

2023 M&A East Conference

Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's 2023 M&A East Conference!

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

Table of Contents:

Conference Agenda	Page 2 - 3
Hotel Accommodations	Page 5
Summary of Deadlines	Page 6
Sponsor Exhibit Guidelines	Page 7
Exhibit Table Requirements	
Table Set Up & Tear Down	
Shipping	
Sponsor Benefits	Page 10
What Tickets/Memberships are Included?	
General Registration Tickets	
'Bar Crawl' Drink Choices and Instructions	
Attendee List	Page 12
Distribution	
Usage & Conflicting Event Policy	

CONFERENCE AGENDA

Timing subject to change. Please view the Agenda page of MandAEast.com	
DAY 1: Monday, October 2	
1:00 pm - 7:00 pm	Registration Opens for DealSource
2:00 pm – 5:00 pm	<p style="text-align: center;">DealSource</p> <p style="text-align: center;">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. Open to private equity investors, investment banks</p> <p style="text-align: center;"><i>Room: Regency</i></p>
2:30 pm - 7:00 pm	General Attendee Registration Opens
3:00 pm - 5:00 pm	<p style="text-align: center;">ACGWomen Program: <i>Women in Leadership, an Afternoon of Conversation and Networking</i></p> <p style="text-align: center;"><i>Speaker: Jeane Vidoni</i></p> <p style="text-align: center;"><i>Room: Commonwealth AB</i></p>
3:00 pm - 5:00 pm	<p style="text-align: center;">Growth Track Program: <i>How Getting Deals Done is Changing in Today's Environment</i></p> <p style="text-align: center;"><i>Facilitator: Bharat Ramprasad</i></p> <p style="text-align: center;">Invitation-only session intended for Strategic Acquirers, PE-Backed Executives, Operating Partners and Business Owners, Founders, and CEOs</p> <p style="text-align: center;"><i>Room: Commonwealth AB</i></p>
5:00 - 7:00 pm	<p style="text-align: center;">Opening Party</p> <p style="text-align: center;">Join 1,000 + top private equity, investment banking firms, and key middle-market M&A professionals to connect for lively conversation</p>

	<p>and identify untapped sources of deal flow at our 21st birthday ‘bar crawl.’</p> <p><i>Room: Millennium</i></p>
<p>DAY 2: Tuesday, October 3</p>	
8:00 am - 5:30 pm	<p>Registration Open for all attendees</p>
8:30 am – 3:30 pm	<p style="text-align: center;">DealLounge</p> <p style="text-align: center;">Unreserved numbered tables and Sponsor Exhibit Tables.</p> <p style="text-align: center;"><i>Room: Millennium</i></p>
9:00 am – 3:00 pm	<p style="text-align: center;">DealSource</p> <p style="text-align: center;">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. Open to private equity investors and investment banks.</p> <p style="text-align: center;"><i>Room: Regency</i></p>
10:00 am - 10:20 am	<p style="text-align: center;">Snack Break</p> <p style="text-align: center;"><i>Room: Regency</i></p>
10:00 am - 11:00 am	<p style="text-align: center;">Breakout: <i>The Business of Sports</i></p> <p style="text-align: center;"><i>Speaker: Andrew Brandt</i></p> <p style="text-align: center;"><i>Room: Commonwealth AB</i></p>
12:00 pm – 12:45 pm	<p style="text-align: center;">Diverse Dealmakers Roundtable: <i>How to Infuse DEI into the DNA of Your Work</i></p> <p style="text-align: center;"><i>Speaker: Margot Kane</i> <i>Facilitator: Blessy Thomas</i></p> <p style="text-align: center;"><i>Room: Commonwealth AB</i></p>

<p>12:00 pm - 1:00 pm</p>	<p style="text-align: center;">Lunch Break</p> <p style="text-align: center;">A grab-and-go lunch that can be eaten anywhere in the conference space</p> <p style="text-align: center;"><i>Room: Commonwealth & Millennium Foyer</i></p>
<p>1:30 pm - 2:15 pm</p>	<p style="text-align: center;">Roundtable Discussion: <i>The Impact of AI and ChatGPT on the Middle Market Deal Community</i></p> <p style="text-align: center;"><i>Facilitator: Dan Alig</i></p> <p style="text-align: center;"><i>Room: Commonwealth AB</i></p>
<p>3:30 pm – 5:30 pm</p>	<p style="text-align: center;">Closing Day Reception</p> <p style="text-align: center;">Philadelphia-themed Cocktail Party.</p> <p style="text-align: center;"><i>Room: Commonwealth & Commonwealth Foyer</i></p>
<p>5:00 pm – 7:00 pm</p>	<p style="text-align: center;">The Dealmaker’s Dinner: Must-attend, invite-only dinner for DealSource firms and other invited guests.</p> <p style="text-align: center;"><i>*Diamond Level and above and sponsoring firms will receive 2 tickets to this event.</i></p>

HOTEL ACCOMMODATIONS

Loews Philadelphia Hotel

1200 Market Street, Philadelphia, PA

Make your reservations no later than Friday, August 11, 2023.

To reserve your room online, click [HERE](#) or visit <https://mandaeast.com/venue/>

If calling to reserve your room, call **1-877-878-3629** and reference "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$319.

Rooms are based on availability. We recommend reserving your room early.

**We will not be able to accommodate swaps or changes to your sponsor booking.*

Diamond Sponsors are entitled to 2 nights in the ACG Philadelphia hotel block at the Loews Hotel valued at \$600. Sponsors can either use two rooms on one night or one room for two nights throughout the block. A member of our team will be in touch *by July 15th* to collect information for your complimentary hotel rooms.

****IF YOU RECEIVE A CALL FROM AN INDIVIDUAL OR FIRM TO BOOK A ROOM FOR THIS CONFERENCE, PLEASE NOTE THEY ARE NOT AFFILIATED WITH ACG OR THE LOEWS HOTEL AND DO NOT HAVE THE AUTHORITY TO BOOK ROOMS FOR US. PLEASE DISREGARD ANY EMAILS OR CALLS FROM THESE INDIVIDUALS AND BE SURE TO BOOK YOUR ROOM USING THE INFORMATION PROVIDED ABOVE.****

SUMMARY OF DEADLINES

Item	Deadline	Submit To:
<p>Attendee List Distribution</p> <p>*Pre-Attendee Lists to Sponsors Only!*</p>	<p>Early Pre-Attendee List <i>Deadline: Week of August 1</i> Register by July 28 to be included</p> <p>Pre-Attendee List <i>Deadline: Friday, September 1</i> Register by August 28 to be included</p>	<p>Register Online: https://mandaeast.com/registration/</p>
<p>Booth # and Shipping Instructions</p>	<p>Provided by ACG Philadelphia <i>In July.</i></p> <p>Questions? Bari Gilbert, bgilbert@acg.org</p>	
<p>Order Power for Sponsor Booth</p>	<p><i>Deadline: August 15</i></p>	<p>Jo Maude jmaude@acg.org</p>
<p>Hotel Room Block</p>	<p><i>Closes on Friday, September 11</i></p> <p><i>Diamond Sponsors are entitled to 2 nights to be booked by August 11 to ensure availability.</i></p> <p><i>For more information, see page 5.</i></p> <p>Based on availability - book early!</p>	<p>https://mandaeast.com/venue/</p>
<p>Sponsor Registration</p>	<p><i>Online Registration Closes September 15.</i></p>	<p>Custom Discount Codes will be sent in early July.</p> <p><i>See page 10 for details.</i></p>
<p>Exhibitor Shipping Deadline to General Expo</p>	<p>Option 1: Ship to General Expo for receipt by a firm deadline of September 28, 2023.</p> <p>Option 2: Bring in on Monday, October 2.</p>	<p><i>See page 8 for details.</i></p>

SPONSOR EXHIBIT GUIDELINES

Diamond and Platinum Sponsors for M&A East will receive a reserved 6-foot table with 2 chairs behind their booth from *Monday, October 2* at 12 PM until *Tuesday, October 3* at 6:30 PM.

Philly Special Sponsors for M&A East will receive a 6-foot table on *Monday, October 2* from 12 - 6:30 PM.

All exhibit tables will be placed in the Millenium Ballroom at the Loews Hotel unless otherwise specifically mentioned in the sponsor agreement.

ACG assigns all booth placements. Booth placement will be distributed to sponsors by September 22 and will be available on-site throughout the conference.

Exhibit Table Requirements

PLEASE REVIEW CAREFULLY

If your display does not comply, you will be required to make onsite adjustments or to remove it.

- Firm specific signage is not provided to sponsors.
- Floor diagrams will be available on-site and will be distributed VIA email to each sponsor by September 22.
- Sponsors that require electricity must place their orders with Jo Maude at jmaude@acg.org by August 15.
- Diamond, Platinum Sponsors, and Philly Special Sponsors will be provided a 6' x 30" table.
- 2 chairs are included with your table.
- Standing / retractable banners must be placed BEHIND the exhibit table.
- Tabletop displays that can fit on a 6' long table are acceptable and there are no height restrictions.

Table Set Up & Tear Down

Set-Up

It is recommended that sponsors set up on *Monday, October 2* between 12:00 pm - 3:00 pm. Sponsors should be set up in advance of the 5:00 pm Opening Party.

Tear Down

- Package materials at the conclusion of the Reception, which ends at 5:30 pm.
- Tables will be torn down on Tuesday, October 3 by 6:30 pm. Any remaining materials will be discarded at that time.
- Sealed and labeled boxes that are ready to be shipped should be put on top of your table no later than 6 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

Shipping

Receiving Shipment

OPTION 1: Ship materials to our freight forwarder **for receipt no later than September 28, 2023. 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 using the following label:

<i>RUSH!</i> <i>Exhibition Freight</i>	
From:	_____

To:	_____
(Exhibiting Company)	(Booth)
M&A East	
General Exposition Services	
205 Windsor Rd	
Limerick Business Center	
Pottstown, PA 19464	
Warehouse Discount Arrival Date:	
Friday, September 29, 2023	
Carrier:	_____
Number of Pieces:	_____

OPTION 2: You may bring in your materials by hand or using a small handcart on Monday, October 2 after 12:00 pm.

Return Shipment

There is a FedEx drop off located in the Loews Hotel. Please come prepared with a FedEx label for all return shipment. If you do not want to ship via FedEx, please bring your General Expo shipping labels with YOUR ACCOUNT number printed on them and place your sealed and labeled boxes on top of your table 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 may not be shipped out by the freight forwarder until Friday, October 13. For immediate shipment, please come prepared to ship your materials from the FedEx location at the Loews. **We are not responsible for any items lost or damaged. All packages should be insured at the appropriate value.**

SPONSOR BENEFITS

What Tickets/Memberships are Included?

Please see below for included benefits with your sponsorship package:

Benefits	Diamond	Diamond + ACG Chapter	Platinum	Platinum + ACG Chapter	Philly Special	PE/IB Philly Special	Gold	PE/IB Gold
Total Tickets to M&A East	8	10	5	8	3	5	2	4
Tickets to Dealmakers Dinner	2							
ACG Annual Memberships	2	3	1					
Tickets to ACG Breakfast Briefings	8	12	6	8	4		2	

General Registration Tickets

- As a sponsor, your firm receives complimentary general registration tickets to M&A East on Monday, October 2, and Tuesday, October 3 at the Loews Hotel.
-
- *All General Attendees* are invited to all events held unless specifically noted as invite only on the agenda.
-
- All PE firms and Investment Banks who are participating in DealSource have the same access as General Attendees + entry to the DealSource Room for meetings on Monday and Tuesday + the Dealmakers Dinner.
- If you would like to bring more registrants than your allotted number, they can join at the lowest advertised price of \$400.
 - Please reach out to Jo Maude jmaude@acg.org for additional registrations at \$400 for the same company.
- You will be contacted directly by the ACG Philadelphia team to complete your general registration by July 15. The registration deadline for sponsors is September 15.

'Bar Crawl' Drink Choices + Instructions

We are excited to announce that this year's M&A East Opening Party will be a 'bar crawl' featuring a variety of spirits, beers, wines, assorted seltzers, and mocktails. Based on commitment level, sponsors will have the opportunity to select which product they would like to serve at their table for the evening.

Each sponsor will have five days to make their selection before the next group opens up. If you do not select your drink within the open period, you will remain in the pool to select your drink. After closing, ACG will select your drink for you.

Each table will be provided with the necessary items to serve their drink along with a bartender from the venue.

We encourage you to set up a welcoming table space that is representative of your company. For Diamond and Platinum Sponsors, the location and set up of your table will remain the same for both the Opening Party and DealLounge.

You will have the option to choose from a collection of cocktails, wine, beer, seltzer, and mocktails.

SELECTION SCHEDULE

Diamond Level

- Selections will be made live on Monday, July 31st and must be submitted by Friday, August 4th.

Platinum Level

- Selections will be made live on Monday, August 7th and must be submitted by Friday, August 11th.

Philly Special Level

- Selections will be made live on Monday, August 14th and must be submitted by Friday, August 18th.

Please direct any questions regarding the 'bar crawl' to Maggie at maggie@originaleventsco.com

Each sponsor will find out more information on their exact location, table accompaniments and more by September 22.

ATTENDEE LIST

Distribution

The ACG Philadelphia team will circulate 2 pre-attendee lists to sponsors.

- Early Pre-Attendee List
 - Register by July 28 to be included
 - *Distribution week of August 1*
- Pre-Attendee List
 - Register by August 28 to be included
 - *Distribution week of September 1*

Online Registration will remain open through September 29, 2023.

Usage & Conflicting Event Policy

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, members 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.

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 direct conflict with specific elements of the official posted conference agenda of the 2023 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.

ADVANCE APPROVAL

ACG Philadelphia recognizes that there are outside sponsored events that are complementary 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 Ali Garber, 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.