

Great Lakes

ACG Capital Connection®

Cincinnati • Cleveland • Columbus • Detroit • Indiana • Pittsburgh • Western Michigan

CONNECT

September 19-20, 2012

Detroit Marriott at
the Renaissance Center
Detroit, Michigan



2012 GREAT LAKES ACG CAPITAL CONNECTION

SPONSORSHIP PROSPECTUS

Presented by

ACG® Cincinnati

ACG® Cleveland

ACG® Columbus

ACG® Detroit

ACG® Indiana

ACG® Pittsburgh

ACG® Western Michigan

ACG Detroit

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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 14,000 members from corporations, private equity firms, financing companies, and professional service firms representing Fortune 500, Fortune 1000, FTSE 100, and mid-market companies in 56 chapters in North America and Europe. Leaders at such 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, Indiana, Pittsburgh and Western Michigan brings the heartland of U.S. middle-market M&A together in one powerful and dynamic event. Imagine a collection of over 600 ACG members, over 80 private equity firms, and over 100 investment banking firms and other intermediaries. That's what the combination of the seven chapters, banding together to present the 2012 Great Lakes ACG Capital Connection, bring to this event.

The 2011 event, which was held in downtown Indianapolis, was again very popular and successful. The DealSource portion of the event consisted of 40 tables hosted by investment banking firms and the Capital Connection attracted 80 private equity firms resulting in a powerful networking event with actionable transaction discussions.

The scope and potential of the 2012 GLACGCC 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 GLACGCC happen this coming September in Detroit!



GLACGCC AGENDA OVERVIEW

On Wednesday, September 19 and Thursday, September 20, 2012, ACG chapters in Cincinnati, Columbus, Cleveland, Detroit, Indiana, Pittsburgh and Western Michigan will join forces to stage the Great Lakes ACG Capital Connection. This unique event will feature the following programs:

- A four-hour DealSource gathering Wednesday afternoon, during which both regional and national investment banking firms and private equity groups, will have the opportunity to meet for 20 minute conversations.
- A Sponsor Welcome Reception event early Wednesday evening with Private Equity Firms and Investment Bankers, along with other registered participants. This reception has grown to be one of the highlights of the conference.
- A breakfast program on Thursday morning at the main venue for the event, the Detroit Marriott, in downtown Detroit.
- A Thursday lunch program at the Detroit Marriott, with a Keynote Speaker.
- Educational panel presentations on Thursday and a Capital Connection featuring both regional and national private equity firms on Thursday.

We expect to host over 600 attendees at this event, consistent with years past.

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.



2011 PARTICIPANTS

Capital Connection Tables

AEA Investors
 Altus Capital Partners
 Bayside Capital
 BB&T Capital Partners
 Blue Point Capital Partners
 BNY Mellon-Alcentra Mezzanine
 Boathouse Capital
 Branford Castle, Inc.
 Caltius Mezzanine
 Capital For Business, Inc
 Capital Partners
 CapitalSouth Partners
 CapitalWorks, LLC
 Cardinal Equity Partners
 Centerfield Capital Partners
 Chicago Growth Partners
 CID Capital
 Clearview Capital LLC
 Cyprium Partners
 Diamond Equity Partners
 Dorilton Capital
 Element Partners
 Emigrant Capital Corporation
 Eos Partners
 Evolution Capital Partners, LLC
 Gen Cap America
 Greyrock Capital Group
 Hamilton Robinson Capital Partners
 Hammond Kennedy Whitney & Co., Inc.
 Hanover Partners
 Harren Equity Partners
 Herron Capital
 High Road Capital Partners
 Huron Capital Partners, LLC
 Imperial Capital Group Ltd.
 Kirtland Capital Partners
 Lake Capital
 Larsen MacColl Partners LP
 Lineage Capital, LLC
 Linsalata Capital Partners

LLR Partners
 LV2 Equity Partners
 Matri Holdings, Inc.
 Merit Capital Partners
 Mid Oaks Investments
 Midwest Mezzanine Funds
 Milestone Partners
 Moelis Capital Partners
 Monument Capital Partners
 Morgenthaler
 Northcreek Mezzanine
 Northstar Capital
 O2 Investment Partners
 Pflingsten Partners LLC
 PNC Equity Partners
 PNC Mezzanine Capital
 Primus Capital Funds
 Prospect Partners LLC
 Prudential Capital Group
 Resilience Capital Partners
 River Associates Investment, LLC
 Saw Mill Capital
 Sentinel Capital Partners
 Serent Capital
 Spring Capital Partners, L.P.
 Stonehenge Partners, Inc.
 Stonewood Capital Management, Inc.
 Summer Street Capital
 Superior Capital Partners LLC
 Svoboda Capital Partners, LLC
 Synalloy Corporation
 Taglich Private Equity
 The Riverside Company
 Thompson Street Capital
 Versa Capital Management, Inc.
 VMG Partners
 Wafra Partners LLC
 Watermill Group
 Weinberg & Bell Group
 Wingate Partners

DealSource Tables

Aegis Advisors
 Amherst Partners LLC
 BB&T Capital Markets
 Brown Gibbons Lang
 City Securities Corporation
 Clayton Capital Partners
 Cleary Gull, Inc.
 CMF Associates, LLC
 Duff & Phelps
 Edgeview Partners
 Fairmount Partners LP
 FIDUS Partners LP
 Grant Thornton
 Hilliard Lyons
 Houlihan Lokey
 KeyBanc Capital Markets

KPMG Corporate Finance LLC
 Lazard
 LCG Capital
 McColl Partners
 MelCap Partners, LLC
 Pathway Partners, Ltd.
 Periculum Capital Company, LLC
 Prestwick Partners, LLC
 Quarton Partners
 Raymond James & Associates, inc.
 Schneider Downs & Co., Inc.
 Stout Risius Ross Advisors LLC
 The Chapter Group
 Variant Capital Advisors LLC
 Western Reserve Partners



SPONSORSHIP OPPORTUNITIES

PLATINUM

Commitment Level: \$15,000

Payment Terms: \$7,500 due with Commitment Form
Balance paid by May 4, 2012

Benefits

- Line-of-business exclusivity within Platinum sponsorship category
 - For example, Accounting (**sold**), Banking (**sold**), Law Firm, etc.
- Right of first refusal for Platinum sponsorship for the 2013 Great Lakes ACG Capital Connection in Columbus
- Choice of sponsorship of 9/19 Welcome Reception, 9/20 breakfast or 9/20 lunch, (first come, first serve)
- Prominent logo recognition on signage at all events including the opening reception, 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
- Six complimentary conference registrations (\$2,100 value)
- Advance attendee list
- Advertising in program guide (full page ad) and table provided for company literature
- Opportunity to provide article for insert in GLACGCC Program Guide
- Six admissions to the Welcome Reception



GOLD

Commitment Level: \$10,000

Payment Terms: \$5,000 due with Commitment Form
Balance paid by May 4, 2012

Benefits

- Line of business exclusivity within Gold sponsorship category
- Right of first refusal for Gold sponsorship for the 2013 Great Lakes ACG Capital Connection in Columbus
- 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)
- Advance attendance list
- Advertising in program guide (half page ad) and table for company literature
- Opportunity to provide article for insert in GLACGCC Program Guide
- Four admissions to the Welcome 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)
- Advertising in program guide (quarter page ad) and table for company literature
- Two admissions to the Welcome Reception

**Flash drive with Company Logo – \$7,500**

All attendees will receive the attendee list on the flash drive with your logo.

Additionally, you will receive:

- Attendance for four at the Welcome Reception
 - Four complimentary conference registrations (\$1,400 value)
-

Program Guide Sponsorship – \$5,000

Reserve an entire page (back cover) of the GLACGCC 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 Welcome Reception
 - Two complimentary conference registrations (\$700 value)
-

Event Badge Lanyard – \$5,000 (sold)

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

Additionally, you will receive:

- Attendance for two at the Welcome Reception
 - Two complimentary conference registrations (\$700 value)
-

Capital Connection Refreshment Sponsor – \$3,000

Host refreshments during the Capital Connection.

Additionally, you will receive:

- Attendance for two at the Welcome Reception
- Two complimentary conference registrations (\$700 value)

**DealSource Refreshment Sponsor – \$3,000**

Treat your private equity and investment banking friends to refreshments during DealSource.

Additionally, you will receive:

- Attendance for two at the Welcome Reception
- Two complimentary conference registrations (\$700 value)

Notepad with Company Logo – \$3,000

Attendees take notes—have them use notepads with your logo on it.

Additionally, you will receive:

- Attendance for two at the Welcome 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.

Additionally, you will receive:

- Attendance for one at the Welcome Reception
- One complimentary conference registration (\$350 value)

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

The Capital Connection is the cornerstone of the GLACGCC—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 Welcome Reception
- Two complimentary conference registrations (\$700 value)

Call ACG Detroit at (877) 894-2754 for additional sponsor opportunities.



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
Flash Drive Sponsorship	\$ 7,500
Program Guide Sponsorship	\$ 5,000
Event Badge Lanyard Sponsorship	\$ 5,000
Capital Connection Refreshment Sponsorship	\$ 3,000
Notepad with Company Logo Sponsorship	\$ 3,000
DealSource Refreshment Sponsorship	\$ 3,000
Corporate Table Sponsor	\$ 3,000
Capital Connection Table	\$ 1,250
DealSource Table	\$ 500

PAYMENT INFORMATION: American Express MasterCard Visa Check

Name as it appears on credit card: _____

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

Security Code (3digit number on back): _____ **Authorized Signature:** _____

ACG Detroit

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