

Important Information for your 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 or pickleball registrations, again depending on level.
- You can use discount code 2024FLSPONSOR when registering your complimentary attendees. If you have NOT done so already, please email your golfers or pickleball players(s) at any time to brooke@acgflorida.com. The sooner we have the names, the sooner they will show up on the attendee lists. Additional attendees from sponsoring companies can use discount code 2024FLEXTRA to save \$100 off of regular pricing.

Conference Scheduling Tool

- Our Conference Scheduling Tool will launch to **exhibitors and sponsors** in early to mid October. General attendees will be added 7-10 days later, so MAKE YOUR meetings early!

Conference Bag Items

- We anticipate stuffing 500 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 500 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 Miami Turnberry for arrival no earlier than Monday, November 4th and no later than Friday, November 8th.
- The following information must be included on all packages to ensure proper delivery:
Hold For Guest: (Guest Name) (Guest Cell Number)
c/o FedEx Office at JW Marriott Miami Turnberry
19999 W Country Club Dr
Aventura, FL 33180
Florida ACG Capital Connection (CONFERENCE BAGS)
Box ___ of ___
- *ACG Florida is not responsible for any items lost or damaged. All packages should be insured at the appropriate value.*

Sponsor Table

- 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 acgflorida@acg.org.**
- ACG Florida will assign all booth placements, and you will receive your layout in early October.
- 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 JW Marriott Turnberry for arrival no earlier than Monday, November 4th and no later than Friday November 8th. **Set-up is anticipated to begin Wednesday afternoon (11/13) and tear-down must be done by Friday, November 15th, 2:00 pm.** In 2023, we had 250-300 people still there on Friday morning, so make your plans accordingly.

The following information must be included on all packages to ensure proper delivery:

Hold For Guest: (Guest Name) (Guest Cell Number)
 c/o FedEx Office at JW Marriott Miami Turnberry
 19999 W Country Club Dr
 Aventura, FL 33180
 Florida ACG Capital Connection (SPONSOR TABLE)
 Box ___ of ___

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How to Maximize Your Florida ACG Capital Connection® Sponsorship

Networking

- Understand the audience at the 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.
- An agenda is available on the web site (www.acgflorida.com) on the agenda/schedule tab.
- Follow-up is crucial.

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.