

ACG<sup>®</sup> Boston

# DEALFEST Northeast

THURSDAY, JUNE 6, 2024  
BOSTON CONVENTION & EXHIBITION CENTER

**SPONSORSHIP BROCHURE**

# ABOUT DEALFEST NORTHEAST

DealFest Northeast is the largest M&A block party in the northeast, bringing together **750+ middle-market deal professionals** — capital providers, intermediaries, transaction advisors and strategics — from all over the country to network, discover new partners, and identify untapped sources of dealflow.

The event kicks off with **DealSource**, by invitation only for capital providers & intermediaries, where 350+ attendees conduct one-on-one meetings, all prescheduled through DealSource Select's private online networking tool, making it the most efficient and concentrated way to source dealflow for the middle-market M&A community.

For those not participating in DealSource, there will be open, unreserved tables available in the Attendee Lounge for pre-scheduled or impromptu meetings with fellow attendees. Content sessions will also take place during the day.

At the end of the day, all attendees will come together for **DealFest**, where New England's top private equity & investment banking firms host and share the region's finest craft beers as attendees connect and strengthen their well-established networks of active investment community relationships, as well as create and build new relationships that can help source new quality investment opportunities.

## AGENDA

### Thursday, June 6, 2024

Boston Convention & Exhibition Center  
415 Summer St., Boston, MA 02210

- **9:00am - 10:00am:** Women of Leadership Breakfast
- **9:30am:** Registration, Buffet Breakfast & Attendee Lounge opens for all
- **10:00am - 4:00pm:** Deal Source (by invitation only for capital providers & investment banks)
- **11:00am - 12:00pm:** Speaker Session #1
- **12:00pm - 1:30pm:** Lunch & Networking in the Attendee Lounge
- **1:30pm - 2:30pm:** Speaker Session #2
- **3:00pm - 4:00pm:** Speaker Session #3
- **4:00pm - 7:00pm:** DealFest
- **7:00pm - 9:00pm:** Young Professionals After Party

*(All times shown in US Eastern)*

THE BIGGEST M&A BLOCK PARTY IN THE NORTHEAST

# SPONSORSHIP BENEFITS AT-A-GLANCE

	PREMIER	PLATINUM	GOLD	SILVER
Tickets to DealFest Northeast	10	8	6	4
Access to DealSource & ACG Access, the meeting scheduling tool	2 individuals	2 individuals		
Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)	•	•	•	•
Branded bar during DealFest reception	•			
Branded table in DealSource Meeting Room		Dependent on category selection		
Company profile & ad in digital guidebook (distributed to all attendees & available for download on the event website)	Full page color ad	Full page b&w ad	Half page color ad	Half page b&w ad
Discounted rate for additional DealFest attendees	•	•	•	•
Recognition on signage, event website, email blasts & social media	Prominent	•	•	•
Table in Attendee Lounge to display marketing materials, attendee giveaways, etc.	Prominent	Dependent on category selection	•	•
	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>

# SPONSORSHIP OPPORTUNITIES

## Premier Level

**\$12,500**

### BENEFITS

- Branded bar during DealFest reception: branding & table space at 1 of the 5 bars where PE & IB host firm beers will be served during DealFest reception.
- 10 tickets to DealFest Northeast
- Access to DealSource & ACG Access, the meeting scheduling tool, for 2 people
- Prominent recognition on signage, website, email blasts & social media
- Prominent table in Attendee Lounge (from 9:00am-4:00pm) to display marketing materials, attendee giveaways, etc
- Discounted rate for additional DealFest attendees
- Company profile & full page color ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

## Platinum Level

**\$10,000**

### Choose from 1 of the following industry exclusive options:

- DealSource (4 available): designated table for marketing & meetings in the DealSource room, among private equity firms & investment banks holding 1:1 meetings.
- Content Session (1 per session- 3 total available): sponsor of 1 of the 3 content sessions. Will work with ACG Boston to determine topic & speakers together. Includes table in Attendee Lounge (9:00am-4:00pm) for marketing materials, attendee giveaways, etc.

### ADD-ON (\$1500 Additional)

- ACG Access (1 available): sponsor of scheduling tool used by participating PE & IB firms to setup DealSource meetings. Sponsor branding within platform which launches 3 weeks prior to the event.

### BENEFITS

- Branded table for marketing materials, attendee giveaways, etc. (location dependent on category selection above)
- 8 tickets to DealFest Northeast
- Access to DealSource & ACG Access, the meeting scheduling tool, for 2 people
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & full page black & white ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

# SPONSORSHIP OPPORTUNITIES

## Gold Level

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**\$7,500**

### Choose from 1 of the following industry exclusive options:

- Lanyard Sponsor (1 available): Logo included on attendee badge lanyard
- Breakfast Sponsor (1 available): Signage as exclusive breakfast sponsor in Attendee Lounge (from 9:00am-4:00pm)
- Lunch Sponsor (1 available): Signage as exclusive lunch sponsor in Attendee Lounge (from 9:00am-4:00pm)
- Afternoon Snack Sponsor (1 available): Signage of afternoon snack sponsor in Attendee Lounge (from 9:00am-4:00pm)
- Specialty Coffee/Smoothie Station Sponsor (1 available): Signage as exclusive specialty beverage station sponsor in Attendee Lounge. Work with ACG Boston to choose preferred station.
- Women of Leadership breakfast (2 available): Sponsor and co-host of women's breakfast session (includes signage and opportunity for branded giveaway)
- Young Professionals After Party (2 available): Sponsor & co-host of young professionals after hours reception (includes signage and opportunity for branded giveaway)

### BENEFITS

- Table in Attendee Lounge (from 9:00am-4:00pm) for marketing materials, attendee giveaways, etc.
- 6 tickets to DealFest Northeast
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & half page color ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

## Silver Level

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**\$5,000**

### No exclusivity.

### BENEFITS

- Table in Attendee Lounge (from 9:00am-4:00pm) for marketing materials, attendee giveaways, etc.
- 4 tickets to DealFest Northeast
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & half page black & white ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)