



PARTNERSHIP  
PROGRAM  
PROSPECTUS  
2013



## THE MIDDLE MARKET

Middle-market dealmaking sustains and grows the economy throughout the world. Working with deals from \$5 million to \$1 billion, this is where the bulk of business transactions take place. ACG members support deals from all sides, from advisors to bankers to private equity professionals. All members play a critical role in helping grow and expand businesses.



From 1995-2009, private capital had a large impact on the U.S. economy:

- Private capital-backed companies grew jobs by 81.5%, while all other companies in the U.S. economy grew jobs by 11.7%
- Private capital-backed companies grew sales by 132.8%, while all other companies in the U.S. economy grew sales by 28.0%
- Middle-market private capital-backed companies created more than twice the amount of new jobs (339,909) than any other employment stage
- Private capital-backed companies had more annual relative growth every year except one compared to the general U.S. economy

Source: [www.GrowthEconomy.org](http://www.GrowthEconomy.org)



# ABOUT THE ASSOCIATION FOR CORPORATE GROWTH



Association for Corporate Growth

## Driving Middle-Market Growth®

ACG's 14,000+ members include professionals from private equity firms, corporations and lenders that invest in middle-market companies, as well as from law, accounting, investment banking and other firms that provide advisory services. Founded in 1954, ACG is a global organization with 58 chapters. ACG drives middle-market growth. Learn more at [www.acg.org](http://www.acg.org).

ACG members value learning best practices from thought leaders and participating in networking events where they can grow relationships and make important connections to help their businesses. ACG Global provides these services and maintains a high level of member satisfaction. Become involved and engaged to truly take advantage of all that ACG has to offer.

### ACG MEMBERS AND STAKEHOLDERS SEEK

- Private Equity Groups
- Intermediaries and Investment Banks
- C-Suite Executives
- Lenders
- Business Valuation and Due Diligence Services
- Software Solutions
- Virtual Data Rooms
- Information Services
- Accounting and Auditing Services
- Legal Services
- Real Estate Services
- Wealth Services
- Executive Recruitment





# ACG GLOBAL PARTNERSHIP



*ACG is a leader in providing value to, and advocacy for, the private capital industry, and we are pleased to support and be an active participant in its efforts. We believe that the Duane Morris/ACG relationship is mutually beneficial, showcasing Duane Morris's private equity knowledge and experience while providing ACG members with timely thought leadership on issues affecting the private capital industry.*

*George J. Nemphos  
Chair of the Corporate Practice Group  
Duane Morris LLP*



ACG's Global Partnership Program is based on developing strategic relationships with organizations serving the middle-market. Each ACG partner receives a customized partnership package with marketing benefits across the association's portfolio of efficient and effective face-to-face events, thought leadership platforms and member programs. Through this exposure, partners have access to the ACG community of executive decision-makers in corporate growth, corporate development, mergers and acquisitions.

ACG's partnerships are accomplished through the alignment of each partner's goals with the strategic pillars of ACG:

- **Local Community, Global Reach™** - Enhance global presence to facilitate member business relationships
- **Diverse Needs, Targeted Services<sup>SM</sup>** - Serve diverse member needs useful products and services
- **Private Capital, Public Good<sup>SM</sup>** - Provide strong voice for middle-market private investment
- **Access Anytime, Business Anywhere<sup>SM</sup>** - Facilitate business connections via technology

#### PARTNERSHIP LEVELS

- Official Sponsor of Growth® (OSG)
- Growth Leader
- Growth Champion
- Growth Supporter

#### PARTNERSHIP COMPONENTS

##### Face-to-Face Connections

- InterGrowth®
- The Middle-Market Growth Policy Summit
- EuroGrowth®

##### Thought Leadership

- Middle Market GROWTH<sup>SM</sup>  
Digital Communications
- Webinars, Executive Programming,  
White Papers
- Special Projects

#### PARTNERSHIP ACCESS

- Customized access to ACG community
- Opportunity to contribute educational content and enhance your position as an industry thought leader
- Amplified exposure through ACG communication channels

##### Brand Exposure

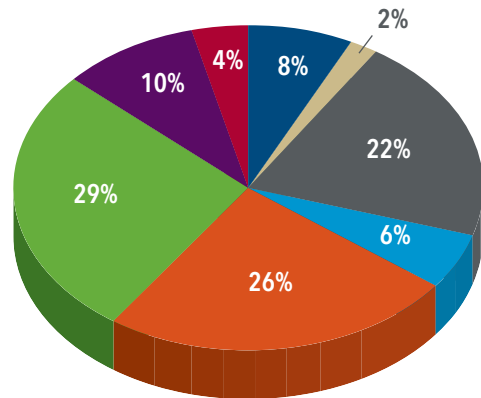
- Middle Market GROWTH<sup>SM</sup>  
Digital Communications
- ACG.org Global Website
- InterGrowth® Show Daily
- *Mergers & Acquisitions* Magazine

A photograph of three people in a professional setting. The central figure is a man with glasses, wearing a dark suit jacket over a light blue shirt, laughing heartily. To his left, the back of another person's head and shoulder is visible. To his right, a woman with glasses is seen in profile, also smiling. The background is a plain, light-colored wall. Overlaid on the bottom left of the image is the text 'FACE-TO-FACE CONNECTIONS' in white, bold, sans-serif font. Above the text are several horizontal bars in orange, purple, green, and blue.

# FACE-TO-FACE CONNECTIONS

## INTERGROWTH®

2012 Attendee Demographics



- Development Officer
- Privately Held Business Owner or Executive
- Investment Banker / Intermediary
- Mezzanine Lender
- Private Equity Group (Including Equity-Oriented Hedge)
- Service Advisor
- Senior Lender
- Other

## INTERGROWTH®

### Discover Your Next Deal at InterGrowth 2013!

ACG's annual flagship event draws more than 2,000 private equity professionals, intermediaries, lenders, deal lawyers and accountants, corporate executives, and development officers. This is the industry's top event for dealmakers and is the most efficient way to reach your target audience. In 2013, InterGrowth will expand its programming to **Focus on Franchising**, as well as **Focus on Florida**-based growth options.

- 85% of 2012 attendees reported they made valuable business contacts at the event
- 84% of 2012 attendees found the networking opportunities at the conference to be excellent or good
- 77% of 2012 attendees established at least one new business relationship at InterGrowth

## PUBLIC POLICY INITIATIVES

The **Middle-Market Private Capital Leadership Forum** (The Forum) helps quantify and share the positive impact of private capital investment in middle-market companies with key policy-makers and shapers. Participation in The Forum supports a wide variety of projects and research all designed to tell the story of how privately held, middle-market companies grow jobs, add to the tax base, enhance prosperity for employees and entrepreneurs, and powers the American economic engine.



Photo from last year's Middle-Market Growth Policy Summit

The annual **Middle-Market Growth Policy Summit** engages ACG members in public policy issues pertaining to middle-market private capital investment. On March 7, 2013, at the U.S. Chamber of Commerce in D.C., middle-market executives will share ACG's Growth Agenda. Aligned with the U.S. Chamber of Commerce Center for the Middle-Market Competitiveness conference, ACG's Summit will give attendees a greater understanding of how Washington policy-makers view private equity and ways to change the narrative to one that shows the positive impact that middle-market private capital investment has on the U.S. economy. In addition, ACG's Growth Agenda will be delivered to the President and Congress.

## EUROGROWTH®

ACG will launch EuroGrowth to give ACG members an opportunity to engage with the European marketplace to explore transatlantic deals. The inaugural event is expected to draw private equity professionals, intermediaries, lenders, deal lawyers and accountants, corporate executives, and development officers who do business in Europe.

2012 Objectives...

Theme

Client

Leveraging our network

Any channel

Executing together, global

The connected corporate

# THOUGHT LEADERSHIP





Sample partner article.

Contribute knowledge and expertise to the ACG community to enhance your company's position as a thought leader. ACG shares thought leadership resources through publications, webinars, videos and white papers.

**MIDDLE MARKET GROWTH<sup>SM</sup> DIGITAL COMMUNICATION**

ACG's new communication outreach will launch in spring 2013 with monthly, weekly and daily editions distributed to 25,000+ corporate growth professionals (ACG members and prospects). ACG partners have the opportunity to submit content.

**WEBINARS**

ACG webinars feature current issues and relevant content designed to provide informative and current topical information for the ACG community. Each webinar draws participation between 200-400 corporate growth professionals. Webinars are offered via multimedia format and include polling and survey questioning. Each is recorded and archived in ACG's content library for members to view at any time.

“This was one of the best webinar discussions I've attended in a while. The topic was very current, insightful and engaging. The speakers were able to get through their materials in the time allotted.”

**EXECUTIVE PROGRAMMING**

CEO roundtable events are broadcast live via a video webinar platform and distributed to ACG members and prospects throughout ACG communication channels.

**WHITE PAPERS**

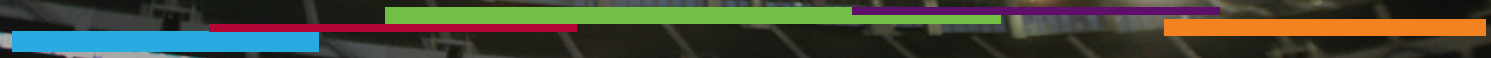
White papers highlight research or Growth stories relevant to the middle market and are featured on the ACG Global website and in ACG digital communications.

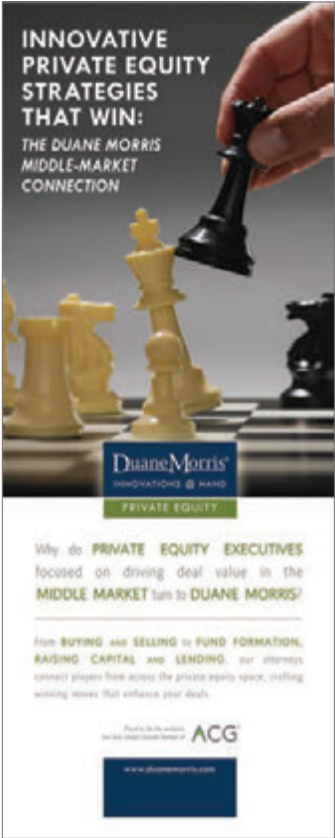
**SPECIAL PROJECTS**

ACG creates programs tailored to specific member segments and aligned to partner strategies.



# BRAND EXPOSURE





Sample digital banner ad that runs on the ACG.org home page.

Gain brand exposure via multiple media channels and platforms: ACG's Middle Market GROWTH<sup>SM</sup> digital communications, ACG Global website, InterGrowth show daily, and *Mergers & Acquisitions* magazine.

**MIDDLE MARKET GROWTH<sup>SM</sup> COMMUNICATIONS**

Guest articles and digital ads are featured in the new monthly, weekly and daily publications, distributed to 25,000+ corporate growth professionals.

**ACG.ORG GLOBAL WEBSITE**

Logos and digital ads are featured on ACG.org's Global website that receives 2,000 site hits, 8,000 page views, and 750 unique visitors per day.

**INTERGROWTH SHOW DAILY**

Print ads are featured in the InterGrowth daily newspaper with overall show highlights, including news, pictures and session summaries. Event recaps and video session highlights on ACG.org are planned for 2013.

**MERGERS & ACQUISITIONS MAGAZINE**

*Mergers & Acquisitions* magazine is a print publication that provides a monthly platform to reach ACG members and stakeholders. With a readership of 16,000, *M&A* extends ACG partnerships to middle-market leaders and executives.

ACG InterGrowth® 2012

ACG InterGrowth® 2012

# BASELINE BENEFITS





Signage recognition on Champions Booth at InterGrowth 2012

The following are the baseline benefits for all levels within the ACG Global Partnership Program. There are opportunities for customization within each level to ensure the partnership works effectively to leverage your brand and achieve your business goals. Additional benefits and opportunities are available based on partnership level.

**Face-to-Face Connections**

- Complimentary event registrations
- Priority access to space for private events
- Recognition on signage
- Opportunity to block rooms at headquarters hotel
- 10' x 10' space in Attendee Lounge with 6' table and two chairs
- Recognition on event website and in conference materials
- One (1) use of pre-registered and post-event attendee lists (excludes emails)

**Thought Leadership**

- Opportunity to submit content for inclusion in ACG's communication platforms
- Opportunity to submit a white paper for inclusion on the ACG Global website

**Brand Awareness**

- Year-round logo recognition as partner on the ACG Global website
- Year-round recognition in Middle Market GROWTH<sup>SM</sup> communication

**Partner Service**

- Dedicated ACG Global staff to execute partnership and provide comprehensive fulfillment reporting

# INTERGROWTH®2013



## EVENT SPONSORSHIP

A basic event sponsorship package is available for InterGrowth 2013. ACG Global Partners receive these benefits at InterGrowth plus access to additional benefits and sponsorship opportunities.

### InterGrowth Event Sponsor - \$12,500

InterGrowth Event Sponsors receive the following benefits:

- 10'x10' space in Attendee Lounge with 6' table and two chairs
- Two (2) complimentary full conference registrations for use by company representatives
- Discounted rate of \$1,395 per registration for additional company representatives
- Opportunity to block up to two (2) guest rooms at headquarters hotel
- Rights to hold an on-site event in the host hotel or an off-site event using ACG concierge service to assist with event planning (separate fee structure applies)
- Company name with hyperlink on InterGrowth website
- Company description (100 words) and logo in on-site Conference Program
- Recognition as "Event Sponsor" on signage
- Badge ribbons recognizing "Event Sponsor" for company representatives
- One (1) use of pre-registered and post-event attendee lists (excludes emails)

Learn more at [InterGrowth.org](http://InterGrowth.org)

**To discuss a partnership with ACG, please contact:**

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