



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

2020 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

# 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 475 M&A dealmakers and related professionals.

## 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.

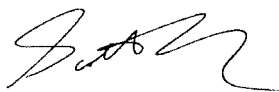
# DEAR VALUED M&A SOURCE PARTNER.

The M&A Source 2020 Sponsorship Prospectus offers a wealth of opportunity to connect with the most engaged and influential mid-market M&A advisors through á la carte selections and packages created to increase your exposure.

Affiliation with the M&A Source provides you with a direct connection to meet new advisors seeking the products or services that you offer – and the ability to align your brand with a professional association guiding the industry through enriching networking experiences and education.

The opportunities presented within this guide will help you save time and money, and speed up the relationship building process. We invite you to review all sponsorship options within to find the best level of support for your product or service. Consider becoming a year-round sponsor for the 2020 year and demonstrate your ongoing support of the industry and our organization.

If you have any questions, please contact us at [sales@masource.org](mailto:sales@masource.org).



Scott D. Mashuda, CBI  
Sponsorship Chair



Gary Rogers, CBI  
Deal Market Chair



## QUICK FACTS ON THE M&A SOURCE:

- Largest international organization dedicated to lower middle market advisors.
- Represents over 475 cooperative advisors 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 Deal Market

#2 Networking



**93%** of PEGs at the  
last conference

said they were able to connect  
with new prospects; 80% rated  
conference attendees as  
excellent/good

**90%** of Private  
Equity Groups

sign at least 1 NDA for a deal they  
saw after attending the event

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

 **450+ members  
worldwide**

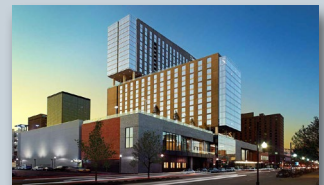
Members represent deals  
**\$1-50MM**

## M&A Source Conferences

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

**Spring Conference**  
April 26-29, 2020

Omni Louisville Hotel  
Louisville, KY



**Fall Conference**  
November 8-11, 2020

San Diego  
Mission Bay Resort  
San Diego, CA



**PEGS MADE AN  
AVERAGE OF 10 NEW**

M&A advisor contacts during  
the Deal Market

# 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 straightforward 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 One (1) conference, including your literature on the lunch table and (5) minutes of speaking time.	Breakfast Sponsor at one (1) conference including your literature on the breakfast table and (5) minutes of speaking time.	
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
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 Deal Market	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

**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](mailto:sales@masource.org) for more information.

# MARKETING OPPORTUNITIES

The M&A Source maintains an email list of nearly 11,000 advisors, PEGs, and other M&A professionals. Open rates average 22%, and click rates average 10% - both above the industry average.

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*M&A Source conferences provide me an opportunity for education, networking, and to learn best practices from my peers. Building relationships with quality M&A advisors is key to my practice so that I can provide the best possible service, or referrals, to my clients. I can't find this type of relevant interaction with any other organization.*

– Deal Market 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](mailto: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.

*The Bridge* receives ongoing exposure as sent versions are also archived on the M&A Source site for members and non-members to access.

## Ad on Homepage of the M&A Source Website

The M&A Source website captured over 42,000 sessions and 162,000 pageviews throughout 2019. Get an edge on those site visitors and create a 170x250 pixel ad for the M&A Source's homepage ([masource.org](http://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.

## Social Media Blast – \$175

Featured Spotlight on LinkedIn - \$750

Craft a message to spotlight your company or your deal and keep it front and center for one week for the M&A Source's 2,200 LinkedIn followers.

Reach a global following of advisors, PEGs, and other M&A professionals.

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Conference sponsors receive recognition on all conference signage, pre/on-site/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 Deal Market; please see page 9 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 M&A Source staff, and five (5) minutes of stage time to address the crowd.

Show management to select the food and beverage items.

## Buzz Center: All Day Coffee Sponsorship - \$3,500

Everyone needs their morning jolt! Keep your colleagues and peers caffeinated all day long. Every time they come to refuel, they will thank your company for providing it! Includes 500 cup sleeves featuring your company logo, plus on-site signage.

## Conference Lanyard - \$2,000

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

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 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 on-site and announces your organization as the sponsor. Show management to select food and beverage items.

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*I look forward to the conferences and try to attend all if possible. Excellent opportunity to learn from the best of the best. I always leave energized and excited to apply new knowledge and techniques. Great organization!.*

– M&A Source  
Conference Attendee

## Conference Wi-Fi Coverage - \$5,000

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 web pages, conference email correspondences, on-site signage, branded tent cards on all tables at each meal, one exclusive e-blast to M&A Source membership, and a full-page ad in the conference on-site guide.

## 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 on-site. Branding and video trailer available upon request; contact [sales@masource.org](mailto:sales@masource.org) for additional information and pricing on these exciting add-ons.

## Exclusive Keynote Sponsor- \$2,500

Highlight your organization by supporting the Keynote Sponsor, the highlight of the Spring Conference! Your organization will be recognized as the Keynote Sponsor in all marketing materials. You will be featured as the Keynote Sponsor on all conference signage.

## 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 a half- or full-page ad. 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") - \$1,000

Full page ad - Black & White (7.5"x10") - \$600

Half page ad - Black & White (7.5"x4.75") - \$300



# DEAL MARKET

## Providing PEGs and Service Providers Direct Middle Market Deal Flow from over 200 Advisors 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 Deal Market and connect with hundreds of advisors. Service Provider companies are also invited to participate to showcase their services to intermediaries.

The Deal Market attracts experienced M&A advisors 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 advisors at the Deal Market 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 Deal Market. 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

Exhibiting fees range from \$1,495 to \$2,495. Register early for the best deal.

Go to [masource.org/sponsorships](https://masource.org/sponsorships) for details.

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*It is a great event that connects like minded intermediaries and investors in a setting that accommodates easy flowing conversations.*

*—Deal Market Exhibitor*

*Sending your organization to the Deal Market is easy. Through your participation, you'll build new relationships and:*

- Captivate audiences of experienced advisors seeking you out
- Boost visibility through tabletop logo signage
- Inclusion in the printed conference guide
- Earn a featured spot on the M&A Source website with link to your company's website
- Receive your own space in the Expo, with a 6-foot table and four (4) chairs
- The option to set up floor-supported signage, tablecloth and literature (all must fit within 6' x 6' space)

# READY TO GET INVOLVED

## READY TO SPONSOR OR EXHIBIT?

Follow the link below to learn more and complete your online application.

[masource.org/sponsorships](https://masource.org/sponsorships)

### 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.

## NEED ADDITIONAL INFORMATION?

Contact [sales@masource.org](mailto:sales@masource.org)  
or call 404.477.5167

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*[The] Deal Market is the best event we attend all year. We keep coming back for the high quality deal flow and the ability to interact with [advisors] from all across the US.*

—Private Equity Group

