



THE **PROFESSIONAL**
STANDARD
IN **MIDDLE MARKET TRANSACTIONS**

2017 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

DEAR VALUED M&A SOURCE PARTNER.

The M&A Source's 2017 Prospectus has been designed to provide you both á la carte sponsorship opportunities as well as packages that will provide you with year-round engagement. This is your resource to maximize your exposure to the most influential mid-market M&A intermediaries – those most engaged in the profession and committed to enhancing their businesses.

The following pages outline the various sponsorship opportunities offered, their levels, and the terms and conditions. We encourage you to read through the information to become familiar with the benefits available to you as an M&A Source sponsor.

Affiliation with The M&A Source provides invaluable professional networking opportunities and exposure for companies that service within the middle market intermediary arena. Being an M&A Source sponsor allows your company to meet new intermediaries and introduce your services to them in an educational and professional setting that is mutually beneficial.

Without such opportunities, relationship building would take more time, energy, and expense to develop. We encourage you to become a sponsor for the 2017 calendar year and demonstrate to intermediaries that you support them as well as our professional organization!

Regards,



Michael Camerota
Dealmakers Expo Chair
860-253-9087
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Jeff Swiggett
Sponsorship Chair
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QUICK FACTS ON THE M&A SOURCE:

- Largest international organization dedicated to lower middle market intermediaries.
- Represents over 300 cooperative intermediaries across the world.
- Established to promote members' professional development and interests to better serve their clients' needs.
- Hosts two conferences per year that average approximately 225 attendees each.

GOALS OF THE M&A SOURCE:

- To advance the members' deal making opportunities
- To advance the profession's practice standards by providing a wide array of programs
- To advance each member's personal growth opportunity through a variety of forums to exchange information and network and learn from one another

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The two M&A Source conferences are, without question, the most productive events of our year.

—Kyle Madden, KLH Capital

WHAT'S THE BIG DEAL?

Highest rated reasons people attend M&A Source Conferences:

#1 Dealmakers Expo #2 Networking



Harvard Business Review (Dec 2012) survey found that 85% of professionals think face-to-face meetings are essential to seal a business deal, and 95% view them as crucial to long-lasting business relationships.

79% of M&A Source Conference attendees agree that they made meaningful connections with PEGs at the Dealmakers Expo.

At recent Dealmakers Expos, on average, over 180 intermediaries and investment bankers brought 500+ deals to 45 PEGs.



350+ members worldwide

Members represent deals



\$1-50MM

Primary Industries Served

Manufacturing
Construction/Engineering
Wholesale/Distribution
Business Services
Healthcare
Consumer Products
IT/Software
Energy



M&A Source Conferences

Join us for sessions, networking and meeting the PEGs – over 15 sessions/workshops; over 200 attendees, 45+ PEGs

Spring Conference

May 8-11, 2017

Dallas/Addison Marriott
Quorum by the Galleria
Dallas, TX



Fall Conference

October 22-25, 2017

Green Valley Ranch
Las Vegas, NV



THE M&A SOURCE PARTNER PROGRAM

The M&A Source Partner Program offers sponsors a year-round opportunity to bundle their participation in membership, advertising, and events into one straight-forward package. Being a Platinum, Gold, or Silver Partner provides new and enhanced ways of bringing your message to The M&A Source community throughout one calendar year, while saving you time and money. Review the grid below for the benefits of each package.

Benefit	Platinum	Gold	Silver
	\$15,000	\$10,000	\$5,000
Individual Annual Membership	Included	Included	Included
Exclusive Conference Branding	Luncheon sponsor at Spring and Fall conferences, including five (5) minutes of speaking time. Sponsor can select the day; show management to select food and beverage items.	Lanyard sponsor at one conference. Sponsor selects Spring or Fall conference.	
Logo Featured in Weekly E-News (includes link to your homepage)	Two (2) editions per year	One (1) edition per year	
Workshop Sponsor (includes branded signage)	One (1) per conference	One (1) per conference	One (1) per conference
Sidebar Ad on The M&A Source Homepage	Twelve (12) months	Six (6) months	Three (3) months
Exclusive E-blast to M&A Source Membership (Sponsor to provide content.)	Three (3) per year	Two (2) per year	One (1) per year
Exhibit Table in Dealmakers Expo	One (1) per conference	One (1) per conference	One (1) per conference
Conference Registrations	Two (2) per conference	One (1) per conference	One (1) per conference
Webinars	Recognized on six (6) Webinars	Recognized on four (4) Webinars	Recognized on two (2) webinars
Banner Ad in The M&A Source Newsletter	Eight (8) per year	Four (4) per year	Two (2) per year

Create
Your Own
Sponsorship

Have a unique idea and want us to consider including it as a sponsorship? Contact us and let our team put together something special just for you!
Contact sales@masource.org for more information.

MARKETING OPPORTUNITIES

The M&A Source newsletters and e-mail blasts reach an audience of nearly 11,000 M&A professionals worldwide

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I found three PEGs interested in a client; found a deal maker to take over a client that is geographically undesirable for me, and received input and ideas from other conference attendees that are helpful to my practice.

—2015 Dealmakers Expo Attendee

Weekly E-News Ad

Exposure in The M&A Source Weekly E-News will keep your company's name top of mind long after the conferences. Your logo and company description will appear in the top half of the message, which will be distributed to nearly 11,000 M&A professionals all over the world.

Email sales@masource.org for specifications.

12 Months - \$6,000	9 Months - \$3,750	6 Months - \$2,500
3 Months - \$1,500	1 Month - \$500	

Month-long Newsletter Ad – \$350 per newsletter

The M&A Source monthly e-newsletter, *The Bridge*, will give you ongoing exposure to M&A dealmakers. Ad will be 380x250 pixels in the body of the newsletter. Location within the newsletter is determined by The M&A Source.

Ad on Homepage of the M&A Source Website

Create a 170x250 pixel ad for The M&A Source's homepage, which can be found at www.masource.org. This ad is linked to your own website to drive traffic to your site and drive your brand awareness among our members.

12 Months - \$2,250	9 Months - \$2,000	6 Months - \$1,125
3 Months - \$650	1 Month - \$250	

E-mail Blast – \$500 per email

Send a dedicated e-mail blast to the M&A Source membership with your own messaging and branding. Maximum word count of 500. Limited to four emails per organization per year and only one email per quarter.

Onsite Guide Advertising

The M&A Source produces a paper onsite guide for each conference that is distributed to each attendee. Call attention to your organization by placing an ad - half-page or full-page. Sponsor to provide the graphic; location within the onsite guide is determined by The M&A Source.

Inside Front/Inside Back Cover - Full Color (7.5"x10") - \$750

Full page ad - Black & White (7.5"x10") - \$500

Half page ad - Black & White (7.5"x4.75") - \$250

Social Media Blast – \$175

Craft one (1) 140-character message or giveaway that The M&A Source will send to all social media followers, which include 900 on Twitter, over 1,800 on LinkedIn, plus our Facebook audience. Gain online brand recognition up to once a quarter through this affordable sponsorship option! Image and video posted also available.

CONFERENCE SPONSORSHIP OPPORTUNITIES

Conference sponsors receive recognition on all conference signage, pre/onsite/post-conference communications, conference web pages, acknowledgement at the general session, and will receive a conference attendee list. These conference sponsorships do not include a table in the Dealmakers Expo; please see page 8 for exhibiting information.

Luncheon Sponsor - \$5,000

Sponsor the main meal of the conference day for optimum brand exposure!

By hosting a lunch, your branded signage will be prominently placed throughout the meal room, your literature on the lunch tables or handed out as conference attendees walk into the meal room by The M&A Source staff, and five (5) minutes of stage time to address the crowd. Show management to select the food and beverage items.

Conference Padfolio - \$3,000

Showcase your logo on a stylish notebook that is placed in all attendee conference bags.

Conference Lanyard - \$1,800

Every attendee will be wearing your logo prominently when you sponsor the conference lanyard, which is required for all conference name badges.

Conference Bag - \$3,500

Broadcast your brand to the world with your logo on the official attendee conference bag, which will be carried for years to come. Show management will provide bag design options from which the sponsor can select.

Breakfast Sponsor - \$2,000

Everyone needs their morning fuel! Host a breakfast with your branded signage, your literature on the breakfast tables or handed out as conference attendees walk into the meal room by The M&A Source staff, and five (5) minutes of stage time to address the crowd. Show management to select the food and beverage items.

Sweet Treat Station - \$1,500 per day or \$2,750 for two days

Host a sweet treat during an afternoon break on your choice of conference day. Recognition near the break location with the ability to meet and greet attendees. The M&A Source (@MAsource) tweet announcement invites attendees onsite and announces your organization as the sponsor. Show management to select food and beverage items.

Conference Wi-Fi Coverage - \$15,000

Provide attendees with the connectivity they crave! This exclusive sponsorship will allow your logo to be placed front and center on all conference marketing materials, including all conference webpages, all conference email correspondences, all onsite signage, branded tent cards on all tables at each meal, one exclusive e-blast to The M&A Source membership, and a full-page ad in the conference onsite guide.

Reception Sponsor- \$8,500

Unwind and network with conference attendees during your sponsored evening reception. The M&A Source will create the party aligned with your selected theme and branding. Sponsorship includes one email invitation to all attendees in advance of the conference, signage at the reception, and promotion in the conference guide. Co-sponsorships are available to share the cost. Show management to select the location and food and beverage items.

Flash Drive - \$2,000

Sponsor to provide electronic advertisement and/or PowerPoint presentation on their organization to be loaded on a flash drive that also contains The M&A Source conference materials, like workshop presentations, which all attendees receive in their official conference bag.

Reception Table Sponsor- \$1,200

Recognition near the food and beverage area with the ability to meet and greet attendees. Show management to select food and beverage items.

Leadership Meeting - \$1,000

Send up to two (2) representatives of your organization to join The M&A Source's leadership during their semi-annual strategy session. Branded signage will be placed at the entryway to this meeting to showcase your involvement.

Charging Station - \$1,000

A charging station lets attendees power up their mobile devices when their power is running low onsite. Branding and video trailer available upon request; contact sales@masource.org for additional information and pricing on these exciting add-ons.

Conference Bag Insert- \$300

Deliver your message or branded item directly to attendees with a promotional insert in the official attendee conference bag.

DEALMAKERS EXPO

Providing PEGs and Service Providers Direct Middle Market Deal Flow from over 200 Intermediaries and Investment Bankers

If you are a private equity firm seeking to invest in businesses valued between \$1-50 million, don't miss this opportunity to participate in The M&A Source Dealmakers Expo and connect with hundreds of intermediaries. Service Provider companies are also invited to participate to showcase their services to intermediaries.

The Dealmakers Expo attracts experienced M&A intermediaries who are eager to share deal flow and build relationships in an efficient face-to-face venue.

The personal connections and relationships you form with intermediaries at the Dealmakers Expo will save you time, money and energy as they bring deal flow at the conference and year-round.

Showcase your investment capital, products, and services to M&A Source conference attendees by purchasing a table in the Dealmakers Expo. This one-day event within the conference will allow you to mix and mingle with over 200 attendees; don't miss this opportunity to grow your M&A network.

Exhibiting Fees

Spring Conference

- On or Before March 15, 2017 \$1,495
- March 16 - April 19, 2017 \$1,795
- After April 19, 2017 \$2,495

Fall Conference

- On or before September 21, 2017 \$1,495
- September 22 - October 25, 2017 \$1,795
- After October 25, 2017 \$2,495

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I had two deals and found PEGs that were interested in pursuing each deal while at the Dealmakers Expo.

—2015 Dealmakers Expo Attendee

Securing your place in the Dealmakers Expo entitles you to the following:

- Table with two (2) chairs
- One (1) conference registration
- Additional registrations available for discounted rate of \$250/additional employee
- Tabletop logoed signage
- Inclusion in The M&A Source Onsite Guide
- Ability to set-up floor-supported signage, tablecloth, literature, etc. so long as it fits within a 6'x6' space.

PEG PROFILE



All PEGs exhibiting at the Dealmakers Expo are required to complete this PEG Profile for the onsite guide, which is printed and distributed to each conference attendee.

Please email this completed form with your organization's logo (in EPS, AI, or PDF file formats only) to sales@masource.org.

Company Name: _____

Address: _____

Website: _____

Link to Portfolio Companies: _____

Phone: _____

Company Description: _____

Acquisition Criteria

(For Platform Investments Only)

EQUITY INVESTMENT	(\$ millions)
Min	_____
Max	_____
REVENUE	(\$ millions)
Min	_____
Max	_____
EBITDA	(\$ millions)
Min	_____
Max	_____
ENTERPRISE VALUE	(\$ millions)
Min	_____
Max	_____

Industries of Interest

- _____
- _____
- _____
- _____
- _____

Transaction Types

- _____
- _____
- _____
- _____
- _____

Add-on Categories Sought

- _____
- _____
- _____
- _____
- _____

Attendee(s)

Name: _____

Title: _____

Email: _____

Attendee Bio (limited to 150 words): _____

READY TO GET INVOLVED

READY TO EXHIBIT?

Follow this link to complete your online exhibitor contract and submit payment information.

<http://bit.ly/2ibaRFb>

READY TO SPONSOR?

Follow this link to complete your online sponsorship contract and submit payment information.

<http://bit.ly/2hTh1w3>

WHAT IS THE M&A SOURCE?

The association is organized and operated to promote members' professional development to better serve their clients' needs, and to maximize public awareness of services performed by intermediaries and ancillary advisors who facilitate solutions available for lower middle market merger and acquisition transactions.

The M&A Source was established in 1992 to address the challenges faced by merger and acquisition professionals. This international organization currently has more than 300 M&A dealmakers and related professionals.

The goals of the M&A Source are:

- To advance the members' deal making opportunities.
- To advance the profession's practice standards by providing a wide array of programs.
- To advance each member's personal growth potential through a variety of forums whereby members exchange information and learn from one another.



HOW CAN WE HELP YOUR BUSINESS?

Being successful in business means connecting your clients to your products and/or services. The M&A Source is here to help you create a strong network and expand your circle of influence into the lower middle market community through various marketing opportunities to meet your needs. We look at the possibilities as a whole that fit your sales objectives and increase your contact base.

NEED ADDITIONAL INFORMATION?

Contact sales@masource.org or call 404.47.5815!

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Knowing of a private equity group and knowing someone at a private equity group makes a world of a difference. PEGs are busy and will give your deals more attention if they know you. If they trust you, then there's a better opportunity to communicate on a more meaningful level. The Dealmakers Expo and The M&A Source Conference in general provides the opportunity to build these relationships.

—2015 Dealmakers Expo Attendee