

THE M&A ADVISOR PRESENTS



## 2014 INTERNATIONAL FINANCIAL FORUM

FEATURING: 2014 DEALMAKER'S AWARDS

IN PARTNERSHIP WITH BLOOMBERG & FOREIGN AFFAIRS

OCTOBER 21/22, 2014 | LONDON, UK

# Sponsorship & Advertising Opportunities



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## TABLE OF CONTENTS:

I.	INTRODUCTION.....	3
II.	SPONSORSHIP.....	4
	A.Symposium Sponsorship Packages.....	4
	B.Awards Ceremony Sponsorship Packages.....	5
III.	ADVERTISING.....	6
IV.	CONTACT INFORMATION.....	7

## I. INTRODUCTION

Since 2000, The M&A Advisor has been recognizing and celebrating leading dealmakers, firms and transactions with its annual awards programs in the United States.

The 2014 International Financial Forum was formed to bring together 250 of the world's most active m&a, restructuring and financing dealmakers and other market experts for a unique transformational experience. The Summit will feature keynote addresses, conversations between major media and leading dealmakers, and stalwarts roundtable sessions, the agenda for the "thought leadership" symposium will highlight UK and European Distressed Investing, Cross Border M&A and the Geopolitics of Dealmaking.

The delegates and faculty in attendance will include Executive Management; Principals; Directors and Partners of UK, European, and international firms including private equity, hedge fund, family offices, and institutional investors; investment banking advisors; corporate strategic acquirers; legal advisors; consultants; political influencers and policy makers; academics; and the major global business media.



The 2014 Dealmakers Awards will recognize the leading Transactions, Restructurings, Deal Financings, Products and Services, Firms, and Dealmakers from the UK and Europe. The Awards Ceremony provides an opportunity for award recipients, firm leaders, and invited guests to celebrate the winners' outstanding achievements and interact with true industry stalwarts and a select number of exhibiting sponsors in a formal and festive atmosphere. To follow is a preview of the agenda:

### **Tuesday, October 21<sup>st</sup> 2014**

**6:00 – 7:30 pm      Advisory Council's Reception**

### **Wednesday, October 22<sup>nd</sup> 2014**

**7:45 – 4:30 pm      International Financial Forum Symposium**

- Cross Border M&A Sessions
- Geo-Politics of Dealmaking Sessions
- Distressed Investing and Restructuring Sessions

**4:30 - 6:15 pm      Keynote Address and Dealmakers' Awards Ceremony**

**6:15 - 7:30 pm      Closing Cocktail Reception**





## II. SPONSORSHIP

The M&A Advisor has designed a range of sponsorship programs to provide maximum visibility and interaction for participating firms featuring pre-event, on-site and post event benefits.

### A. SYMPOSIUM SPONSORSHIP PACKAGES

#### Symposium Session and Published Report - £17,500

- Publication of exclusive report by M&A Advisor editorial team and distribution of report to 300,000 M&A professionals and business news media
- Company name and/or logo featured as Sponsor on all event communication campaign materials
- Introduction of session on-stage by company representative
- 3 Symposium attendees
- Collateral material distribution
- 2 Page Ad and corporate profile in Summit Book

#### Symposium Session - £10,500

- Exclusive Symposium Session Sponsor featured pre-event and onsite
- Company name and/or logo featured as Sponsor on all event communication campaign materials
- Introduction of session on-stage by company representative
- On-Screen signage featuring Symposium Session sponsor
- 2 Symposium attendees
- Collateral material distribution
- 1 Page Ad and Corporate Profile in Summit Book

#### Luncheon Host - £8,500

- Feature as Luncheon Host Sponsor on-site and in all communication materials
- Company name and/or logo featured as Sponsor on all event communication campaign materials
- Banner featuring Luncheon Host Sponsor
- 2 Symposium attendees
- Collateral material distribution
- 1 Page ad and corporate profile in Summit Book



Sam Zell, Chairman, Equity Group Investments (and the creator of the REIT) at the 2013 Emerging Leaders Summit sharing his vision for the need to increase philanthropic giving to educational institutions



Brazilian Vice President Michel Temer and Ambassador Antonio Patriota at The M&A Advisor's 2014 International Financial Forum (New York)

## B. AWARDS CEREMONY SPONSORSHIP PACKAGES

### Awards Exhibitor - £5,500

- Awards Ceremony Exhibition Table to promote firm achievements and/or capabilities
- Company name and/or logo featured on all event communication campaign materials
- Feature of Company name and/or logo on all on-site materials
- 1 International Financial Forum Pass (includes Awards Ceremony)
- 1 Page Ad and Corporate Profile in Summit Book

### Awards Patron - £3,500

- Company name and/or logo featured on all event communication campaign materials
- Feature of Company name and/or logo on all on-site materials
- 1 International Financial Forum Pass (includes Awards Ceremony)
- 1/2 Page Ad and Corporate Profile in Summit Book

### MandA.TV Presenting Sponsor

- Company Featured as Presenting Sponsor of MandA.TV on all Session and Interview Recordings
- Logo Featured on Symposium Session Backdrop or Interview Backdrop
- MandA.TV sponsorship can be added to any sponsorship package for an additional £10,000



ACG New York President, Martin Okner, CEO, SH Martin and Co. (a past 40 Under 40 Award Winner) welcoming guests to the M&A Advisor and ACG New York's annual Champions Awards Gala



Bloomberg TV and Radio Anchor Carol Massar interviewing Wilbur L. Ross, Chairman, WL Ross and Co. at the annual Distressed Investing Summit in Palm Beach Florida

### III. ADVERTISING

The finalists of the Inaugural Dealmakers Awards can be showcased in the International Financial Forum Journal, a full color 8.5 x 11' keepsake, which is distributed to the over 250 symposium delegates and awards ceremony guests. **And, an electronic copy of the journal** will be distributed to our entire constituency and business media.

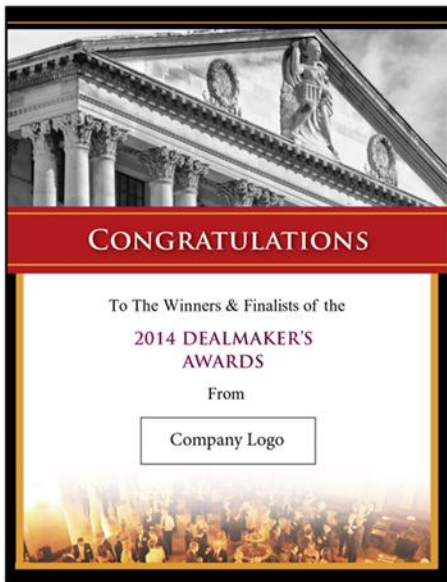
The journal provides a great high profile opportunity for companies, families and friends to recognize and congratulate the finalists, and for firms to promote their companies to all the finalists and their guests. There are several format, size and placement advertisement options available.

#### A. ADVERTISEMENT OPTIONS

You may provide your own advertisement artwork material - [CLICK HERE](#) to see examples of congratulatory and corporate advertisements from previous The M&A Advisors Summit Journals, or The M&A Advisor will create an advertisement for you featuring a company logo or transaction name/individual name and a personalized message.

To follow are examples of congratulatory advertisement design options that can be created for your company and/or a specific award winner/finalist by The M&A Advisor design team:

FULL PAGE



HALF PAGE



QUARTER PAGE



#### B. ADVERTISEMENT SIZES, POSITIONING AND RATES

Advertisement	Rates	Size
Inside Front Cover, Full Page Color	£3,500 per insertion	8.3" wide x 11.7" high
Inside Back Cover, Full Page Color	£3,000 per insertion	8.3" wide x 11.7" high
Outside Back Cover, Full Page Color	£4,000 per insertion	8.3" wide x 11.7" high
Full Page Color	£2,000 per insertion	8.3" wide x 11.7" high
1/2 Page Color	£1,250 per insertion	8.3" wide x 5.85" high
1/4 Page Color	£1,000 per insertion	8.3" wide x 2.93" high

#### C. ADVERTISEMENT BOOKING

To book an ad please [CLICK HERE](#) to download the order form.

## D. DEADLINES

The booking deadline for your advertisements is **October 3**. The final ad placement and material deadline is **Friday, October 10**.

## V. CONTACT INFORMATION

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