

# Sponsorship Prospectus



Grand Rapids, Mich  
Sept. 6-7, 2017

Cincinnati Cleveland Columbus Detroit Indiana Pittsburgh Western Michigan

\*Organization: \_\_\_\_\_

Industry / Type of Firm  Accounting  Commercial Banking  Investment Banking  Law Firm  Private Equity  University  
 Other Investor: \_\_\_\_\_  Other: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Marketing Contact Person: (attendee registration, shipping, logo and materials) \_\_\_\_\_

Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

\* Please print or type information exactly as you would like it to appear in all published materials.

**Please check your desired level of support here...**

- |   |  |
|---|--|
| <input type="checkbox"/> Keynote Speaker Sponsorship - \$25,000 *               | <input type="checkbox"/> Candy Bar Sponsorship - \$5,000 * <b>SOLD</b>                         |
| <input type="checkbox"/> Platinum Sponsorship - \$15,000 *                      | <input type="checkbox"/> Event Badge Lanyard Sponsorship - \$5,000 * <b>SOLD</b>               |
| <input type="checkbox"/> Attendee Lounge Sponsorship - \$12,500 *               | <input type="checkbox"/> Program Guide, Inside Front Cover Sponsorship - \$5,000 * <b>SOLD</b> |
| <input type="checkbox"/> Gold Sponsorship - \$10,000 *                          | <input type="checkbox"/> Program Guide, Back Cover Sponsorship - \$5,000 * <b>SOLD</b>         |
| <input type="checkbox"/> Registration Booth Sponsorship - \$7,500 * <b>SOLD</b> | <input type="checkbox"/> Bronze Sponsorship - \$3,000  |
| <input type="checkbox"/> Silver Sponsorship - \$5,000                           |  |

**\*Subject to availability**

- Investment banks who purchase a sponsorship package at any level will receive up to (2) two complimentary tables at Deal Source in lieu of a corporate sponsor table during Capital Connection. (\$500+ value)
- Private equity firms who purchase a sponsorship package at any level will have the opportunity to register and participate at DealSource and will receive a Capital Connection table (\$1,250 value)

By signing this agreement, sponsors accept the provision of the event attendee list with the understanding that it cannot be used to promote events that conflict or overlap with any element of the posted schedule of the 2017 ACG Great Lakes Capital Connection Conference on September 6<sup>th</sup> (likely 12:00 pm to 7:30 pm) through the end time of the conference on September 7<sup>th</sup> (likely at 3:30 pm). Sponsors found in violation of this agreement voluntarily forfeit all of the remainder of the sponsor benefits that were to be provided to them.

**PAYMENT INFORMATION:** [ ] American Express [ ] MasterCard [ ] Visa [ ] Check (Payable to "ACG-GLCC")

Name as it appears on credit card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## Association for Corporate Growth

Founded in 1954, ACG is a global organization with 59 chapters and over 14,500 members. Doing business is at the heart of the ACG membership experience. Chapters in North and South America, Europe and Asia bring dealmakers together to help them achieve their business and professional goals. ([www.acg.org](http://www.acg.org))

### Regional chapters combine to produce a unique ACG Capital Connection

The combination of ACG chapters in Cincinnati, Cleveland, Columbus, Detroit, Indiana, Pittsburgh and Western Michigan brings the heartland of U.S. middle-market M&A together in one powerful and dynamic event. Imagine a collection of over 900 ACG members, over 90 private equity firms, and over 100 investment banking firms and other intermediaries. That is what the combination of the seven chapters, banding together to present the Great Lakes ACG Capital Connection (ACG GLCC), bring to this event.

The 2016 event, which was held in Cleveland, was again very popular and successful with a record breaking 1,000+ attendees. The DealSource portion of the event consisted of 50+ tables hosted by investment banking firms and the Capital Connection attracted 100+ private equity firms resulting in a powerful networking event with actionable transaction discussions.

The scope and potential of the 2017 ACG GLCC clearly shows the attraction of sponsorship for any enterprise that seeks to connect with the middle-market world of mergers and acquisitions. We invite you to join us in making the ACG GLCC a huge success in Western Michigan, in September 2017!

## ACG GLCC Agenda Overview

On Wednesday, September 6 and Thursday, September 7, 2017, ACG chapters in Cincinnati, Columbus, Cleveland, Detroit, Indiana, Pittsburgh and Western Michigan will join forces to stage the Great Lakes ACG Capital Connection. This unique event will feature the following programs:

### **Wednesday | September 6, 2017**

#### **Amway Grand Plaza Hotel**

- A DealSource gathering with both regional and national investment banking firms and
- A networking luncheon opportunity for non-Deal Source participants.
- Educational panel presentations
- An evening Welcome Reception with private equity firms and investment bankers, along with other registered participants. This reception has grown to be one of the highlights of the conference.
- Private equity groups will have the opportunity to meet for conversations.

### **Thursday | September 7, 2017**

#### **Amway Grand Plaza Hotel**

- A breakfast program, with a keynote speaker.
- A lunch program, with a keynote speaker.
- Educational panel presentations
- Networking with Capital Connection exhibitors throughout, featuring both regional and national private equity firms.

We expect to host 1,000+ attendees at this event, consistent with past years.

Sponsors will have the opportunity to engage private equity groups, investment bankers, capital and service providers—all with an overarching interest in the world of middle-market M&A transactions.

**Past GLCC Exhibitors**

- |                                     |                                     |                                   |
|-------------------------------------|-------------------------------------|-----------------------------------|
| 3 Rivers Capital LLC                | Hadley Capital                      | Orchard Holdings Group, LLC       |
| 40 86 Advisors, Inc.                | Hamilton Robinson Capital Partners  | Oxer Capital                      |
| Advantage Capital Partners          | Hammond Kennedy Whitney & Co.       | Partners Private Equity LLC       |
| AEA Investors LP                    | Hancock Capital Management          | Patriot Capital                   |
| Alcentra Capital Corporation        | Harbour Group                       | Peninsula Capital Partners        |
| Altus Capital Partners              | Harren Equity Partners              | PNC Mezzanine Capital             |
| American Capital                    | HBM Holdings                        | PNC Riverarch Capital             |
| American Capital Equity             | HCI Equity Partners                 | Prairie Capital                   |
| Argosy Private Equity               | Heritage                            | Prophet Equity                    |
| Aterian Investment Partners         | High Road Capital Partners          | Prudential Capital Group          |
| Athyrium Capital Management         | Hudson Ferry Capital                | PWP Growth Equity                 |
| Beringea, LLC                       | Huntington Capital, Mezzanine Group | Resilience Capital Partners       |
| Blackford Capital                   | Huron Capital Partners              | River Associates Investments, LLC |
| Blue Point Capital Partners         | Incline Equity Partners             | RLJ Equity Partners               |
| Branford Castle Partners, LP        | Industrial Growth Partners          | Rockwood Equity Partners          |
| Calera Capital                      | Insight Equity                      | Rural American Fund               |
| Caltius Mezzanine                   | Ironwood Capital                    | Safeguard Capital Group           |
| Canal Holdings, LLC                 | JZ Partners, LLC                    | Sage Capital LLC                  |
| Canerector, Inc.                    | Kirtland Capital Partners           | Sageview Capital                  |
| Capital For Business                | Lakelet Acquisition Corporation     | Saw Mill Capital                  |
| Capitala Finance Corp.              | LDI Ltd.                            | SCG Partners                      |
| CapitalWorks, LLC                   | LFM Capital                         | Sentinel Capital Partners         |
| Cardinal Equity Partners            | Lincolnshire Management, Inc.       | Serent Capital                    |
| Centerfield Capital Partners        | Lineage Capital, LLC                | Sheridan Capital Partners         |
| CenterOak Partners                  | Linsalata Capital Partners          | Source Capital LLC                |
| Charter Oak Equity                  | LongueVue Capital                   | Spring Capital Partners, L.P.     |
| CID Capital                         | Lubar & Company                     | Sterling Investment Partners      |
| ClearLight Partners                 | Main Street Capital Corporation     | Stone Arch Capital                |
| Clearview Capital, LLC              | Marquette Business Credit           | StoneCalibre                      |
| Cyprium Partners                    | Mason Wells Buyout Funds            | Stonehenge Partners, Inc.         |
| Deerpath Capital Management         | May River Capital                   | Summer Street Capital             |
| Diamond State Ventures              | McCarthy Capital Corp.              | Summit Partners Credit Advisors   |
| Dorilton Capital                    | McLarty Capital Partners            | Superior Capital Partners LLC     |
| EF Capital                          | MCM Capital Partners                | Svoboda Capital Partners          |
| Emigrant Capital Corp.              | Mid Oaks Investments LLC            | Taglich Private Equity LLC        |
| Eureka Growth Capital               | Midwest Mezzanine Funds             | Tecum Capital Partners            |
| Excellere Partners                  | Milestone Partners                  | Tenth Street Capital              |
| Five Points Capital                 | Moelis Capital Partners             | The Anderson Group, LLC           |
| Foundation Investment Partners, LLC | Monroe Capital LLC                  | The Edgewater Funds               |
| Founders Advantage Capital          | Morgenthaler Private Equity         | The Reserve Group                 |
| Frontenac Company                   | MVC Capital, Inc.                   | The Riverside Company             |
| Frontier Capital                    | New Heritage Capital                | The Sterling Group                |
| Gauge Capital                       | NewSpring Capital                   | Thompson Street Capital Partners  |
| Gen Cap America                     | NexPhase Capital                    | Topspin Partners                  |
| Goldner Hawn Johnson & Morrison     | Northcreek Mezzanine                | Victory Park Capital              |
| Great Point Partners, LLC           | Northstar Capital                   | Watermill Group                   |
| Grey Mountain Partners              | O2 Investment Partners              | Weinberg Capital Group            |
| Gryphon Investors                   | OFS Management                      | WhiteHorse Capital                |
| H.I.G. Capital / H.I.G. White Horse | Orchard Holdings Group, LLC         | Wingate Partners                  |

Private equity firms who purchase a sponsorship package at any level will have the opportunity to register and participate at DealSource and will receive a Capital Connection table (\$1,250 value)

## Intermediaries that participated in past DealSource

AEGIS Advisors	Ernst & Young LLP	Melcap Partners, LLC
Amherst Partners LLC	Evarts Capital, Inc.	Monroe Capital Advisors LLC
Angle Advisors, LLC	Fairmount Partners LP	P & M Corporate Finance
Arbor Lake Capital LLC	Farlie Turner & Co.	Pathway Partners, Ltd.
Baker Tilly Capital, LLC	Fidus Partners	Piper Jaffray
BB&T Capital Markets	Fifth Third Securities	Prairie Capital Advisors, Inc.
BKD Corporate Finance, LLC	Finnea Group	Prestwick Partners
BlackTorch Capital, LLC	Footprint Capital	Raptor Partners LLC
Brady Ware Capital, LLC	Frisch Capital Partners	Rippe & Kingston Capital Advisors
Brown Gibbons Lang & Company LLC	Generational Equity	River's Edge Alliance Group, LLC
ButcherJoseph & Co.	Grace Matthews	Rush Street Capital
Candlewood Partners	Grant Thornton	Schneider Downs Corporate Finance
Charter Capital Partners	Greene Holcomb Fisher	Seneca Partners
Chikol	Greenwich Capital Group LLC	Signal Hill Capital Group
City Securities Corporation	Gryphon Investors	Signet Capital Advisors
Clayton Capital Partners	Healthcare Finance Group, LLC	Sikich Investment Banking
Cleary Gull Inc.	Highland Ridge Capital LLC	Silverstone Advisors, LLC
Clifton Larson Allen	Hilliard Lyons Investment Banking	SSG Capital Advisors LLC
Cohen Capital Advisors	Houlihan Lokey	Stifel Investment Banking
Copper Run Capital, LLC	HT Capital Advisors	Stout Risius Ross
Corporate Finance Associates	HT Capital Advisors, LLC	The Charter Group
Craig-Hallum Capital Group LLC	Huron Consulting Group	The Lenox Group
Dickinson Williams & Company	InterOcean Advisors	The McLean Group
Dinan & Company	Janney Montgomery Scott LLC	True North Strategic Advisors
Doeren Mayhew Capital Advisors	KeyBanc Capital Markets	UHY Corporate Finance
Donnelly Penman	KeyBanc Capital Markets, Energy Group	Variant Capital Advisors LLC
Ducker Worldwide	KPMG Corporate Finance LLC	Wells Fargo Securities
Duff & Phelps	Lawrence, Evans & Co., LLC	Western Reserve Partners LLC
EdgePoint Capital Advisors	Lazard Middle Market	
Edgeview Partners	League Park Advisors	
Eisen Fox & Company LLC	Matrix Capital Markets Group, Inc.	
Emprise Partners	McColl Partners, LLC	

Investment banks who purchase a sponsorship package at any level will receive up to (2) two complimentary tables at Deal Source in lieu of a corporate sponsor table during Capital Connection. (\$500+ value)

Payment Terms: Half of the commitment amount with agreement, balance paid by July 1, 2017

## KEYNOTE SPEAKER | \$25,000

- Exclusive to one sponsor
- Right of first refusal for Keynote sponsorship for the 2018 ACG Great Lakes Capital Connection
- Keynote introduction and potential private event hosted by your firm with keynote speaker
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Public acknowledgement of sponsorship at podium
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Twelve (12) complimentary sponsor tickets (\$6,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, color ad)
- Opportunity to provide article for insert into the GLCC Programs
- Opportunity to put one or two promotional item(s) in the conference bag
- Corporate sponsor table in the Capital Connection exhibit area for your brochures, giveaways, networking, etc.
- Sponsor ribbons on name badges

## PLATINUM | \$15,000

- Line of business exclusivity within Platinum sponsorship category (i.e. accounting, banking, insurance, law firm, private equity, university)
- Right of first refusal for Platinum sponsorship for the 2018 ACG Great Lakes Capital Connection
- Panel or speaking opportunity
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Public acknowledgement of sponsorship at podium
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Eight (8) complimentary sponsor tickets (\$4,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, color ad)
- Opportunity to provide article for insert into the GLCC Programs
- Opportunity to put one or two promotional item(s) in the conference bag
- Corporate sponsor table in the Capital Connection exhibit area for your brochures, giveaways, networking, etc.
- Sponsor ribbons on name badges

## ATTENDEE LOUNGE | \$12,500

- Exclusive to one sponsor
- Right of first refusal for Attendee Lounge sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo signage prominently displayed in and around Attendee Lounge
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Public acknowledgement of sponsorship at podium
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Six (6) complimentary sponsor tickets (\$3,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, color ad)
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges

Payment Terms: Half of the commitment amount with agreement, balance paid by July 1, 2017

## GOLD | \$10,000

- Line of business exclusivity within Gold sponsorship category (i.e. accounting, banking, insurance, law firm, private equity, university)
- Right of first refusal for Gold sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Public acknowledgement of sponsorship at podium
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Six (6) complimentary sponsor tickets (\$3,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, color ad)
- Opportunity to put one or two promotional item(s) in the conference bag
- Corporate sponsor table in the Capital Connection exhibit area for your brochures, giveaways, networking, etc.
- Sponsor ribbons on name badges

## REGISTRATION BOOTH | \$7,500 **SOLD**

- Exclusive to one sponsor
- Right of first refusal for Registration Booth sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo prominently displayed at registration booth
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Four (4) complimentary sponsor tickets (\$2,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, color ad)
- Corporate sponsor table in the Capital Connection exhibit area for your brochures, giveaways, networking, etc.
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges

## SILVER | \$5,000

- Prominent logo recognition on signage at all 2017 GLCC events
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Four (4) complimentary sponsor tickets (\$2,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, black/white ad)
- Corporate sponsor table in the Capital Connection exhibit area for your brochures, giveaways, networking, etc.
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges

## CANDY BAR | \$5,000 **SOLD**

- Exclusive to one sponsor
- Right of first refusal for Candy Bar sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo and signage at the candy bar display
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Two (2) complimentary sponsor tickets (\$1,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, black/white ad)
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges



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**EVENT LANYARD | \$5,000 SOLD**

- Exclusive to one sponsor
- Right of first refusal for Event Lanyard sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo on lanyard attached to all registrants name badges.
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Two (2) complimentary sponsor tickets (\$1,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, black/white ad)
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges

**PROGRAM GUIDE COVERS | \$5,000 SOLD**

- ☆ *Inside front cover - Exclusive to one sponsor*
- ☆ *Back cover - Exclusive to one sponsor*
- Full page, color ad
- Right of first refusal for Program Guide Cover sponsorship for the 2018 ACG Great Lakes Capital Connection
- Prominent logo recognition on signage at all 2017 GLCC events
- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Two (2) complimentary sponsor tickets (\$1,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Opportunity to put one or two promotional item(s) in the conference bag
- Sponsor ribbons on name badges

**BRONZE | \$3,000**

- Logo displayed in ads, brochures, mailers, e-mails, and website
- Special sponsor recognition and hot link on conference website
- Access to pre-registered guest list 2-3 weeks prior to the GLCC
- Two (2) complimentary sponsor tickets (\$1,000 value)
- Special pricing for additional sponsor tickets (\$340 pp)
- Advertising in program guide (full page, black/white ad)
- Sponsor ribbons on name badges