

ACG NEW YORK & THE M&A ADVISOR PRESENT:

# THE ART OF THE DEAL

THE 2<sup>nd</sup> ANNUAL  
ACG NEW YORK CHAMPION'S AWARDS

SOTHEBY'S - NEW YORK, NY - JUNE 12, 2012



**ATTENDANCE, ADVERTISING  
AND  
SPONSORSHIP OPPORTUNITIES**

  
THE M&A ADVISOR

  
ACG New York

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# THE ART OF THE DEAL

THE 2<sup>nd</sup> ANNUAL ACG NEW YORK CHAMPION'S AWARDS GALA

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## RECOGNIZING NEW YORK'S BEST DEALMAKERS



Now in its second year, the 2012 ACG New York Champion's Awards will recognize and honor New York's leading firms driving middle market growth, the top transactions, services and deal-maker of the year.

All firms conducting M&A transactions in the greater New York market were eligible to enter. Firms with offices in New York, individuals active in New York and transactions conducted between April 1, 2011 and March 30, 2012 with a transaction value over \$5 million qualified. Entrants will be evaluated by an independent judging panel of industry experts in the following award categories:

- > Middle-Market Deal of the Year
- > Corporate/Strategic Acquisition of the Year
- > Cross-Border Deal of the Year
- > Sector Deals of the Year
- > Professional Services Firms of the Year
- > M&A Product/Service of the Year
- > Deal-maker of the Year
- > Corporate Merger of the Year

## CELEBRATING THE WINNERS



The Winners will be announced at "The Art of The Deal" Awards Gala at the renowned auction house, Sotheby's in New York on June 12, 2012. Awards finalists, invited guests and sponsors will celebrate the New York M&A market leaders with a cocktail reception and formal dinner in the private setting of an exclusive Art installation on the Sotheby's auction floor.

MandA.TV LeaderBoard Wine Reception	6:00 – 6:30 pm
Awards Gala Cocktail Reception	6:30 – 7:30 pm
Awards Gala Dinner	7:30 – 9:30 pm

## HONORING BURT ALIMANSKY, CEO, CAPITAL ROUNDTABLE



Join us in honoring Burt Alimansky, CEO, Capital Roundtable the recipient of the **2012 Peter Hilton Founder's Award** in recognition of his industry achievements and valuable contribution to the ACG New York Chapter.

PRESENTED BY



IN ASSOCIATION WITH



EST. 1744

## II. ATTENDANCE, ADVERTISING AND SPONSORSHIP

For industry leading companies who wish to achieve maximum exposure prior to, at and post event we have developed a range of visibility opportunities.

### A. Awards Gala Tickets

Registration is available in both single ticket and multiple ticket packages.

Purchase Period	ACG NY and M&A LINKS Member Rate	Non Member
Regular Registration Until May 31	Individual - \$350	Individual - \$395
	Table of Ten - \$3200	Table of Ten - \$3600
Late Registration After May 31	Individual - \$495	Individual - \$495

Attendance is limited to a maximum of 300 participants.

### B. Awards Gala Journal/Program Advertising

There are several format, size and placement options available in the Awards Journal. You may provide your own artwork or choose from available designs that we will personalize with the desired name and/or company identification.

#### ADVERTISEMENT SIZES

#### RATES

#### SIZE SPECS

#### Corporate Advertisements

Back Cover Full Page Color	\$3,000 per insertion	5" wide x 8" high
Inside Cover Full Page Color	\$2,500 per insertion	5" wide x 8" high
Full Page Color	\$2,000 per insertion	5" wide x 8" high
1/2 Page Color	\$1250 per insertion	5" wide x 4" high
1/4 Page Color	\$750 per insertion	5" wide x 2" high
Business Card	\$500 per insertion	2.5" wide x 2" high

#### ARTWORK REQUIREMENTS AND DEADLINE

High-resolution camera-ready artwork, minimum of 300dpi, is to be provided as a PDF file via email to: [info@maadvisor.com](mailto:info@maadvisor.com).

**The deadline for artwork is 12 noon Friday June 1.** If you have any questions regarding your advertisement call us at 718-997-7900.

## C. Awards Gala Sponsorship Packages

### 1. Platinum Alliance Sponsorship

- I. **Category Exclusive Sponsorship.** All Platinum Sponsors will receive category exclusive positioning as an Alliance partner.
- II. **Invitation to exclusive VIP Sotheby Wine Tasting Reception.** Sponsor will receive invitation for 10 to attend an exclusive private Sotheby's Wine Tasting Reception prior to the Gala.
- III. **Awards Gala passes for 10.** Sponsor will receive complete Awards attendance registration for 10 company representatives or guests with guaranteed "premium position" Table at the Awards Gala.
- IV. **Networking Exhibit Display.** Sponsor will receive a prominent exhibit space and display table to promote your company in the networking/reception area at the Awards Gala.
- V. **Corporate Showcase.** The sponsor company will receive the following benefits:
  - a. **Awards Presenter** - The sponsor representative will be introduced by the Master of Ceremonies and the representative will present three of the top awards of the evening.
  - b. **Company profile in the Event Journal** – 150-word profile in the Journal
- IV. **Advertising and Media Relations.** Sponsor will receive the following benefits:
  - a. **Two Page Full Color Ad.** Prominent placement of a two-page color ad in the Awards Journal
  - b. **\$7500 M&A Advisor Advertising Media Credit.** Can be used for: M&A Alerts™ advertising or "M&A Advisor Recommends" Direct Emails to M&A Advisor network
  - c. **Feature as a Platinum Alliance partner:**
    - in all available communication, print and online, pre/during/post event following the execution of sponsorship agreement
    - on awards website with a direct link to the Sponsor website
    - on all event signage

**Sponsorship Package - \$20,000**

## 2. Gold Sponsorship

- I. **Awards Gala passes for 5.** Sponsor will receive complete Awards attendance registration for 5 company representatives or guests with guaranteed “premium position” Table at the Awards Gala.
- II. **Invitation to exclusive VIP Sotheby Wine Tasting Reception.** Sponsor will receive invitation for 5 to attend an exclusive private Sotheby’s Wine Tasting Reception prior to the Gala.
- III. **Networking Exhibit Display.** Sponsor will receive a prominent exhibit space and display table to promote your company in the networking/reception area at the Awards Gala.
- III. **Advertising and Media Relations.** Sponsor will receive the following benefits:
  - a. **One Page Full Color Ad.** Prominent placement of a one-page color ad in the Awards Journal
  - b. **\$2500 M&A Advisor Advertising Media Credit.** Can be used for: M&A Alerts™ advertising or “M&A Advisor Recommends” Direct Emails to M&A Advisor network
  - c. **Feature as a Gold Sponsor partner:**
    - in all available communication, print and online, pre/during/post event following the execution of sponsorship agreement
    - on awards website with a direct link to the Sponsor website
    - on all event signage

**Sponsorship Package - \$10,000**



### 3. Silver Alliance Sponsorship

- I. **Awards Gala passes for 3.** Sponsor will receive complete Awards attendance registration for 3 company representatives or guests with guaranteed “better position” Table at the Awards Gala.
- II. **Invitation to exclusive VIP Sotheby Wine Tasting Reception.** Sponsor will receive invitation for 3 to attend an exclusive private Sotheby’s Wine Tasting Reception prior to the Gala.
- III. **Networking Exhibit Display.** Sponsor will receive a prominent exhibit space and display table to promote your company in the networking/reception area at the Awards Gala.
- IV. **Advertising and Media Relations.** Sponsor will receive the following benefits:
  - a. **Half Page Full Color Ad.** Half page color ad in the Awards Journal
  - b. **\$500 M&A Advisor Advertising Media Credit.** Can be used for: M&A Alerts™ advertising or “M&A Advisor Recommends” Direct Emails to M&A Advisor network
  - c. **Sponsor Advertising.** Feature as a Silver Sponsor partner:
    - in all available communication, print and online, pre/during/post event following the execution of sponsorship agreement
    - on awards website with a direct link to the Sponsor website
    - on all event signage

**Sponsorship Package - \$5,000**





## 5. Champagne Toast Sponsorship

- I. **Invitation to exclusive VIP Leaderboard Reception.** Sponsor will receive invitation for 5 to attend an exclusive private Reception prior to the Gala
- II. **Awards Gala passes for 5.** Sponsor will receive complete Awards attendance registration for 5 company representatives or guests with guaranteed “premium position” Table at the Awards Gala.
- III. **Champagne Toast Host.** Sponsor will be introduced as the Host Company of the Champagne Toast, make a presentation of up to 2 minutes and toast the Finalists and Winners from the stage.
- IV. **Networking Exhibit Display.** Sponsor will receive a prominent exhibit space and display table to promote your company in the networking/reception area at the Summit.
- V. **Corporate Showcase.** The sponsor company will receive a Company profile in the Event Journal -150 word profile in the Journal as an “M&A Advisor Recommends” featured firm.
- VII. **Advertising and Media Relations.** Partner will receive
  - a. **One Page Color Ad.** Prominent placement of a one-page color ad in the Awards Journal
  - b. **Sponsor Advertising.** Feature in all available communication, print and online, pre/during/post event following the execution of sponsorship agreement including on Summit and Awards website and on all event signage
  - c. **\$3500 M&A Advisor Advertising Media Credit.** Can be used for M&A Alerts™ advertising or “M&A Advisor Recommends” Direct Emails to M&A Advisor network

**Sponsorship Package Cost: Exclusive Sponsor - \$12,500**



## 7. Friend Sponsorship

- I. **Awards Gala pass for 2.** Sponsor will receive complete Awards Gala Ticket for 2
- II. **Advertising and Media Relations.** Sponsor will receive the following advertising benefits:
  - a. **One Quarter Page Ad.** Prominent placement of a quarter page color ad in the Awards Journal
  - b. **Sponsor Advertising.** Feature as a Friend:
    - in all available communication, print and online, pre, during and post event following the execution of sponsorship agreement
    - on the awards website with a direct link to the Sponsor website
    - on the event signage

**Sponsorship Package Cost - \$3,000**

### III. CONTACT US

For more information about how to maximize your company's visibility at The 2012 ACG New York Champions Awards contact:

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