

2024 M&A East Conference

Sponsor Logistics

Thank you for sponsoring ACG Philadelphia's 2024 M&A East Conference!

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

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CONFERENCE AGENDA

Timing subject to change. Please view the Agenda page of MandAEast.com

DAY 1: Monday, September 30

1:00 pm - 7:00 pm	<p>Registration Opens for DealSource</p> <p>5th Floor, Grand Ballroom Foyer</p>
2:00 pm – 5:00 pm	<p>DealSource</p> <p>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>5th Floor, Salon E</p>
2:30 pm - 7:00 pm	<p>General Attendee Registration Opens</p> <p>5th Floor, Grand Ballroom Foyer</p>
3:00 pm – 5:00 pm	<p>DealLounge</p> <p>Unreserved numbered tables for impromptu meetings and Sponsor Exhibit tables.</p> <p>4th Floor, Franklin Foyer</p>
3:30 pm – 5:00 pm	<p>ACGWomen Program: <i>Sommation Wine Tasting Experience</i></p> <p>Get a jumpstart on your networking and wine knowledge with a pre-event reception before M&A East officially begins. Join us for a bespoke winetasting featuring wines from women-owned vineyards served by women sommeliers.</p> <p>Pre-Registration requested</p> <p>4th Floor, Franklin 1+2</p>
3:30 pm – 5:00 pm	<p>Growth Track Program</p> <p>Invitation-only session intended for Strategic Acquirers, PE-Backed Executives, Operating Partners and Business Owners, Founders, and</p>

	<p>CEOs</p> <p>Pre-Registration requested</p> <p>4th Floor, Franklin 8+9</p>
5:00 - 7:00 pm	<p>Opening Party</p> <p>Join 1,000 + top private equity groups, investment banking firms, and key middle-market M&A professionals to connect for lively conversation and identify untapped sources of deal flow at our 22nd anniversary celebration</p> <p>5th Floor, Salon H</p>
<u>DAY 2: Tuesday, October 1</u>	
8:00 am – 3:00 pm	<p>Registration Open for all attendees</p> <p>5th Floor, Grand Ballroom Foyer</p>
8:30 am – 3:30 pm	<p>DealLounge</p> <p>Unreserved numbered tables and Sponsor Exhibit Tables</p> <p>5th Floor, Salon H & 4th Floor, Franklin Foyer</p>
9:30 am – 3:30 pm	<p>DealSource</p> <p>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>5th Floor, Salon E</p>
10:00 am - 11:00 am	<p>Panel Session: Unleashing Efficiency: Harnessing AI to Maximize Operational Value</p> <p>Speakers:</p> <p>Jared Coyle, Head of Business AI North America, SAP Samir Dutta, Co-Founder, Farsight AI Rob McGillen, CIO, CBiz Lynn Wu, Associate Professor, Wharton</p> <p>Moderator: Paul Slaats, Operating Partner, Milestone Partners</p>

	4 th Floor, Franklin 1+2
12:00 pm - 1:00 pm	<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;">4th Floor, Franklin Hall</p>
2:00 pm – 3:00 pm	<p>Fireside Chat: Unmasking Deception: Insights and Adventures from an FBI Agent's Global Pursuit</p> <p style="text-align: center;">Speaker: Tom Sobocinski, former Special Agent in Charge, FBI</p> <p style="text-align: center;">4th Floor, Franklin 1+2</p>
3:30 pm – 5:00 pm	<p style="text-align: center;">Closing Happy Hour</p> <p style="text-align: center;">End of conference send off</p> <p style="text-align: center;">5th Floor, Grand Ballroom Foyer</p>
5:00 pm – 7:00 pm	<p>The Dealmakers' Dinner: Must-attend, invite-only dinner for DealSource firms and other invited guests.</p> <p>By invitation, pre-registration required for DealSource and Diamond-Level sponsor firms</p> <p style="text-align: center;">The Loews Hotel, Bank & Bourbon</p>
5:00 pm – 6:30 pm	<p style="text-align: center;">ACG Young Dealmakers Afterparty</p> <p style="text-align: center;">Please join our Young DealMakers' for a closing reception Pre-Registration requested</p> <p style="text-align: center;">Art Gallery, Marriott Lobby</p>

HOTEL ACCOMMODATIONS

Philadelphia Marriott Downtown

1201 Market Street, Philadelphia, PA 19107

We have a limited block of rooms, please secure them as soon as you know you intend to reserve a room. Make your reservations no later than Friday, September 6.

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

If calling to reserve your room, call **1-888-236-2427** and reference "ACG Philadelphia" or "M&A East" to receive the discounted rate of \$284/night. Rooms are based on availability. We recommend reserving your room early.

****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>July 29th</i></p> <p>Pre-Attendee List <i>August 28th</i></p>	<p>Register Online: https://mandaeast.com/registration/</p>
<p>Shipping Instructions</p>	<p>Provided by ACG Philadelphia <i>in late July</i></p> <p><i>See page 8 for details.</i></p>	<p>Questions? Jordana Weissman, jweissman@acg.org</p>
<p>Order Power for Sponsor Booth</p>	<p><i>August 15</i></p>	<p>Use this link to order power for your booth</p> <p>Questions? Kelly Butler, kbutler@acg.org</p>
<p>Hotel Room Block</p>	<p>Closes when sold out and no later than Friday, September 6</p> <p>See page 5 for details.</p> <p>Based on availability - book early!</p>	<p>https://www.mandaeast.com/venue-hotel</p>
<p>Sponsor Registration</p>	<p>Collecting now!</p> <p><i>Online Registration Closes September 15</i></p>	<p>Jordana Weissman jweissman@acg.org</p> <p><i>See page 9 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 27.</p> <p>Option 2: Bring in on Monday, September 30.</p>	<p><i>See page 8 for details.</i></p>

SPONSOR EXHIBIT GUIDELINES

Diamond, Platinum, and Philly Special Sponsors for M&A East will receive a reserved 6-foot table with 2 chairs behind their booth from Monday, September 30 at 12 PM until Tuesday, October 1 at 5:30 PM.

All exhibit tables will be placed in *Salon H, 5th floor* of the Marriott Hotel unless otherwise specifically mentioned in the sponsor agreement.

ACG assigns all booth placements. Booth placement will be distributed to sponsors by September 25 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 25.
- 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, September 30 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 Closing Reception, which ends at 5:00 pm.
- Tables will be torn down on Tuesday, October 1 by 5:30 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 5:15 pm for our staff to collect. Be sure your SHIPPING ACCOUNT # is on your label.

SHIPPING GUIDELINES

Receiving Shipment

OPTION 1: Ship materials to our freight forwarder for receipt no later than **September 27, 2024**. **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 complete the attached **Bill of Lading Form**, and use the attached **labels on your shipments**. Make sure to review all other shipping information attached.

OPTION 2: You may bring in your materials by hand or using a small handcart on Monday, September 30 after 12:00 pm.

Return Shipment

There is a FedEx drop off located in the Marriott 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 11. For immediate shipment, please come prepared to ship your materials from the FedEx location at the Marriott. **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	Platinum PE/IB	Philly Special	PE/IB Philly Special	Gold	PE/IB Gold
Total Tickets to M&A East	8	10	5	7	7	4	6	2	4
Tickets to Dealmakers Dinner	2	2			2		2		2
ACG Annual Memberships	2	3	1	1	1				
Tickets to ACG Breakfast Briefings	10	12	6	8	6	4	4	2	2

General Registration Tickets

- As a sponsor, your firm receives complimentary general registration tickets to M&A East on Monday, September 30, and Tuesday, October 1 at the Marriott 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 Jordana Weissman at jweissman@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 29 to be included in early attendance lists. The final registration deadline for sponsors is September 15.
 - **We will do our best to accommodate swaps or additional attendees after 9/15, but cannot guarantee. Requests made after 9/26 will be addressed on-site as walk-ins.**

Digital Flyer

- Attached please find an optional promotional flyer for M&A East to be used online exclusively by our 2024 sponsors to promote your participation in the event
- If you'd like to use the flyer, follow the attached instructions to insert your company's logo on the top, left-hand side
- Please note, there are two file versions – one for email format, and one for LinkedIn

ATTENDEE LIST

Distribution

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

- Early Pre-Attendee List
 - Register by July 29 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 closes at 5 PM on September 26, 2024. All registrations after that will be treated as walk-ins.

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 2024 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.