



21ST ANNUAL



SPONSORSHIP PROSPECTUS

February 26-28, 2025

Hilton Americas
Houston, TX

COMMITTEE CONTACTS



For 21 years, the Texas ACG Capital Connection (TACC) has been the premier private equity and debt capital event in Texas and the Southwest. As one of the largest ACG Capital Connections nationwide, TACC attracts over 100 of the top private equity and mezzanine firms from across the country, with a combined capital pool exceeding \$100 billion.

With more than 1,200 attendees anticipated, the event highlights Texas and the Southwest as leading regions for M&A activity. TACC offers a distinctive platform for networking, idea exchange, and building new business relationships.

We are excited to collaborate with you for another successful conference. Looking forward to seeing you in Houston!

Sincerely,

Chuck Johnson

Jen Sudduth



CO-CHAIR

Chuck Johnson

Huntington Bank



CO-CHAIR

Jen Sudduth

Sudduth Search

SPONSORSHIP COMMITTEE

Paul Gautier, *Cary Street Partners*

Rachael Wyatt-Aaron, *Venturi Wealth*

Pavan Mediratta, *Solomon Edwards*

PRIVATE EQUITY COMMITTEE

Bryan Frederickson, *GulfStar Group*

Dara Smith, *GulfStar Group*

Christina Wolf, *GulfStar Group*

INVESTMENT BANK COMMITTEE

Vik Kalra, *Platform Partners*

Lilly Cullen, *The Sterling Group*

FACILITIES COMMITTEE

Gilbert Cruz, *Calvetti Ferguson*

Laurie-Leigh White, *BVA Group*

WOMEN'S FORUM COMMITTEE

Jessica Monford, *Moss Adams*

Cassandra Mott, *Blank Rome*

IMMEDIATE PAST CHAIRS

Colt Luedde, *GulfStar Group*

Tony Banks, *RSM*

ACG HOUSTON LEADERSHIP

Bill Cornelius, *ACG Houston President, Crutchfield Capital*

Morgan Stone, *Executive Director*

Jacy Luedde, *Chapter Manager*

ACG DALLAS / FORT WORTH LEADERSHIP

Jennifer Cuello, *ACG DFW President, EisnerAmper*

Brittany Timmerman, *Executive Director*

Erika McLeod, *Member and Marketing Manager*

Tommie Hollingsworth, *Events Manager*

ACG AUSTIN / SAN ANTONIO LEADERSHIP

Rachael Wyatt-Aaron, *ACG Austin / San Antonio President, Venturi Wealth*

Sara Singer, *Executive Director*

CONFERENCE SCHEDULE



Wednesday, February 26, 2025		
3:00pm - 5:00pm	Sponsor / Exhibitor Move-In	Ballroom
5:00pm - 6:30pm	Chairman's Kick-Off Reception (Committee and Sponsors Invited)	Invitation Only
Thursday, February 27, 2025		
8:00am - 9:00am	Open Breakfast Buffet	Foyer
8:00am - 5:00pm	Capital Connection Marketplace & DealMaker Lounge	Ballroom
9:00am - 5:00pm	DealSource (Investment Bank and Private Equity Participants Only)	Ballroom
12:00pm - 1:00pm	Grab & Go Lunch	Foyer
1:00pm - 4:00pm	Round Table Discussions	(Limited Space, RSVP)
5:00pm - 7:30pm	Reception	The Rustic Downtown
Friday, February 28, 2025		
8:00am - 9:00am	Open Breakfast Buffet	Foyer
8:00am - 11:00am	Capital Connection Marketplace & DealMaker Lounge	Ballroom
8:00am - 11:00am	DealSource (Investment Bank and Private Equity Participants Only)	(Limited Space, RSVP)
9:00am - 11:00am	Round Table Discussions	(Limited Space, RSVP)
11:00am - 1:00pm	Women's Forum Farewell Luncheon	To be determined

OVERVIEW OF EVENTS



CAPITAL CONNECTION MARKETPLACE

The Capital Connection Marketplace provides an open format for sponsors and attendees to network and do business.



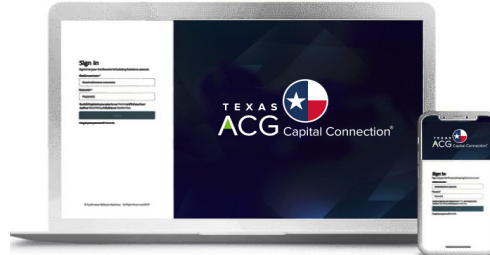
DEALSOURCE MEETINGS (EXCLUSIVE)

DealSource meetings consist of pre-arranged, 20-minute private conversations between the private equity and investment banking participants.



CONFERENCE RECEPTION

The conference reception will be hosted at The Rustic Downtown, walking distance from the Hilton Hotel, and is open to all attendees and sponsors.



ACG ACCESS

ACG Access is an online platform for attendees to communicate and book meetings, including meeting times and locations, in advance of the conference. It is now an app you can download on your phone.



DEALMAKER LOUNGE

The Dealmaker Lounge is a cluster of meeting tables (4 chairs per table) inside the ballroom to be reserved in advance of the conference for 20-minute intervals. Available for all conference attendees.



ROUND TABLE DISCUSSIONS

45-minute highly targeted conversations with up to 30 participants on key issues within the middle-market M&A ecosystem.

EVENT SPONSORSHIP OPPORTUNITIES



Sponsorship Benefits:	Platinum \$16,000	Gold \$12,000	Silver \$6,000	Event (next page)
Industry exclusivity	✓			
Exclusive sponsor branding on ACG Access (Conference Software Platform)	✓			
Opportunity to provide article in Program Guide & ACG Access (Conference Software Platform)	✓	✓		
Full-page of advertising in Program Guide	✓	✓		
Option to lead Round Table Discussion	✓	✓		
Extensive publicity: print ads, email distribution and website	✓	✓	✓	✓
Dedicated exhibit table at Capital Connection	Premium	✓	✓	(see next page)
Complimentary conference registrations	8	6	4	4
Attendee list with email addresses	✓	✓	✓	✓
Logo recognition for specialty sponsorship opportunity				✓

EVENT SPONSORSHIP DESCRIPTIONS



Event Sponsorships:	Price:	Exclusivity:	Table at Capital Connection	Description:
DealMaker Lounge	\$10,500	Exclusive	✓	Branded Dealmaker Lounge
Reception	\$8,000	Industry (max of 4)	✓	Host of conference Reception
Refreshments	\$8,000	Exclusive	✓	Host of refreshment station inside the Capital Connection exhibit hall
Specialty Coffee Bar	\$8,000	Exclusive	✓	Host lounge and coffee bar available during the entire Capital Connection
Wi-Fi	\$8,000	Exclusive	✓	Logo display on Wi-Fi page and signage
DealSource	\$8,000	Industry (max of 2)	✓	Host table inside DealSource area for exclusive networking
Badge Lanyard	\$8,000	Exclusive	✓	Logo on badge lanyard worn by attendees
Charging Station	\$8,000	Exclusive	✓	Host of charging station available to attendees
Breakfast (February 27)	\$8,000	Exclusive	✓	Host of the breakfast buffet
Breakfast (February 28)	\$8,000	Exclusive	✓	Host of the breakfast buffet
Lunch (February 27)	\$8,000	Exclusive	✓	Host of the Grab and Go Lunch
Tote Bag	\$8,000	Exclusive	✓	Logo on conference tote bag distributed to all attendees
Shoe Shine	\$8,000	Exclusive	✓	Host of shoe shine station
Hotel Key & Swag Bag Drop	\$5,500	Exclusive		Branded hotel key and ability to provide gift bag at check-in
Women's Forum Luncheon	\$5,000	Industry (max of 3)		Additional details coming soon

INVESTMENT BANK & PRIVATE EQUITY DEALSOURCE



- ▶ All Investment Bank DealSource tables will be available throughout the entire conference.
- ▶ DealSource participants will receive early access to the conference app (one month before the event) to schedule meetings ahead of other attendees. General access for meeting requests will begin two weeks prior to the conference.
- ▶ NEW: Private Equity DealSource participants have the option to secure a dedicated meeting table (30" round table with 4 chairs) inside the ballroom to hold meetings conveniently in a fixed location, separate from DealSource activities. Please note, this option is exclusively available to private equity DealSource participants.

Investment Bank DealSource Package:	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 DealSource Package:	Early Bird: \$1,500* Regular: \$1,750
Complimentary conference registrations	4
Participation in DealSource	✓
Company profile included in Program Guide	✓
Company name included in advertising and conference literature	✓
Option to purchase Meeting table at Capital Connection	\$200

* Early Bird expires on Monday, December 9, 2024

ROUND TABLE / PANEL DISCUSSIONS



This year, we are introducing exclusive roundtable discussions designed to foster highly targeted conversations on key issues within the middle-market M&A ecosystem. These discussions will address the major challenges facing M&A and explore how various companies have tackled these issues. Platinum and gold sponsors have the unique opportunity to lead these conversations, positioning themselves as thought leaders rather than pitching their services.

Each roundtable will last 45 minutes and accommodate up to 30 attendees. While all attendees are welcome to join, they must RSVP in advance. Sponsors are also encouraged to invite participants prior to the event.

All proposed topics must be approved by the TACC committee to ensure relevance and avoid overlap. Here are some suggested topics:

- ▶ New private fund regulations & increased scrutiny
- ▶ How AI is reshaping the M&A industry
- ▶ How has the role of due diligence evolved in recent years?
- ▶ Over the next five years, how will the role of technology diligence change?
- ▶ A shifting macroeconomic landscape
- ▶ How to address the growing cybersecurity and data privacy issues
- ▶ Planning for talent within portcos
- ▶ Evaluating and managing risk of integration (Customer churn, employee churn, process adoption delay)
- ▶ Establishing scale with technology investment
- ▶ Communicating strategy through an organization to drive internal change
- ▶ 2025 Credit Outlook
- ▶ Working with sovereign wealth funds
- ▶ Preparing for the dam burst and the pressure to deploy
- ▶ Valuation research in a low-transaction environment
- ▶ First 100 days: US Election impact on the PE landscape

SPONSORSHIP REGISTRATION



NEXT STEPS:

- ▶ To reserve your sponsorship, complete the sponsorship agreement form on <https://txacg.org/sponsor-registration>
- ▶ Previous year's sponsors are given first right of refusal with openings granted on a first-come, first-serve basis – but must respond by **September 30, 2024** to preserve sponsorship status.
- ▶ All applications are subject to approval by the 2025 TACC Committee. Please allow one week to receive confirmation. ACG will follow up with an invoice that can be paid online or via check. All payments must be received by **February 6, 2025**.
- ▶ All private equity and investment bank dealsource participants must register online at <https://txacg.org/dealsource>