



19TH ANNUAL



SPONSORSHIP PROSPECTUS

March 7-8, 2023
Marriott Marquis Houston
Houston, Texas

COMMITTEE CONTACTS



For 19 years, the Texas ACG Capital Connection (TACC) has been the most significant private equity and debt capital event in Texas and the Southwest. 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.

With over 1,200 attendees expected, the event demonstrates that Texas and the Southwest are still the preeminent regions of the country for M&A activity.

TACC is a unique opportunity to network, share ideas and forge new business relationships. We look forward to partnering with you to put on another great conference. See you in Houston!

Sincerely,

Colt Luedde



CHAIR

Colt Luedde

Managing Director

GulfStar Group

SPONSORSHIP CHAIRS

Paul Gautier

Cary Street Partners, LLC

Troy Sanchez

Baker Tilly

PRIVATE EQUITY CHAIR

Bryan Frederickson

GulfStar Group

PRIVATE EQUITY LIAISONS

Dara Smith

GulfStar Group

Christina Wolf

GulfStar Group

INVESTMENT BANK CHAIRS

Jim Apple

The Sterling Group

Michelle Lewis

The CapStreet Group

Simon Haidamous

Genesis Park

ACG HOUSTON

Chuck Johnson

ACG Houston President

Morgan Stone

Executive Director

ACG DALLAS / FORT WORTH

Rachel Ludicke

ACG DFW President

Brittany Timmerman

Executive Director

Erika McLeod

Chapter Coordinator

ACG AUSTIN / SAN ANTONIO

Susan Vaughan

ACG Austin / San Antonio President

Sara Singer

Executive Director

TEXAS ACG CAPITAL CONNECTION



BRINGING OVER 100 OF THE NATION'S LEADING PRIVATE EQUITY AND MEZZANINE FIRMS TO TEXAS, REPRESENTING MORE THAN \$100 BILLION OF CAPITAL AVAILABLE FOR INVESTMENT

HISTORICALLY MORE THAN 1,200 ATTENDEES

- ▶ Private equity groups, hedge funds, subordinated debt funds, senior debt lenders and family offices
- ▶ Investment bankers and business brokers
- ▶ Business owners, entrepreneurs and senior executives
- ▶ Leading CEOs, CFOs and corporate development officers
- ▶ Accountants, lawyers, transaction service providers and executive search firms

Tuesday, March 7, 2023				
11:00am - 1:00pm	Women's Forum Luncheon		To be announced	
1:00pm - 6:00pm	DealSource Meetings & Reception Private Equity, Family Office, Corporate Development & Investment Bank Sponsors ONLY	1:00pm - 5:00pm	DealSource Meetings	2nd Floor @ Marriott Marquis
		5:00pm - 6:00pm	DealSource Reception	2nd Floor @ Marriott Marquis
5:30pm - 8:00pm	Opening Reception		Biggio's @ Marriott Marquis	
Wednesday, March 8, 2023 @ Marriott Marquis Houston 2nd Floor (All Conference Attendees)				
8:00am - 9:00am	Open Breakfast Buffet			
8:00am - 1:00pm	Capital Connection			
12:00pm - 1:00pm	Grab & Go Lunch			

OVERVIEW OF EVENTS



WOMEN'S FORUM LUNCHEON

MARCH 7, 2023
11:00am - 1:00pm

The ACG Women's Forum luncheon will take place in downtown Houston. Attendees will enjoy networking and a high impact speaker to kick off TACC. Registration separate.



DEALSOURCE MEETINGS & RECEPTION

MARCH 7, 2023
1:00pm - 5:00pm (Meetings) // 5:00pm - 6:00pm (Reception)

DealSource meetings consist of pre-arranged, 20-minute private conversations between the private equity, family office, corporate development and investment banking sponsors. The DealSource reception will immediately follow DealSource meetings and is limited to DealSource participants only. Cocktails and appetizers will be served.



OPENING RECEPTION

MARCH 7, 2023
5:30pm - 8:00pm

The opening reception will take place in Biggio's in the Marriott Marquis. All TACC attendees are invited to attend. Cocktails and appetizers will be served.



CAPITAL CONNECTION

MARCH 8, 2023
8:00am - 12:00pm

The Capital Connection provides an open format for exhibitors and sponsors to network and have informal discussions with private equity and mezzanine firms.

EVENT SPONSORSHIP OPPORTUNITIES



Sponsorship Benefits:	SOLD OUT SOLD OUT			
	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Event (next page)
Industry exclusivity	✓			
Exclusive sponsor branding on ACG Access (software package)	✓			
Opportunity to provide article in Business Journal insert	✓	✓		
Full-page of advertising in Program Guide	✓	✓		
Extensive publicity: direct mailings, print ads, email distribution and website	✓	✓	✓	✓
Sponsor-designated badge	✓	✓	✓	✓
Table at Capital Connection	✓	✓	✓	(see next page)
Complimentary conference registrations	8	6	4	4
Exposure to an expected 1,200+ attendees	✓	✓	✓	✓
Opening Reception	✓	✓	✓	✓
Logo recognition for specialty sponsorship opportunity				✓

Note: 2023 sponsorship pricing is unchanged from 2022

EVENT SPONSORSHIP DESCRIPTIONS



Event Sponsorships:	Price:	Exclusivity:	Table at Capital Connection	Description:
Dealmaker Lounge SOLD	\$10,000	Exclusive	✓	Branded Dealmaker Lounge
Opening Reception SOLD	\$7,500	Industry (max of 3)	✓	Host of Opening Reception
Refreshments SOLD	\$7,500	Exclusive	✓	Host of refreshment station inside the Capital Connection exhibit hall
Specialty Coffee Bar SOLD	\$7,500	Exclusive	✓	Host lounge and coffee bar available during the entire Capital Connection
Wi-Fi SOLD	\$7,500	Exclusive	✓	Logo display on Wi-Fi page and signage
DealSource SOLD	\$7,500	Industry (max of 2)	✓	Host table outside DealSource
Badge Lanyard SOLD	\$7,500	Exclusive	✓	Logo on badge lanyard worn by attendees
Charging Station SOLD	\$7,500	Exclusive	✓	Host of charging station available to attendees
Breakfast SOLD	\$7,500	Exclusive	✓	Host of the breakfast buffet
Lunch SOLD	\$7,500	Exclusive	✓	Host of the Grab and Go Lunch
Wayfarer SOLD	\$7,500	Exclusive	✓	Logo display on maps and floor signage throughout conference hallways
Tote Bag SOLD	\$7,500	Exclusive	✓	Logo on conference tote bag distributed to all attendees
Cornhole Sponsor SOLD	\$7,500	Exclusive	✓	Host of cornhole activity in ballroom
Shoe Shine SOLD	\$7,500	Exclusive		Host of shoe shine station inside the Capital Connection exhibit hall
Women's Forum Luncheon SOLD	\$5,000	Industry (max of 3)		Host of Women's Forum luncheon (Industry exclusive) - Includes 4 tickets to Luncheon

INVESTMENT BANK & PRIVATE EQUITY SPONSORSHIPS

We value your time and want to make sure every minute spent at TACC is productive. As such, we have made a number of changes to the flow this year, specifically as it relates to the private equity and investment banking experience. Some of the changes include:

- ▶ Offering a DealSource Reception exclusive to private equity, family office, corporate development and investment banking sponsors immediately following DealSource meetings - no outside sponsors are invited to attend
- ▶ One DealSource table per investment bank will be left up on Day 2 of the conference so additional side meetings can be scheduled outside of DealSource
- ▶ No price increases for private equity groups or investment banks. We strive to offer the best value for all of our attendees
- ▶ We continue to place a great deal of emphasis on increasing investment banking attendance and participation in DealSource so that meeting slots fill up on everyone's schedule
- ▶ With ACG Access, we're able to give our attendees more opportunities to connect and facilitate the scheduling of meetings
- ▶ 24-hour, high impact experience conference schedule

Investment Bank Sponsorship Benefits:	Early Bird: \$850* Regular: \$1,100
Complimentary conference registrations	4
Two tables at DealSource	✓
Dedicated meeting table at Capital Connection	✓
Attendance at DealSource Reception for only investors and investment banks	✓
Company name included in advertising and conference literature	✓
Private Equity, Family Office & Corporate Development Sponsorship Benefits:	Early Bird: \$1,500* Regular: \$1,750
Complimentary conference registrations	4
Exhibitor table at Capital Connection	✓
Participation in DealSource	✓
Attendance at DealSource Reception for only investors and investment banks	✓
Company profile included in Program Guide	✓
Company name included in advertising and conference literature	✓

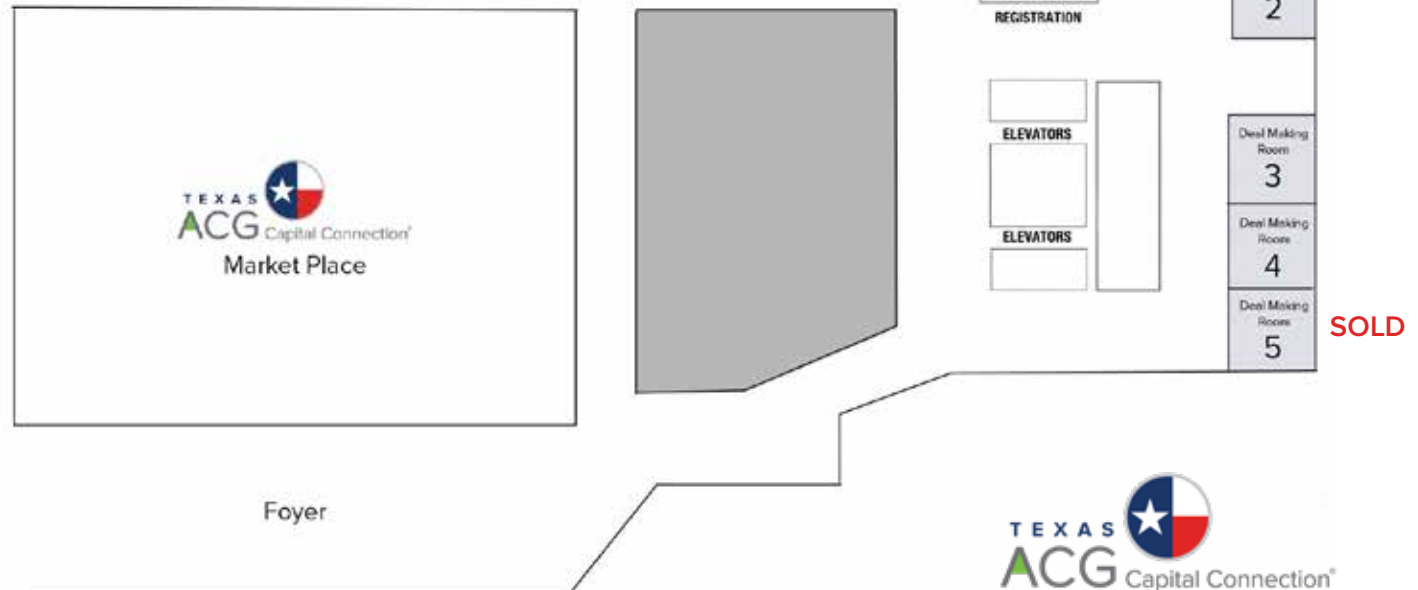
* Early Bird expires on Monday, January 2, 2023

PRIVATE DEAL MAKING ROOMS



New this year, Private Deal Making Rooms are available for companies to provide a completely private meeting experience right outside the conference ballroom. If you want to create a private meeting experience, but don't want to inconvenience event attendees with complicated meet-up instructions - then this solution is for you!

- ▶ Rooms include completely private meeting space with large windows and direct access from the 2nd floor, near event registration
- ▶ Beverage service included (water, soft drinks, coffee)
- ▶ Ability to include food service for additional charge (must be coordinated 3 weeks prior to conference)
- ▶ Ability to customize configuration of meeting tables
- ▶ 24 hour access, available from 1:00pm, Tuesday, March 7 - 1:00pm, Wednesday, March 8
- ▶ 5 rooms available for \$2,500 each
- ▶ Available on a first come, first-serve basis
- ▶ Branded exterior signage



SPONSORSHIP REGISTRATION AND CONTRACT

CONTACT INFORMATION

Company Name: _____

Website: _____

Address: _____

City: _____

State: _____ Zip: _____

Primary Contact: _____

Phone: _____

Email: _____

Marketing Contact: _____

Phone: _____

Email: _____

SPONSORSHIP OPPORTUNITIES

- | | |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor | \$15,000 |
| <input type="checkbox"/> Gold Sponsor | \$10,000 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Event Sponsor | \$ _____ |

Event Sponsorship:

- | | |
|--|-------------------|
| <input type="checkbox"/> Private Equity, Family Office, Corp Dev | \$1,500 / \$1,750 |
| <input type="checkbox"/> Investment Bank Sponsor | \$850 / \$1,100 |

AGREEMENT

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

Signature: _____

Date: _____

PAYMENT INFORMATION

- American Express Master Card Visa

Name: _____
(as it appears on credit card)

Card Number: _____ Exp. Date: _____

Security Code: _____ Zip: _____

If paying by check

Please mail this completed registration form, along with full payment to:

ACG Houston
1321 Antoine Drive
Houston, TX 77055

INSTRUCTIONS

To reserve your sponsorship, please email this completed form to Morgan Stone at mstone@acg.org

Previous year's sponsors are given first right of refusal with openings granted on a first-come, first-serve basis – but must respond by **10/28/2022** to preserve sponsorship status.

Sponsorship Confirmation:

Applications are subject to approval by the 2023 TACC Committee. Please allow one week to receive confirmation and three weeks for those paying by check.

