

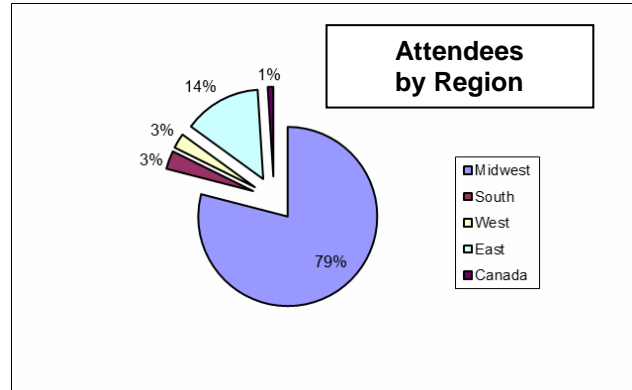
## Upper Midwest Capital Connection

Minnesota's Capital Connection provides a convenient meeting point for financial professionals looking for capital to fund a start-up, looking to grow and expand a prospering business and those looking to sell.

Attendees enjoy a day of golf, lawn bowling and the always-enjoyable craft brew, winery & distillery opening night reception. Our Private Equity event provides an open forum to hear about equity sourcing and current business owners' experiences using private equity to fund their operations and expansions.

### 2018 Event Stats:

- Over \$240 Billion in Assets Under Management (AUM)
- Over 50 PE Firms
- 20 Intermediaries
- Over 500 Attendees



UPPER MIDWEST ACG CAPITAL CONNECTION		LEARN MORE		
Capital Connections Conference: June 10-11, 2019		Investment Level		
Average attendance: 450+ Venue: Minneapolis Renaissance Hotel, The Depot		PLATINUM	GOLD	SILVER
BENEFITS		\$12,500	\$6,500	\$4,000
BRANDING	Rotating banner on ACG MN Capital Connection event page with hyperlink	•		
	Logo prominently displayed in ad on ACG MN Capital Connection event page with hyperlink		•	
	Logo displayed on digital and printed marketing materials and mailings	•	•	•
	Logo on email announcements	•	•	•
	Logo displayed on event signage	•	•	•
	Logo on large-format presentation screens during keynote addresses	•	•	•
MEDIA	Logo on event bags	•		
	Logo to appear in local business publication ads	•	•	
	Logo included on full-page ad in National publications May and June issues	•	•	•
	Two (2) full-page ads included in Program book			
	One (1) full-page ad included in program book	•	•	
	One (1) half-page ad included in program book			•
EVENT	Logo included on ACG Minnesota mobile app	•		
	Recognition from podium	•		
	Reserved table during keynote presentations with company name prominently displayed on table	•		
	Pre-event registrant list for a one-time mailing	•		
	Sponsor ribbon on name badge	•	•	•
	Complimentary conference registrations	6	4	2
Draped display table in main activity area of conference to distribute marketing materials		•	•	

## UPPER MIDWEST ACG CAPITAL CONNECTION

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**Golf Tournament: June 10, 2019**

*\*Players must be registered for the Capital Connections Conference or be a guest of the tournament sponsor to be eligible for golf.*

**Investment Level**

Average attendance: 100  
Venue: TBD

		TOURNAMENT SPONSOR	GOLF HOLE + 4-SOME*	GOLF HOLE + INDIVIDUAL*	GOLF HOLE	4-SOME*
BENEFITS		\$17,000	\$1,400	\$725	\$525	\$925
BRANDING	Logo on event signage	•				
	Logo on sponsored golf hole tee box		•	•	•	
	Logo included on sidebar ad on Capital Connection event page	•				
	Logo on printed marketing materials and mailings	•				
	Logo on email announcements	•				
MEDIA	Logo included in local business publication prior to event	•				
	Logo included on full-page ads in National publication's May/June issue	•				
	Social Media mention/event blasts	•				
	Logo included on ACG Minnesota mobile app	•				
EVENT	Recognition from closing reception	•				
	Opportunity to provide SWAG gift to golfers	•	•	•	•	
	Golf play registrations	4	4	1		4

## UPPER MIDWEST ACG CAPITAL CONNECTION

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**Lawn Bowling: June 10, 2019**  
*Industry exclusive, maximum of 3*

**Investment Level**

Average attendance: 100  
 Venue: Brits Pub

**EVENT SPONSOR**

BENEFITS		\$6,500
<b>BRANDING</b>	Logo listed on agenda/event section of Capital Connection page Logo displayed on digital and printed marketing materials and mailings Logo on email announcements Logo included on event signage	•
<b>MEDIA</b>	Acknowledgment in conference program book Social Media mention/event blasts Logo included on ACG Minnesota mobile app	•
<b>EVENT</b>	Reserved table at event Opportunity to distribute marketing materials (if space is available) Named signature cocktail or brew of your choice Four (4) complimentary registrations for lawn bowling Two (2) complimentary conference registrations	•

## UPPER MIDWEST ACG CAPITAL CONNECTION

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**Opening Night Reception: June 10, 2019**

**Investment Level**

Average attendance: 350+  
 Venue: Minneapolis Renaissance Hotel, The Depot

**EVENT SPONSOR**

BENEFITS		\$2,000
<b>BRANDING</b>	Logo listed on agenda/event section of Capital Connection webpage Logo displayed on digital and printed marketing materials and mailings Logo on email announcements Logo included on event signage	•
<b>MEDIA</b>	Acknowledgment in conference program book Social Media mention/event blasts Logo included on ACG Minnesota mobile app	•
<b>EVENT</b>	Sponsored table shared with local brewery/distillery/winery Opportunity to distribute marketing materials (if space is available) Two (2) complimentary conference registrations	•

# UPPER MIDWEST ACG CAPITAL CONNECTION

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**Capital Connection Breakfast Keynote Speaker: June 11, 2019**

*Maximum of 3 industry exclusive sponsors*

**Investment Level**

Average attendance: 200+

Venue: Minneapolis Renaissance Hotel, The Depot

**EVENT SPONSOR**

	BENEFITS	\$2,500
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>Logo displayed on large-format event signage</li> <li>Logo listed in sponsor section of Capital Connection event page</li> </ul>	•
<b>MEDIA</b>	<ul style="list-style-type: none"> <li>Acknowledgment in conference program book</li> <li>Company mention included with keynote speaker advertising material (when available) Social Media mention/event blasts</li> <li>Logo included on ACG Minnesota mobile app</li> </ul>	•
<b>EVENT</b>	<ul style="list-style-type: none"> <li>Recognition from podium</li> <li>Reserved table during keynote presentation with company name prominently displayed Two (2) complimentary conference registration</li> </ul>	•

# UPPER MIDWEST ACG CAPITAL CONNECTION

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**Capital Connection Lunch Keynote Speaker: June 11, 2019**

**Investment Level**

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

**EVENT SPONSOR**

	BENEFITS	\$3,500
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>Logo displayed on large-format event signage</li> <li>Logo listed in sponsor section of Capital Connection event page</li> </ul>	•
<b>MEDIA</b>	<ul style="list-style-type: none"> <li>Acknowledgment in conference program book</li> <li>Company mention included with keynote speaker advertising material (when available) Social Media mention/event blasts</li> <li>New! Logo included on ACG Minnesota mobile app</li> </ul>	•
<b>EVENT</b>	<ul style="list-style-type: none"> <li>Recognition from podium</li> <li>Reserved table during keynote presentation with company name prominently displayed Two (2) complimentary Conference Registrations</li> </ul>	•

## UPPER MIDWEST ACG CAPITAL CONNECTION

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**ACG CAPITAL CONNECTION<sup>®</sup> EXHIBITORS: June 11, 2019**

*Private Equity Groups and Lenders*

*Early-bird pricing is \$1,200 before April 10, 2019*

**Investment Level**

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

**EXHIBITOR**

	BENEFITS	\$1,500
<b>BRANDING</b>	Name displayed on event signage Name included in Capital Connection section of the conference app Name listed on agenda/event section of Capital Connection event page Name displayed on digital and printed marketing materials and mailings Name displayed on email announcements	•
<b>MEDIA</b>	Full-page company description in conference program book Social Media mention/event blasts Name included on ACG Minnesota mobile app	•
<b>EVENT</b>	Draped display table with company sign Opportunity to distribute marketing materials Two (2) complimentary Conference Registrations	•

*These sponsorship options are available up until the Capital Connection cutoff date.*

## UPPER MIDWEST ACG CAPITAL CONNECTION

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**ACG DEALSOURCE: June 11, 2019**

*Intermediaries*

*Early-bird pricing is \$500 before April 10, 2019*

**Investment Level**

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

**REPRESENTATIVE**

	BENEFITS	\$700
<b>BRANDING</b>	Name displayed on event signage Name listed on agenda/event section of Capital Connection webpage Name displayed on digital and printed marketing materials and mailings Name displayed on email announcements	•
<b>MEDIA</b>	Full-page company description in conference program book Social Media mention/event blasts Logo included on ACG Minnesota mobile app	•
<b>EVENT</b>	Draped display table with company sign Opportunity to distribute marketing materials One (1) complimentary Conference Registrations	•

***Capital Connection Ala Carte***

UPPER MIDWEST ACG  
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<b>ACG Capital Connection<sup>®</sup> Marketing Opportunities</b>		<b>Investment Level</b>
Average attendance: 400+ Venue: Minneapolis Renaissance Hotel, The Depot		<b>EVENT SPONSOR</b>
	<b>BENEFITS</b>	<b>\$2,500</b>
<b>WIFI</b>	<ul style="list-style-type: none"> <li>Event signage displaying logo with Wi-Fi instructions</li> <li>Wi-Fi password tied to company name</li> <li>Draped display table in main activity area of conference to distribute marketing materials</li> <li>Acknowledgment in conference program book</li> <li>Social Media mention/event blasts Two</li> <li>(2) Complimentary Registrations</li> </ul>	•

UPPER MIDWEST ACG  
CAPITAL CONNECTION
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<b>NEW!! ACG Capital Connection<sup>®</sup> Reserved Meeting Space</b>		<b>Investment Level</b>
<i>Designated meeting space</i>		<b>EVENT SPONSOR</b>
	<b>BENEFITS</b>	<b>\$1,500</b>
<b>MEETING</b>	<ul style="list-style-type: none"> <li>One (1) reserved table in Pavilion, clearly marked through duration of conference for private meetings.</li> <li>One (1) complimentary conference registration</li> <li>Access to one-on-one networking software for ease of scheduling.</li> </ul>	•

# UPPER MIDWEST ACG CAPITAL CONNECTION

[LEARN MORE](#)

## ACG Capital Connection<sup>®</sup> Marketing Opportunities *Powered by ACG Minnesota*

Investment Level

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

EVENT SPONSOR

### BENEFITS

\$3,000

APP

- Custom splash page ad exposed to *every* app user
- Logo displayed throughout app and event signage promoting app
- Logo on informational pre-event emails sent to all registrants
- Draped display table in main activity area of conference to distribute marketing materials
- Acknowledgment in conference program book
- Social Media mention/event blasts
- Two (2) complimentary registrations

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# UPPER MIDWEST ACG CAPITAL CONNECTION

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## **NEW!!** ACG Capital Connection<sup>®</sup> Private Meeting Space and Networking Room *Limited to 2 sponsors*

Investment Level

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

EVENT SPONSOR

### BENEFITS

\$3,000

NETWORKING

- Company name and logo on table signage
- Acknowledgment in conference program book
- Social Media mention/event blasts
- Two (2) complimentary registrations
- Company name and logo in private meeting space and networking room

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# UPPER MIDWEST ACG CAPITAL CONNECTION

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## ACG Capital Connection<sup>®</sup> Exhibitor Booths *Limited to 5*

Investment Level

Average attendance: 400+

Venue: Minneapolis Renaissance Hotel, The Depot

EVENT SPONSOR

### BENEFITS

\$2,500

EXHIBITOR

- Skirted 6' table in main conference area
- Opportunity for representatives to provide marketing materials
- Exposure to 500+ attendees during breakfast, lunch and networking events
- Included in vendor section of the conference app
- Company name listed in conference program book Two (2) Complimentary Registrations

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