

2021 Florida ACG Capital Connection® Sponsor Set-up & Tips



November 16 - 18, 2021

JW Marriott Orlando Bonnet Creek Resort & Spa

Important Information for your 2021 Florida ACG Capital Connection® Sponsorship

Attendees for Conference

- Each sponsoring firm receives a total allotment of conference tickets from 2-10, depending on level of sponsorship, and some levels receive a # of golf, tennis, or women's forum registrations, again depending on level.
- Each sponsor has a discount code (YOUR COMPANY NAME, i.e., Accord, Akerman, Westshore) where you can register your complimentary attendees. If you have NOT done so already, please email your golfers/tennis/women's forum registration(s) at any time to brooke@acgflorida.com. All complimentary registrations can be registered using your company name as a discount code. The sooner we have the names, the sooner they will show up on the attendee lists.
- [Hotel Room block can be booked here at rates from \\$269/night until October 27, 2021 or until SOLD OUT.](#) (to avoid housing scams, please do not book your reservation through any third party vendor, including National Travel Associates or Exhibitor Housing Services)

Conference Bag Items

- We anticipate stuffing 400 conference bags to be handed out to each attendee upon registration. Company logoed promotional products (i.e., pens, hand sanitizer, flash drives, sunscreen, etc.) are good ideas to consider for bag stuffing. **Our attendees seem to "LOVE" the bags and items, so please try to send something – YOU don't have to send 400 of the same item – some sponsors use this as a way to clean out their inventory!**
- Items for bag stuffing should be sent to JW Marriott Orlando Bonnet Creek Resort & Spa for arrival no earlier than Wednesday, November 10th and no later than Sunday, November 14th. We will be stuffing bags on Monday, November 15th
- The following information must be included on all packages to ensure proper delivery:
YOUR COMPANY NAME (FOR BAG STUFFING)
Florida ACG Capital Connection
c/o Sherry Smith/Florida ACG Capital Connection
JW Marriott Orlando Bonnet Creek
14900 Chelonia Parkway
Orlando, FL 32821
(1 of 1, 1 of 2, etc.)
- *ACG Florida is not responsible for any items lost or damaged. All packages should be insured at the appropriate value.*

Sponsor Booth

- Each sponsoring firm will be provided with a 6' x 30" skirted table with two chairs in our Attendee DealLounge/Sponsor areas, **OR in the case of IBs/PEGs that are sponsors, you will have your table in the EXHIBIT HALL.**
- **Some sponsors do not want a booth, and if that is the case, please email brooke@acgflorida.com**
- ACG Florida will assign all booth placements, and you will receive your layout in early November.
- Gadgets, premium items, and raffles are great booth ideas. Manage booth collateral. We recommend bringing approx. 150 pieces of literature. Remember, not everyone will collect firm materials.
- Signage is not provided to sponsors, though a small sign with your name will be on your table for reference only.
- Standing / retractable banners must be placed **BEHIND** the table.
- Bring an ample supply of business cards!

- Items for your sponsor table should be sent to the JW Marriott Orlando Bonnet Creek Resort & Spa for arrival no earlier than Wednesday, November 10th and no later than Monday, November 15th. Set-up begins at 10:00 am on Wednesday, November 17th and tear-down will be Thursday, November 18th at 2:30 pm.
- The following information must be included on all packages to ensure proper delivery:
YOUR COMPANY NAME (FOR SPONSOR BOOTH)
Florida ACG Capital Connection
c/o Sherry Smith/Florida ACG Capital Connection
JW Marriott Orlando Bonnet Creek
14900 Chelonia Parkway
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How to Maximize Your 2021 Florida ACG Capital Connection® Sponsorship

Networking

- Understand the audience at the 2021 Florida ACG Capital Connection:
 - Dealmakers from around the country representing private equity, corporate development officers and financial executives, investment bankers, lenders, and professional services providers who work in M&A and corporate growth.
 - PE firms either in or out of the region have portfolio companies that may need your business.
- Bring the right people. Depending on your sponsor level, you receive 2 to 10 conference tickets. If you have offices outside of Florida, you may want to consider bringing partners and senior professionals from those other offices.
- Plan meetings at your sponsor table in The Attendee DealLounge from Wednesday, November 17th at **NOON** through Thursday, November 18th at 2:30 pm
- An agenda is available on the web site (www.acgflorida.com) on the agenda/schedule tab.
- Follow-up is crucial.

Attendee Lists

- Utilize both the early and pre-conference attendance lists, which will include PE exhibitors, investment banking firms, general attendees, and sponsors – and will be **distributed to sponsors only sometime after EARLY BIRD**. Emails and phone #s will be included. Use this list wisely – we do not recommend mass emails! Attendees that are registered can ALWAYS login to the event and “view registered attendees”

Mobile App

- Our 2021 Conference App will launch in mid-October. Both a Mobile and Desktop version will be available.
- Do your due diligence. Use the app and web site to see what firms are in attendance.

Social Media

- Take advantage of social media tools to spread the word about your sponsorship and the conference.
- Join ACG Florida Capital Connection on LinkedIn.