

2009 GREAT LAKES CAPITAL CONNECTION

SPONSORSHIP PROSPECTUS

Presented by

ACG Cincinnati
ACG Cleveland
ACG Columbus
ACG Detroit
ACG Indianapolis
ACG Pittsburgh

THE ASSOCIATION FOR CORPORATE GROWTH

Founded in 1954, the Association for Corporate Growth, Inc. (www.acg.org) is the premier global association for professionals involved in corporate growth, corporate development, and mergers and acquisitions. Today ACG stands at over 12,000 members from corporations, private equity, finance, and professional service firms representing Fortune 500, Fortune 1000, FTSE 100, and mid-market companies in 53 chapters in North America and Europe. Leaders in corporations, private equity, finance, and professional service firms focused on building value in their organizations belong to ACG. They recognize the multiple benefits of networking within an influential community of executives growing public and private companies worldwide.

Regional chapters combine to produce a unique ACG Capital Connection

The combination of ACG chapters in Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, and Pittsburgh brings the heartland of U.S. middle-market M&A together in one powerful and dynamic event. Imagine a collection of over 1400 ACG members, nearly 70 private equity firms, and over 100 investment banking firms and other intermediaries. That's what the combination of the six chapters, banding together to present the 2009 GLCC, bring to this event.

The scope and potential of the 2009 Great Lakes Capital Connection 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 GLCC happen this coming September!

GLCC AGENDA OVERVIEW

On Tuesday, September 8 and Wednesday, September 9, 2009, ACG chapters in Cincinnati, Columbus, Cleveland, Detroit, Indianapolis, and Pittsburgh will join forces to stage the inaugural Great Lakes Capital Connection. This unique event will feature the following programs:

- A four-hour DealSource gathering at Cleveland Browns Stadium Tuesday afternoon, during which investment banking firms and private equity groups from the Great Lakes region and beyond will have the opportunity to meet for half-hour conversations.
- A Sponsor Reception cocktail event at The Rock and Roll Hall of Fame early Tuesday evening.
- An opening breakfast program on Wednesday morning at the main venue for the event, the Renaissance Hotel, on Public Square in Cleveland, with a prominent guest speaker to be named later.
- A Wednesday lunch program at the Renaissance Hotel, with a prominent guest speaker to be named later.
- Educational panel presentations during the day Wednesday.
- A Capital Connection featuring both regional and national private equity firms.

We expect to host over 700 attendees to the event. Sponsors will have the opportunity to engage private equity groups, investment bankers, capital providers and service providers — all with an overarching interest in the world of middle-market M&A transactions.

SPONSORSHIP OPPORTUNITIES

GLCC will provide sponsorship opportunities in a broad variety of ways and price points, as described on the following pages.

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Commitment Level: \$15,000 (three maximum)

Payment Terms: \$7,500 due with Commitment Form
Balance paid by May 1, 2009

Benefits

- Line-of-business exclusivity within Platinum sponsorship category
- Right of first refusal for Platinum sponsorship of 2010 Great Lakes Capital Connection
- Choice of sponsorship of 9/8 cocktail reception, 9/9 breakfast, or 9/9 lunch (first come, first serve)
- Prominent logo recognition on signage at all events including breakfast and lunch presentations
- Opportunity to designate an employee to moderate one of the GLCC panel discussions
- Logo prominently displayed in ads, brochures, mailers, e-mail, and web site
- Public acknowledgement of sponsorship at podium
- Special sponsor recognition and hot link on conference web site
- Six complimentary conference registrations (\$2,100 value)
- One time use of mailing lists of all six ACG chapters hosting the GLCC
- Advertising in program guide, and table for company literature
- Opportunity to provide article for Media Sponsor insert
- Six admissions to Rock and Roll Hall of Fame Cocktail Reception

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Commitment Level: \$10,000 (eight maximum)

Payment Terms: \$5,000 due with Commitment Form
Balance paid by May 1, 2009

Benefits

- Line of business exclusivity within Gold sponsorship category
- Right of first refusal for Gold sponsorship of 2010 Great Lake Capital Connection
- Prominent logo recognition on signage at all events including breakfast and lunch presentations
- Logo prominently displayed in ads, brochures, mailers, e-mail, and web site
- Public acknowledgement of sponsorship at podium
- Special sponsor recognition and hot link on conference web site
- Four complimentary conference registrations (\$1,400 value)
- One time use of mailing lists of all six ACG chapters hosting the GLCC
- Advertising in program guide
- Table for company literature
- Opportunity to provide article for Media Sponsor insert
- Four admissions to Rock and Roll Hall of Fame Cocktail Reception

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Commitment Level: \$5,000

Payment Terms: Due with commitment form

Benefits

- Logo prominently displayed in ads, brochures, mailers, e-mail, and web site
- Special sponsor recognition and hot link on conference web site
- Two conference registrations (\$700 value)
- Table for company literature
- Advertising in program guide
- Two admissions to Rock and Roll Hall of Fame Cocktail Reception

Tote Bags with Company Logo - \$7,500

All attendees need them for carrying around literature they collect during the event. Have them tote around your logo.

Additionally, you will receive:

- Attendance for four at the Rock and Roll Hall of Fame Cocktail Reception
 - Four complimentary conference registrations (\$1,400 value)
-

Program Guide Sponsorship - \$5,000

Reserve the entire back page of the GLCC Program Guide for your company's advertisement and logo. The Program Guide, distributed to all attendees, is the one piece of literature that most attendees carry during the event and keep after the event is over.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception
 - Two complimentary conference registrations (\$700 value)
-

Event Badge Lanyard- \$5,000

GLCC event badges, distributed to all attendees, will hang from lanyards carrying your company's logo.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception
- Two complimentary conference registrations (\$700 value)

Capital Connection Refreshment Break Sponsor- \$3,000

Host refreshments during the Capital Connection, in the exhibition room.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception.
 - Two complimentary conference registrations (\$700 value)
-

DealSource Refreshment Table Sponsor- \$3,000

Treat your private equity and investment banking friends to refreshments during DealSource, in the Cleveland Browns Stadium.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception
 - Two complimentary conference registrations (\$700 value)
-

Notepad with Company Logo- \$3,000

GLCC attendees will take notes—have them use notepads with your logo emblazoned on the front.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception
- Two complimentary conference registrations (\$700 value)

DealSource (for sell-side investment bankers) - \$500

Registrants will enjoy the opportunity to visit with private equity firm members during eight pre-scheduled thirty minute meetings held in conjunction with the DealSource event, scheduled to be held in the Cleveland Browns Stadium.

Additionally, you will receive:

- Attendance for one at the Rock and Roll Hall of Fame Cocktail Reception.
 - One complimentary conference registration (\$350 value)
-

Capital Connection (for private equity firms) - \$1,250

The Capital Connection is the cornerstone of the GLCC—the event at which private equity firm members make themselves available to investment bankers, CFOs, attorneys, accountants, capital providers and other dealmakers.

Additionally, you will receive:

- Attendance for two at the Rock and Roll Hall of Fame Cocktail Reception
 - Two complimentary conference registrations (\$700 value)
-

SPONSOR Commitment Form

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

COMPANY NAME: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____

PRIMARY CONTACT

NAME: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
TELEPHONE: _____ **E-MAIL ADDRESS:** _____

MARKETING CONTACT (logos, profiles, ads):

NAME: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
TELEPHONE: _____ **E-MAIL ADDRESS:** _____

ADMINISTRATIVE CONTACT (attendees, shipping, materials):

NAME: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
TELEPHONE: _____ **E-MAIL ADDRESS:** _____

Please check your desired level of support here...

Platinum Sponsorship	\$15,000 (Subject to availability)
Gold Sponsorship	\$10,000 (Subject to availability)
Silver Sponsorship	\$5,000 (Subject to availability)
Tote Bags Sponsorship	\$7,500 (Limited to one)
Program Guide Sponsorship	\$5,000 (Limited to one)
Event Badge Lanyard Sponsorship	\$5,000 (Limited to one)
Capital Connection Refreshment Sponsorship	\$3,000 (Limited to one)
Event Notepad with Company Logo Sponsorship	\$3,000 (Limited to one)
DealSource Refreshment Break Sponsorship	\$3,000 (Limited to one)
Deal Source Table	\$ 500
Capital Connection Table	\$1,250

PAYMENT INFORMATION: American Express MasterCard Visa Check

Name as it appears on credit card: _____

Card Number: _____ **Exp date:** _____

Authorized Signature: _____