

# 2022 M&A SOURCE FALL DEAL MARKET

November 14 & 15 | San Diego Mission Bay Resort

## DEAL MARKET

The M&A Source Deal Market is hosted during each M&A Source Conference for business intermediaries and professionals working in the lower middle market. If you are a Private Equity Group, Bank, Family Office, Service Provider, or other entity looking to invest in businesses valued between \$1-50 million, make a commitment to participate in the M&A Source Fall Deal Market and learn the Power of Connection!

## JOIN US

**Drawing nearly 250 Advisors, the Deal Market is the place to build deal flow opportunity relationships and make deals happen!**

## REGISTER NOW TO:

- Set up your table at the Deal Market to connect with advisors on Monday, November 14<sup>th</sup> **AND** Tuesday, November 15<sup>th</sup>
- Attend **TWO** Evening Networking Events, in addition to breakfast and lunch networking with Advisors, Private Equity Groups, Service Providers and more
- Participate in workshops that will bring you current and relevant updates from the lower middle market

## REAL DEAL FACTS: DID YOU KNOW?

- Average Deal Size is ~\$2 - \$3 million EBITDA, as high as \$10 million EBITDA
- Average NDA's according to our survey of attending PEGs is roughly 10 by each Private Equity Group (PEG)
- Average Done Deals as a direct result of previous Deal Markets is roughly 1 or 2 by each Private Equity Group (PEG)

**FOR MORE INFO, PLEASE CONTACT M&A SOURCE:**  
sales@masource.org | www.masource.org





# AGENDA – AT – A – GLANCE

| Sunday, November 13th    |  |
|--------------------------|--|
| 8:00 am – 12:00 pm       | M&AS Course 450: M&A Source Industry Update - Monty Walker <span style="color: red;">Separate Registration Required</span>   |
| 8:00 am – 12:00 pm       | M&AS Course 410: Done and Done-Er: Managing Legal Issues for a Successful Closing (and Beyond) – May Lu & Jim O’Sullivan <span style="color: red;">Separate Registration Required</span> |
| 1:00 pm – 5:00 pm        | M&AS Course 460: Quality of Earnings: Measured Financials to Meaningful Analysis – Evan Ottaviano <span style="color: red;">Separate Registration Required</span>                        |
| 1:00 pm – 5:00 pm        | M&AS Course 395: Marketing through Social Resourcing: How to Create Competitive Advantage – John McGee <span style="color: red;">Separate Registration Required</span>                   |
| Monday, November 14th    |  |
| 7:00 am - 8:00 am        | Breakfast  |
| 8:00 am - 9:30 am        | Opening Welcome + Workshop: Private Capital Markets Project - Craig Everett, Pepperdine University   |
| 9:30 am - 9:45 am        | Break  |
| 9:45 am - 10:45 am       | Workshop   Selling to PE Firms: Factors that Influence Private Equity Decision Making  |
| 10:45 am - 11:00 am      | Break  |
| 11:00 am- 12:00 pm       | Workshop   Coming Soon!  |
| 12:00 pm - 1:15 pm       | Lunch  |
| 1:30 pm - 2:45 pm        | Workshop   Strategies for Closing More Deals   |
| 2:45 pm - 3:00 pm        | Break  |
| 3:00 pm - 5:00 pm        | <b>Deal Market - Part 1</b>  |
| 5:00 pm - 6:30 pm        | <b>Cocktail Party (Casual Networking Event)</b>  |
| Tuesday, November 15th   |  |
| 7:30 am - 8:30 am        | Breakfast  |
| 8:30 am - 9:30 am        | Workshop   Devolution Structure for Family-Owned Businesses  |
| 9:30 am - 9:45 am        | Break  |
| 9:45 am – 12:00 pm       | <b>Deal Market - Part 2</b>  |
| 12:00 pm - 1:30 pm       | Lunch Program  |
| 1:30 pm - 2:30 pm        | Workshop   Making Choices in M&A Practice Management: Generalist or Specialist? Single or Multi-Person?  |
| 2:30 pm - 2:45pm         | Break  |
| 2:45 pm - 3:45 pm        | Workshop   Learning from Experience: Best Practices from Some of Last Year's Award Winners   |
| 3:45 pm - 4:00 pm        | Break  |
| 4:00 pm - 5:00 pm        | Workshop   How Advisors Use Corporate Finance Tools/Concepts for Successful Outcomes   |
| 5:30 pm - 7:30 pm        | <b>Cocktail Party Networking Event</b>   |
| Wednesday, November 16th |  |
| 8:00 am - 12:00 pm       | M&AS Course 455: Advanced Tax – Monty Walker <span style="color: red;">Separate Registration Required</span>   |
| 8:00 am - 12:00 pm       | M&AS Course 380: Determining Business Worth: Financial Statement Foundations – Evan Ottaviano <span style="color: red;">Separate Registration Required</span>                            |

# EVENT LOGISTICS

## San Diego Mission Bay Resort

1775 East Mission Bay Drive, San Diego, CA 92102

VIEW RESORT: <https://www.missionbayresort.com/> | BOOK YOUR ROOM: [CLICK HERE](#)

### Deal Market | Monday, November 14 & Tuesday, November 15

#### Drawing nearly 250 attendees!

- The Deal Market Part 1 runs from **3:00pm to 5:00pm** on Monday, November 14th with a Cocktail Party following from 5:00pm until 6:30pm.
- The Deal Market Part 2 runs from **9:45am to 12:00pm** on Tuesday, November 15th. Be sure to join us for lunch for additional networking! PLUS, the evening Cocktail Party Networking Event from 5:30pm until 7:30pm.

#### Good To Know

- The Deal Market setup will be from 1:00pm-3:00pm on Monday, November 14th.
- You're invited to attend Breakfast and Lunch on both days for additional networking!
- Attend 8 optional workshops to build your knowledge on current industry updates.

## BOOK EARLY & SAVE!

**\$1,495**      **On/Before September 16, 2022**      **\$1,895 for 2 persons**

**\$1,795**      **On/Before October 21, 2022**      **\$2,145 for 2 persons**

**\$2,495**      **On/Before November 4, 2022**      **\$2,845 for 2 persons**



SEE SEPARATE CONTRACT TO COMPLETE AND SUBMIT.



# 2022 Fall Conference & Deal Market Contract

November 14 & 15 - Mission Bay Resort - San Diego, CA

Complete all sections of this contract (2 pages) and email with full payment to [sales@masource.org](mailto:sales@masource.org)  
 If you need to mail it in, please return to: M&A Source Headquarters, 7100 E. Pleasant Valley Rd, Suite 300, Independence, OH 44131

\_\_\_\_\_  
 Primary Contact Name, Title Website URL link for Conference Site

\_\_\_\_\_  
 Email Address Phone Number

\_\_\_\_\_  
 Company Name Company Address

\_\_\_\_\_  
 City State/Province Zip/Postal Code Country

## FEES (select one)

|   | 1 Person per company | 2 People per company |
|---|----------------------|----------------------|
| On/Before September 16, 2022 <input type="checkbox"/> | \$1,495              | \$1,845              |
| On/Before October 21, 2022 <input type="checkbox"/>   | \$1,795              | \$2,145              |
| On/Before November 4, 2022 <input type="checkbox"/>   | \$2,495              | \$2,845              |

## NEED ADDITIONAL ATTENDEES?

\$349 EACH ADDITIONAL ATTENDEE

Qty \_\_\_\_\_ x \$349 = \_\_\_\_\_ Total

**SELECT** one type:

- PRIVATE EQUITY GROUP
- FAMILY OWNED OFFICE
- SERVICE PROVIDER

Each Deal Market space includes  
 1 six foot table  
 and 4 chairs.

**SEE PAGE 2 FOR TERMS+PAYMENT**

**PAYMENT INFORMATION**

Email this application with full payment to [sales@masource.org](mailto:sales@masource.org)

If you need to mail it in, return the contract with payment information to:  
 M&A Source Headquarters, 7100 E. Pleasant Valley Rd., Suite 300, Independence, OH 44131  
 If paying by check, make payable to M&A Source

**Select Credit Card Type:**

- Visa       MasterCard       American Express

Company Name: \_\_\_\_\_ ("Company")

Total Amount Due: \$ \_\_\_\_\_ (from Page 1 selections)

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Upon signing below, I verify that I am an authorized signatory for the Company; authorize the Total Amount Due charge above; agree to abide by the Rules and Regulations for the 2022 M&A Source Fall Conference & Deal Market which are part of this Contract; and will comply with all conditions under which the event space at the event facility is leased to M&A Source. The Company may not cancel this contract after acceptance by M&A Source, except for breach of this contract by M&A Source. No refunds will be given. A 100% cancellation fee applies. All cancellations must be directed in writing to:  
 M&A Source; 7100 E. Pleasant Valley Rd., Suite 300, Independence, OH 44131.  
 Email: sales@masource.org.

\_\_\_\_\_  
 Authorized Name (Print)

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Authorized Signature