



SPONSORSHIP PROSPECTUS

March 13-14, 2019

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2019 TEXAS ACG CAPITAL CONNECTION

Hyatt Regency Hotel

March 13-14, 2019

Dallas, Texas

The Texas ACG Capital Connection (“TACC”) is the most significant private equity and debt capital event in Texas and the South. As one of the largest ACG Capital Connections in the country, TACC brings more than 100 of the nation’s leading private equity and mezzanine firms to Texas representing more than \$100 billion of capital available for investment. TACC creates an outstanding networking opportunity among merger and acquisition professionals, business owners and executives serving the middle market.

HISTORICALLY MORE THAN 1,200 ATTENDEES

450+ leading owners, buyers and sellers of middle market businesses

- 100+ private equity groups, hedge funds, subordinated debt funds and senior debt lenders
- Leading CEOs, CFOs and corporate development officers
- Business owners, entrepreneurs and senior executives

850+ intermediary and service provider attendees from a national perspective

- Investment banks, business brokers, development officers
- Transaction service providers, accountants, lawyers, executive search firms

AGENDA

Wednesday, March 13, 2019

| | |
|-----------------|--|
| 10:00 am | Registration Reunion Ballroom Foyer |
| 11:00 – 1:00 pm | Kickoff Luncheon, Opening Remarks & Panel Reunion Ballroom |
| 1:00 – 5:00 pm | DealSource Landmark Ballroom |
| 1:00 – 5:00 pm | Exhibitor Move-In Landmark Ballroom |
| 5:30 – 7:30 pm | Cloud Nine and Geo-Deck Reunion Tower |
| 7:00 – 10:00 pm | VIP Party The Bomb Factory (Deep Ellum) |

Thursday, March 14, 2019

| | |
|-----------------|---|
| 7:30 am | Registration Reunion Ballroom Foyer |
| 8:00 – 10:00 am | Breakfast, Opening Remarks & Keynote Reunion Ballroom |
| 10:00 – 2:00 pm | Capital Connection Landmark Ballroom |
| 12:00 – 2:00 pm | Open Networking Lunch |
| 2:30 – 3:30 pm | Independent Sponsor Panel Reunion Ballroom |
| 3:30 – 5:00 pm | Closing Reception Landmark Circle |
| 5:00 – 6:00 pm | Move-out |

OVERVIEW OF EVENTS

KICKOFF LUNCHEON – WEDNESDAY, MARCH 13, 2019

The Kickoff Luncheon, presented by Women in ACG DFW. Attendees will enjoy networking and a women’s private equity panel to kick off TACC.

DEALSOURCE – WEDNESDAY, MARCH 13, 2019

DealSource consists of pre-arranged, 20-minute private meetings between the private equity exhibitors of TACC and investment banking sponsors of TACC.

OPENING RECEPTION – WEDNESDAY, MARCH 13, 2019

TACC attendees are invited to attend. This has become a must attend event of the TACC. Cocktails and appetizers will be served.

VIP PARTY (INVITATION ONLY) – WEDNESDAY, MARCH 13, 2019

The VIP Party enables investment banks to network directly and exclusively with the private equity groups in an informal and fun environment. This event is limited to private equity exhibitors, investment banking sponsors and TACC event sponsors. The VIP Party will be hosted at The Bomb Factory where guests will enjoy dinner, drinks, games and other fun surprises.

CAPITAL CONNECTION – THURSDAY, MARCH 14, 2019

The Capital Connection will include a breakfast keynote speaker, four consecutive hours of the Capital Connection, an open networking luncheon, and a closing reception. As in recent years, the Capital Connection will provide an open format and ample meeting space for exhibitors and sponsors to network and have informal discussions with private equity and mezzanine firms.

CLOSING RECEPTION – THURSDAY, MARCH 14, 2019

After a long day of networking, all attendees are invited to unwind and enjoy cocktails, music and light appetizers at the ‘Closing the Deal’ reception.



2019 TEXAS ACG CAPITAL CONNECTION SPONSORSHIP OPPORTUNITIES

| | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$3,000 | Event* \$7,500 | Specialty** \$5,000 |
|---|----------------------|------------------|-------------------|-------------------|-------------------|------------------------|
| Industry exclusivity | ✓ | | | | | |
| Table reserved during lunch at the front of the room (10 seats) | ✓ | | | | | |
| Acknowledgement of sponsorship from Chairperson during breakfast and lunch sessions | ✓ | ✓ | | | | |
| Opportunity to provide article in Business Journal insert | ✓ | ✓ | | | | |
| Full-page of advertising in Investor Profile Report | ✓ | ✓ | | | | |
| Extensive publicity: direct mailings, print ads, email distribution and website | ✓ | ✓ | ✓ | ✓ | | |
| Prominent logo recognition during breakfast, lunch and Capital Connection | ✓ | ✓ | ✓ | ✓ | | |
| Sponsor-designated badge | ✓ | ✓ | ✓ | ✓ | | |
| Table at Capital Connection | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Complimentary conference registrations | 6 | 4 | 2 | 2 | 2 | 2 |
| Complimentary tickets to VIP Party <i>[Exclusive, not for sale]</i> | 6 | 4 | 2 | 0 | 2 | 2 |
| Exposure to an expected 1,200+ attendees | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Event Sponsorships* (One per category) | Description: |
|---|---|
| Opening Reception Sponsor - SOLD | Host of TACC Opening Reception, open to all attendees |
| Closing Reception Sponsor | Host of TACC Closing Reception, open to all attendees |
| Charging Station Sponsor | Host of TACC charging station available to attendees |
| Refreshment Sponsor - SOLD | Host of refreshment station inside the Capital Connection ballroom |
| Coffee Bar Sponsor - SOLD | Host Coffee Bar available during the entire Capital Connection |
| Conference Bag Sponsor - SOLD | Logo on outside of conference tote bag provided to all TACC attendees |
| Program Guide Sponsor - SOLD | Logo on cover of Program Guide provided to all TACC attendees |
| Badge Lanyard Sponsor - SOLD | Logo on badge lanyard worn by all TACC attendees |
| Leisure Lounge Sponsor | Logo branded on 3 complimentary massage cabanas and therapist uniforms |
| Oxygen Break Bar Sponsor | Logo branded with oxygen bar façade, 3 oxygen stations and uniforms |
| Social Media Sponsor - SOLD | Logo displayed on all screens and live feed at event and social media websites |
| Specialty Sponsorships** (One per category) | Description: |
| Kickoff Luncheon Sponsor (3 available) | Co-Host of Kickoff Luncheon, presented by Women in ACG DFW |
| Exhibitor Map Sponsor | Logo on conference map distributed to all TACC attendees |
| Event Notepad Sponsor | Logo on notepad distributed to all TACC attendees and available on tables at the conference |
| Entertainment Sponsor | Logo associated with all forms of event entertainment, speakers and music |
| Transportation Sponsor | Logo on signage for bus transportation to the VIP Party |
| Pitchbook Conference App Sponsor | Logo associated with Pitchbook Conference Application |
| Shoe Shine Shack - SOLD | Logo associated with complimentary shoe shine stations and uniforms |

SPONSORSHIP REGISTRATION AND CONTRACT

CONTACT INFORMATION

Company Name: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact: _____ Marketing Contact: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

SPONSORSHIP OPPORTUNITIES

Previous year's sponsors are given first right of refusal with openings granted on a first-come, first-serve basis thereafter. Prior sponsors must respond by 10/31/2018 to preserve sponsorship status. All sponsor applications are subject to approval by the 2019 Texas ACG Capital Connection Committee. Please allow one week to receive confirmation of your sponsorship status.

| | | | | | |
|-------------------------------------|--------------------------------------|----------|-------------------------------------|--|---------|
| <input type="checkbox"/> | Platinum Sponsorship | \$15,000 | <input checked="" type="checkbox"/> | Social Media Sponsor - SOLD | \$7,500 |
| <input type="checkbox"/> | Gold Sponsorship | \$10,000 | <input type="checkbox"/> | Leisure Lounge Sponsor - NEW | \$7,500 |
| <input type="checkbox"/> | Silver Sponsorship | \$5,000 | <input type="checkbox"/> | Oxygen Break Bar Sponsor - NEW | \$7,500 |
| <input checked="" type="checkbox"/> | Opening Reception - SOLD | \$7,500 | <input type="checkbox"/> | Kickoff Luncheon Sponsor (3) | \$5,000 |
| <input type="checkbox"/> | Closing Reception Sponsor | \$7,500 | <input type="checkbox"/> | Exhibitor Map Sponsor | \$5,000 |
| <input type="checkbox"/> | Charging Station Sponsor | \$7,500 | <input type="checkbox"/> | Event Notepad Sponsor | \$5,000 |
| <input checked="" type="checkbox"/> | Refreshment Sponsor - SOLD | \$7,500 | <input type="checkbox"/> | Entertainment Sponsor | \$5,000 |
| <input checked="" type="checkbox"/> | Coffee Bar Sponsor - SOLD | \$7,500 | <input type="checkbox"/> | Transportation Sponsor | \$5,000 |
| <input checked="" type="checkbox"/> | Conference Bag Sponsor - SOLD | \$7,500 | <input type="checkbox"/> | Pitchbook App Sponsor - NEW | \$5,000 |
| <input checked="" type="checkbox"/> | Program Guide Sponsor - SOLD | \$7,500 | <input checked="" type="checkbox"/> | Shoe Shine Shack Sponsor - SOLD | \$5,000 |
| <input checked="" type="checkbox"/> | Badge Lanyard Sponsor - SOLD | \$7,500 | <input type="checkbox"/> | Bronze Sponsorship - NEW | \$3,000 |

PAYMENT INFORMATION

American Express Master Card Visa

Name as it appears on credit card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____ Zip: _____

*If paying by check: Please complete this form and email to Mike Ehlert, mike.ehlert@bmo.com to reserve your sponsorship. Allow up to three weeks for confirmation of registrations paid by check. Please mail your completed registration form, **United States Postal Service only** along with full payment to:*

*Texas ACG Capital Connection
Attn: ACG DFW
2825 Oak Lawn Ave.
PO Box 190468
Dallas, Texas, 75219*

Sponsorship commitments are fully earned and not refundable. No benefits other than those specifically stated in the prospectus are implied or promised.

Signature: _____ Date: _____