

SPONSORSHIP OPPORTUNITIES

M&A SoCal
2024

September 16-18, 2024
Beverly Hills, California

INTRODUCING M&A SOCAL

A LETTER FROM THE PRESIDENT



For 27 years, we've curated a transformative Middle Market M&A event uniting the brightest minds in business, finance, and innovation. The ACG LA Business Conference, founded by visionaries Joe Wingard, Jim Freedman, Jeri Harman, Larry Braun, and John Mavredakis, has evolved into a premier platform for dealmakers and executives.

Embracing progress, we proudly introduce M&A SoCal – a reimagined experience with a redesigned DealSource, enhanced networking, immersive events, and expanded content.

Join us in shaping the future of mergers and acquisitions. We are excited to partner with you and to welcome you in September.

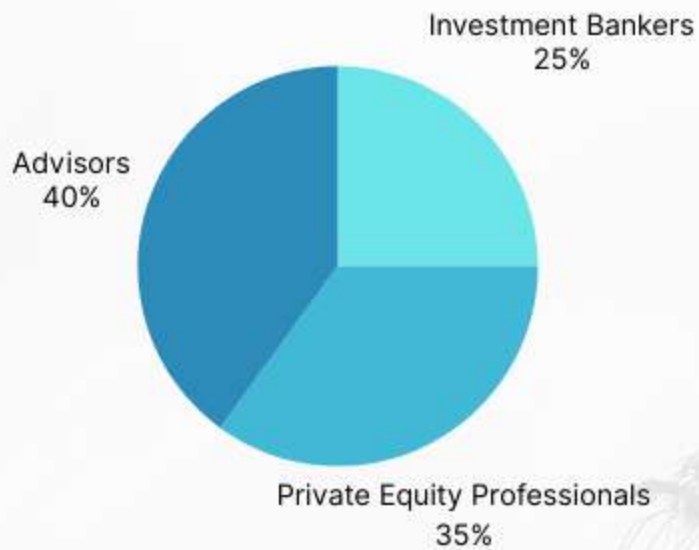
Best regards,

Jalal Taby
President, ACG Los Angeles

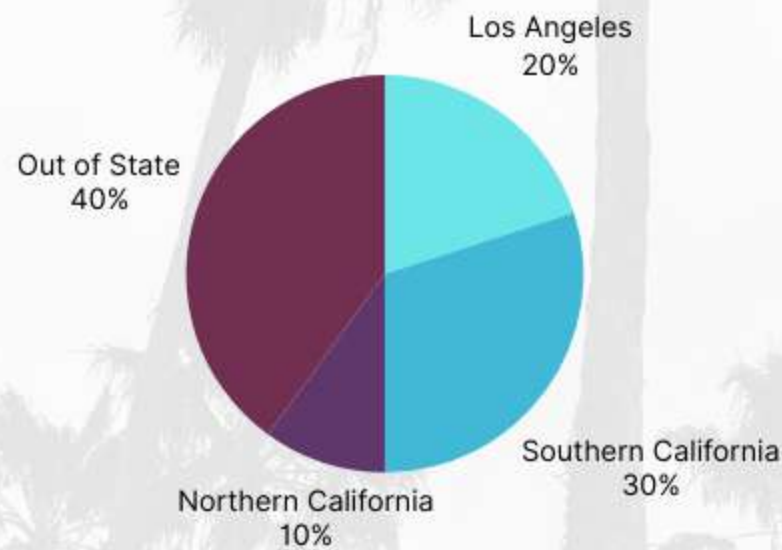
ABOUT M&A SOCIAL

ACG Los Angeles boasts a robust membership of over 600 professionals, making it one of the largest and most vibrant ACG chapters. We are a dynamic community of middle market M&A dealmakers and business leaders dedicated to fostering growth and driving success on a global scale.

ACG LA Membership Base



M&A SoCal Attendees



M&A SoCal 2024 [formerly LA BUSINESS CONFERENCE] will be held at the world famous Beverly Hilton Hotel in Beverly Hills, California.



OVERALL SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits:	Platinum \$30,000	Gold \$20,000	Silver \$10,000	Event (next page)
Industry priority	✓			
Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles	✓	✓	✓	(see next page)
Stage time during conference on-site and streamed (can pre-record if preferred)	✓			
Opportunity to moderate or introduce content	✓			
Branded surf board	Large	Medium		
First priority to a suite reservation in hotel (if available)	✓	✓		(see next page)
Logo presence	Enhanced	✓	✓	(see next page)
Advertising in digital conference program	Full page	1/2 page	1/4 page	(see next page)
Complimentary VIP cocktail invites	4	2	1	(see next page)
Admission to speaker meet & greet (must be registered conference attendees) (if applicable)	2	1	1	
Complimentary conference registrations	10	6	4	(see next page)
Access to event attendee email list	✓	✓	✓	✓
Sponsor designated badge	✓	✓	✓	✓
Table at DealSource	Premium location	✓	✓	(see next page)
Exposure to 1000+ attendees	✓	✓	✓	✓

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

DEALSOURCE OFFICIAL SPONSOR - \$40,000

- Premium table at DealSource
- Industry priority
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Priority to add a booth experience or giveaway item at a discount
- Enhanced logo presence
- 10 conference attendees
- Full page ad in the digital conference program
- Priority to a suite reservation in hotel (if available)



M&A SOCAL PARTY - \$40,000

- Brand the Official M&A SoCal After Hours Party after the Sponsor's firm name
- Exclusive VIP table at the Official M&A SoCal After Hours Party
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Enhanced logo presence
- 10 conference attendees
- Full page ad in the digital conference program
- Priority to a suite reservation in hotel (if available)



SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

COFFEE BAR - \$20,000

- Exclusive sponsor branded coffee bar, cups and napkins
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- ½ page ad in the digital conference program
- Priority to add a booth experience or giveaway item at a discount
- 4 conference attendees



WELCOME RECEPTION - \$17,500

- Welcome remarks at reception
- Priority signage at reception
- Table at reception
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Significant logo presence
- 4 conference attendees
- ½ page ad in the digital conference program
- Priority to a suite reservation in hotel (if available)



SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

KEYNOTE - \$15,000

- Stage time to introduce speaker on-site; streamed (can pre-record if preferred)
- Priority signage on stage during session
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Sponsor table at DealSource
- Private meet and greet with speaker or panel
- Significant logo presence
- 4 conference attendees
- ½ page ad in the digital conference program



PANELS - \$12,500

- Stage time to introduce speaker on-site; streamed (can pre-record if preferred)
- Priority signage on stage during session
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Sponsor table at DealSource
- Private meet and greet with speaker or panel
- Significant logo presence
- 2 conference attendees
- 1/4 page ad in the digital conference program



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ATTENDEE /LANYARD BADGE - \$20,000 - **SOLD OUT**

- Exclusive sponsor logo on all conference attendee badges and lanyards
- Significant logo presence at registration
- Sponsor table at DealSource
- 2 conference attendees
- ¼ page ad in the digital conference program



NETWORKING BREAKS - \$7,500

- Priority logo and signage during your break
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Meaningful logo presence
- 2 conference attendees
- ¼ page ad in the digital conference program



ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXPERIENTIAL ACTIVITIES - \$5,000 - \$15,000

- Exclusive sponsor logo presence at one on-site experiential activity such as:
 - ~~Golf Swing Simulation - \$15,000~~ - [SOLD OUT]
 - ~~Putting Challenge - \$7,500~~ [SOLD OUT]
 - Basketball - \$12,500
 - Massage Station - \$8,500
 - NextGen Party - \$10,000
- Sponsor table at DealSource
- 2 conference attendees
- ¼ page ad in the digital conference program



ACG INTUIT DOME EXPERIENCE - \$15,000

- Priority signage at exclusive ACG tour and on court experience of the new Intuit Dome
- Table at event
- 10 comp tickets to event
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Significant logo presence
- 2 conference attendees
- ½ page ad in the digital conference program



ADDITIONAL SPONSORSHIP OPPORTUNITIES

SOHO HOUSE MALIBU AFTERGLOW EVENT - \$15,000

- Priority signage at post-conference afterglow event at Soho House Malibu
- Table at event
- 5 comp tickets to event
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Significant logo presence
- 2 conference attendees
- ½ page ad in the digital conference program



NEXTGEN DJ NIGHT AT THE HIDEAWAY - \$10,000

- Priority signage at ACG NextGen DJ Party at the Hideaway in Beverly Hills
- VIP Table at event
- 10 comp tickets to event
- Sponsor table at DealSource
- Logo inclusion in all marketing emails for M&A SoCal sent by ACG Los Angeles
- Significant logo presence
- 2 conference attendees
- ½ page ad in the digital conference program



ADDITIONAL SPONSORSHIP OPPORTUNITIES

SHOESHINE STATION - \$12,500

- Exclusive sponsor logo on shoe shine station
- 2 conference attendees
- 1/4 page ad in the digital conference program



ACG BRANDED BRONCO AT VALET - \$8.750

- Exclusive sponsor logo on ACG branded 2025 Bronco situated at hotel valet
- 2 conference attendees
- 1/4 Page Ad in the Conference Program



ADDITIONAL SPONSORSHIP OPPORTUNITIES

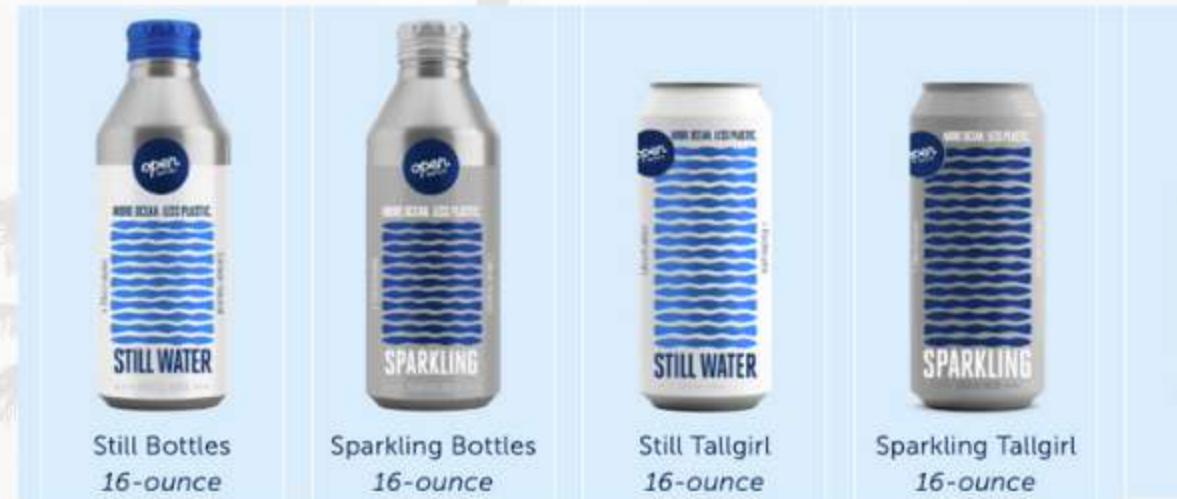
WIFI SPONSOR - \$12,500

- Exclusive sponsor logo on wifi login page
- 2 conference attendees
- 1/4 page ad in the digital conference program



SUSTAINABLE WATER SPONSOR - \$12,500

- Exclusive sponsor logo on all conference attendees water bottles
- We will use sustainable water bottles that can easily be refilled
- 2 conference attendees
- 1/4 Page Ad in the Conference Program





M&A SoCal 2024 Conference - Master Agenda

Monday, September 16

Time	Activity	Location
12:00PM - 5:00PM	ACG DealSource® & Capital Connection	Beverly Hills Ballroom
5:00PM - 7:00PM	Welcome Reception	Wilshire Garden
9:00PM - 11:00PM	NextGen DJ Party	The Hideaway

Tuesday, September 17

Time	Activity	Location
8:00AM - 5:00PM	Registration	Conference Center Foyer
8:00AM - 5:00PM	ACG DealSource® & Capital Connection	Beverly Hills Ballroom
8:00AM - 10:00AM	Breakfast	Wilshire Garden
10:00AM - 10:45AM	Learning Session 1	Wilshire Ballroom
11:00 AM - 11:45AM	Panel Discussion	Wilshire Ballroom
12:00PM - 1:30PM	Networking Lunch	Wilshire Garden
1:00PM - 1:45PM	Learning Session 2	Wilshire Ballroom
2:00PM - 2:45PM	Keynote Discussion	Wilshire Garden
3:00PM - 4:00PM	Networking Break	Wilshire Ballroom
8:30PM - 11:00PM	Official M&A SoCal Party Night Party	Oasis at the Beverly Hilton

Wednesday, September 18

Time	Activity	Location
8:00AM - 10:00AM	Networking Breakfast & Panel Discussion	Wilshire Garden
1:00PM - 3:00PM	Afternoon SoCal 'Tea'	Beach Club

M&A SoCal

2024

CONTACT US FOR
FURTHER INQUIRIES

JOHANNES MASSERER
EXECUTIVE DIRECTOR, ACG LA

ACG LOS ANGELES
515 FLOWER STREET 18TH FLOOR
LOS ANGELES, CA 90071

213-334-6463
JMASSERER@ACG.ORG

MATTHEW DE MIGLIO
CONFERENCE PRODUCER

ACG LOS ANGELES
515 FLOWER STREET 18TH FLOOR
LOS ANGELES, CA 90071

310-955-6045
MDEMIGLIO@ACG.ORG

KAITLYN GREGORIO
VICE PRESIDENT, SALES

ACG GLOBAL
227 W. MONROE STREET, SUITE 2100
CHICAGO, IL 60606

602-741-2226
KGREGORIO@ACG.ORG