reserved sponsor / meeting table in Conference Platform (Remo)	X	X
Conference Tickets	12	8
Guest passes: Strategic Buyer / PE-backed Exec	6	4
Attendee List in advance	X	X
<b>VISIBILITY / BRANDING</b>		
Leaderboard ad - 3 weeks of advertising on the ACG Philadelphia website	X	
Billboard ad - 2 weeks of advertising on the ACG Philadelphia website		X
Social Media : LinkedIn Posts , Tweets	X	X
Promote virtual content in our newsletter	X	
<b>ADDED PERK</b>		
Annual ACG Philadelphia Membership	2	1
Comp tickets to ACG Philadelphia breakfasts	10	8

**SUPERSIZE @ \$1,000**

Add a virtual Breakfast Program to be offered from Sept 2020 through Q1 2021. Topics to be announced. Available at either level.

# Golf Outing

## Sunnybrook Golf Club



*Live, in accordance with national and local guidelines.*

### **Golf Benefits**

- Includes foursome
- Logo on welcome banner and event signage
- Logo on Flags at every hole
- Logo on product give-away (optional and additional cost)

### **Conference Benefits**

- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor/meeting table in Remo
- 12 Conference tickets
- 6 Guest passes: Strategic Buyer / PE-backed Executives Roundtable
- Attendees list in advance

### **Branding, Visibility**

- Leaderboard ad - 3 weeks of advertising on the ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets
- Promote virtual content in our newsletter

### **Added Perk**

- 2 Annual Memberships
- 10 comp tickets to ACG Philadelphia breakfasts

**Diamond Sponsor \$9,000**  
2 industry exclusive sponsors



# Platform Log In & Navigation Sponsor



## Event Sponsor Benefits

- Custom branding on the Log-in screen and Profile/Navigation & Agenda Pages
- Sponsor ad on the Landing Page of the platform
- Welcome attendees during networking
- Host thematic networking table in Remo platform

## Conference Benefits

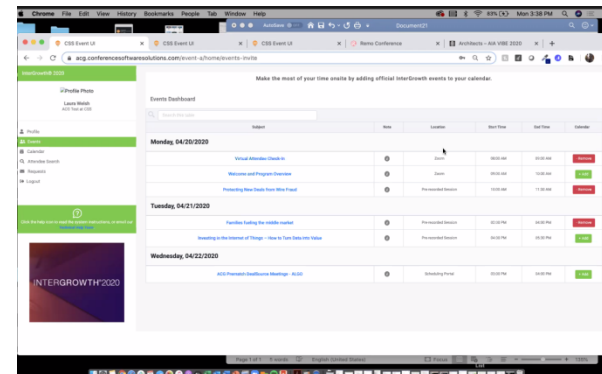
- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor branded table in Remo (one of the 4 corners)
- 12 Conference tickets
- 6 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## Branding, Visibility

- Leaderboard ad – 3 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets
- Promote virtual content in our newsletter

## Added Perk

- 2 Annual Memberships
- 10 comp tickets to ACG Philadelphia breakfasts



**Diamond Sponsor \$9,000**  
2 industry exclusive sponsors

## Event Sponsor Benefits

- Platform Events Page: Listed sponsor event with URL link to sponsor page or session
- Firm name visibility at Remo tables (Over 100 tables on the Platform)
- Sponsor ad on the Landing Page of the platform

## Conference Benefits

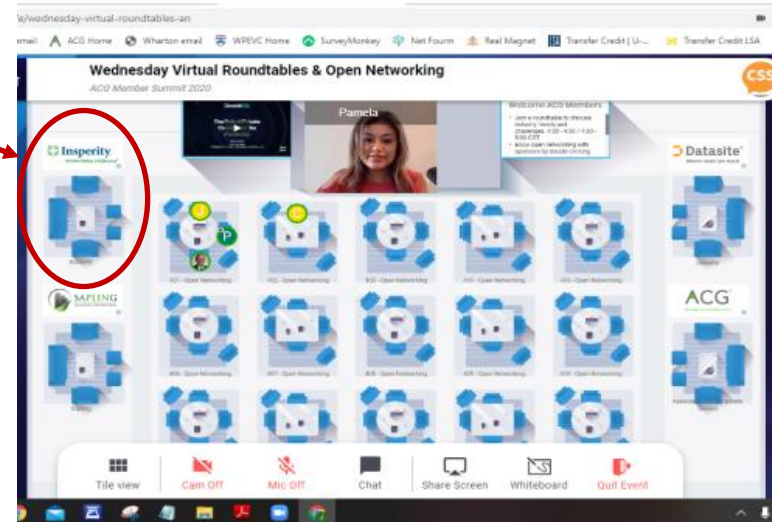
- Logo or listing with link on all invitations, website and confirmation emails
- Reserved branded sponsor table in Remo
- 12 Conference tickets
- 6 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## Branding, Visibility

- Leaderboard ad – 3 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets
- Promote virtual content in our newsletter

## Added Perk

- 2 Annual Memberships
- 10 comp tickets to ACG Philadelphia breakfasts



**Diamond Sponsor \$9,000**  
1 -2 industry exclusive sponsors



*Taking advantage of the unique benefits of virtual, DealSource will focus on industry vertical tracks including Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services, and Special Situations (subject to change). Included in DealSource 2020 will be Strategic buyers and PE-backed Cos.*

## Event Sponsor Benefits

- Custom Branding & Logo in the virtual meeting rooms (for all DealSource meetings across ALL verticals)
- Dedicated “room” on the scheduling platform

## Conference Benefits

- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor/meeting table in Remo
- 8 Conference tickets
- 4 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## Branding, Visibility

- Billboard ad - 2 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets

## Added Perk

- 1 Annual Membership
- 8 comp tickets to ACG Philadelphia breakfasts



**Platinum Sponsor \$6,750**

1 -2 industry exclusive sponsors per vertical (x5)

*Content will take center stage at M&A East 2020. We'll offer 2 plenary sessions and 4 -5 industry vertical programs: Business Services, Consumer/E-Commerce, Healthcare Services, Industrial Tech & Manufacturing, SaaS & Tech Enabled Services, and Special Situations (subject to change)*

## **Event Sponsor Benefits**

- Platform Events Page: Listed sponsor event with URL link to sponsor page or session
- Speaking opportunity: Welcome or Closing remarks at your sponsored event
- Visibility on walk in slide and closing slide / other custom branding on Remo
- Host post-program table topics in Remo immediately following that content session

## **Conference Benefits**

- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor/meeting table in Remo
- 8 Conference tickets
- 4 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## **Branding, Visibility**

- Billboard ad - 2 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets

## **Added Perk**

- 1 Annual Membership
- 8 comp tickets to ACG Philadelphia breakfasts

## **Platinum Sponsor \$6,750**

- 2 plenary sessions, 2 industry exclusive sponsors each
- 4- 5 Industry Vertical Programs, 2 industry exclusive sponsors each

# PEER: Private Equity Backed Executives Roundtable



*We'll look to expand our PEER audience at M&A East 2020 by partnering with other ACG Chapters including Boston, Chicago, Atlanta and Los Angeles and promoting the unique, peer only programming.*

## Event Sponsor Benefits

- Logo and Link on PEER invitations, website and confirmation emails
- Platform Events Page: Listed sponsor event with URL link to sponsor page or session
- Speaking opportunity: Welcome or Closing remarks at your sponsored event
- Visibility on walk in slide and closing slide / other custom branding on Remo
- Sponsor hosted breakouts immediately following that content session

## Conference Benefits

- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor/meeting table in Remo
- 8 Conference tickets
- 4 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## Branding, Visibility

- Billboard ad - 2 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets

## Added Perk

- 1 Annual Membership
- 8 comp tickets to ACG Philadelphia breakfasts

**Platinum Sponsor \$6,750**  
3 industry exclusive sponsors

## Event Sponsor Benefits

- Logo and Link on Women's invitations, website and confirmation emails
- Platform Events Page: Listed sponsor event with URL link to sponsor page or session
- Speaking opportunity: Welcome or Closing remarks at your sponsored event
- Visibility on walk in slide and closing slide / other custom branding on Remo
- Sponsor hosted breakouts immediately following that content session

## Conference Benefits

- Logo or listing with link on all invitations, website and confirmation emails
- Reserved sponsor/meeting table in Remo
- 8 Conference tickets
- 4 Guest passes: Strategic Buyer / PE-backed Executives
- Attendee list in advance

## Branding, Visibility

- Billboard ad – 2 weeks of advertising on ACG Philadelphia website
- Social Media: LinkedIn Posts, Tweets

## Added Perk

- 1 Annual Membership
- 8 comp tickets to ACG Philadelphia breakfasts

**Platinum Sponsor \$6,750**  
2 industry exclusive sponsors

**Interested in learning more about sponsorship of  
M&A East or ACG Philadelphia Chapter events?**

**Contact:**

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