



2010 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 2010 GLCC, bring to this event.

The scope and potential of the 2010 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 Wednesday, September 8 and Thursday, September 9, 2009, ACG chapters in Cincinnati, Columbus, Cleveland, Detroit, Indianapolis, and Pittsburgh will join forces to stage the Great Lakes Capital Connection. This unique event will feature the following programs:

- A four-hour DealSource gathering at Cleveland Browns Stadium Wednesday afternoon, during which investment banking firms and private equity groups from the Great Lakes region and beyond will have the opportunity to meet for 20 minute conversations.
- A Sponsor Reception cocktail event at The Rock and Roll Hall of Fame early Wednesday evening with Private Equity Firms and Investment Bankers
- An opening breakfast program on Thursday morning at the main venue for the event, the Renaissance Hotel, on Public Square in Cleveland.
- A Thursday lunch program at the Renaissance Hotel, with a prominent guest speaker to be named later.
- Educational panel presentations on Thursday morning.
- A Capital Connection featuring both regional and national private equity firms.

We expect to host over 800 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.

2009 - PARTICIPANTS - 2009

Capital Connection Tables

3 Rivers Capital, LLC
AEA Investors LP
Aldine Capital Partners
Alliance Holdings, Inc.
Ancor Capital Partners

ACG Cleveland
M. Joan McCarthy, Chapter Executive
1120 Chester Ave., Ste. 470 ~ Cleveland, OH 44114-3514
phone 216.696.8484 ~ fax 216.696-2582 ~ email admin@acg-glcc.org



Ancor Capital Partners
Audax Group
BB&T Capital Partners
Bertram Capital
BlackEagle Partners, Inc.
Blue Point Capital Partners
Brantley Partners
Bridge Street Capital Partners, LLC
Brockway Moran & Partners, Inc.
Bush O'Donnell Capital Partners
Calvert Street Capital Partners
Capital For Business
Capital Partners
CapitalSouth Partners
CapitalWorks, LLC
Cardinal Equity Partners
CID Capital
Clearview Capital, LLC
Dorilton Capital
FdG Associates
Forsyth Capital Investors
Frontenac Company
Gen Cap America
Hadley Capital
Hammond Kennedy Whitney & Co., Inc.
Hanover Partners
High Street Capital
Huntsman Gay Global Capital
Huron Capital Partners, LLC
ICV Capital Partners
Industrial Opportunity Partners, LLC
JMH Capital



Key Principal Partners
Kirtland Capital Partners
KPN Advisors, LLC
Lake Capital
LBC Credit Partners
Lineage Capital
Linsalata Capital Partners
Lionheart Ventures
LLR Partners
MCM Capital Partners
Mid Oaks Investments, LLC
Midwest Mezzanine Funds
Milestone Partners
Morgenthaler
Nautic Partners, LLC
NewSpring Capital
Nicholas Charles Pritzker
PNC Equity Partners
PNC Mezzanine Capital
Primus Capital Funds
Prospect Partners LLC
Rockwood Equity Partners
Saw Mill Capital
Sentinel Capital Partners
Serent Capital
SFW Capital Partners
SFW Capital Partners
Sorenson Capital
South Franklin Street Partners
Spring Capital Partners, L.P.
Stonehenge Partners, Inc.
Summer Street Capital
Superior Capital Partners LLC



Svoboda Capital Partners, LLC
The Pritzker Group
The Riverside Company
Thompson Street Capital Partners
TSG Consumer Partners
Valor Equity Partners
Wafra Partners LLC
Waud Capital Partners
WHI Capital Partners
Wingate Partners
Winona Capital Management
Wynnchurch Capital

Deal Source Tables

Barnes Wendling .
BB&T Capital Markets
Brown Gibbons Lang
Bruml Capital Corporation
Candlewood Partners
Cleary Gull, Inc.
CM&D Capital Advisors
CMF Associates, LLC
Cohen Capital Advisors
Confluence Advisors LLC
Edgeview Partners
Harris Williams & Co.
Houlihan Lokey
KeyBanc Capital Markets
KPMG Corporate Finance LLC
Lazard Middle Market
LudlowWard Capital Partners
Mac Paran Consulting



MelCap Partners
Morgan Keegan & Company
Prestwick Partners, LLC
Private Capital Research LLC
Schneider Downs & Co., Inc.
Stephens Inc.
Stout Risius Ross Advisors LLC
Strategic Advisors, Inc.
Valufinder Group
W. Y. Campbell & Company
Western Reserve Partners

SPONSORSHIP OPPORTUNITIES

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



PLATINUM

Commitment Level: \$15,000 (1 sold - two available)

Payment Terms: \$7,500 due with Commitment Form
Balance paid by May 1, 2010

Benefits

- Line-of-business exclusivity within Platinum sponsorship category
- Right of first refusal for Platinum sponsorship of 2011 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 insert in GLCC Program Guide
- Six admissions to Rock and Roll Hall of Fame Cocktail Reception



GOLD

Commitment Level: \$10,000 (eight to be sold)

Payment Terms: \$5,000 due with Commitment Form
Balance paid by May 1, 2010

Benefits

- Line of business exclusivity within Gold sponsorship category
- Right of first refusal for Gold sponsorship of 2011 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 insert in GLCC Program Guide
- Four admissions to Rock and Roll Hall of Fame Cocktail Reception



SILVER

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



OTHER SPONSORSHIP OPPORTUNITIES

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 at 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 twelve pre-scheduled twenty minute meetings held in conjunction with the DealSource event at 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 (\$700 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)
-



Cincinnati • Cleveland • Columbus • Detroit • Indianapolis • Pittsburgh

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) (Sold)
Capital Connection Refreshment Sponsorship	\$ 3,000 (Limited to one) (Sold)
Notepad with Company Logo Sponsorship	\$ 3,000 (Limited to one)
DealSource Refreshment Break Sponsorship	\$ 3,000 (Limited to one) (Sold)
Capital Connection Table	\$ 1,250
Deal Source Table	\$ 500

PAYMENT INFORMATION: American Express MasterCard Visa Check

Name as it appears on credit card: _____

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

Authorized Signature: _____