

The background is a night-time photograph of the Toronto skyline, featuring the CN Tower and various skyscrapers. The image is overlaid with large, semi-transparent geometric shapes: a green triangle on the left, a yellow triangle on the right, and a green triangle at the bottom right. Thin, diagonal lines in blue, orange, and white are scattered across the image.

ACG[®] Toronto

**Capital Connection &
DealSource North**

Sponsorship Prospectus

November 11 & 12, 2024

Beanfield Centre

Toronto, ON

OVERVIEW OF EVENTS

ACG[®] Toronto



OPENING DINNER

November 11, 2024
5:30 pm – 10:00 pm
THE CARLU



CAPITAL CONNECTION

November 12, 2024
8:30 am – 4:30 pm
BEANFIELD CENTRE



DEALSOURCE NORTH

November 12, 2024
8:30 am – 4:00 pm
BEANFIELD CENTRE



CLOSING RECEPTION

November 12, 2024
4:30 pm - 6:30 pm
BEANFIELD CENTRE

2024 CAPITAL CONNECTION CO-CHAIRS



Yong Kwon

Managing Director
Technology Investment Banking
Raymond James Canada



Stephanie Mooney

VP – Recognition Fund
Trivest Partners

CONFERENCE COMMITTEE

Jake Bullen , Cassels

Mistine Lauzon, CIBC Capital Markets

Michael Rudanycz, SLC Management | Sun Life Assurance
Company of Canada

Michael Bowman, Northleaf Capital Partners

Joseph Lo, Sagard Private Equity

Kristin Shearer, Northleaf Capital Partners

Evan Bennett, BMO Commercial Bank

Myron Mallia-Dare, Miller Thomson LLP

Umair Khan, BDO

Tori Buffery, Nicola Wealth

CANADA'S **LARGEST** CONFERENCE & DEALSOURCE FOR THE MID-MARKET INVESTMENT SECTOR

ACG[®] Toronto

700+ DELEGATES FROM CANADA & UNITED STATES



65% -
ONTARIO

15% - WESTERN CANADA,
QUEBEC & MARITIMES



20% -
U.S

PAST ATTENDEES INCLUDE:

Private Equity Sponsors
Investment & Merchant Banks
Consulting & Advisory Firms
Institutional Investors
Canadian & Foreign Lenders
Recruitment & Search Firms

Family Office Investors
Non-Bank & Specialty Lenders
Service Providers
Senior-Level Company Executives
Law & Accounting Firms
Industry Association Representatives

Confirmed for 2024

ACG[®] Toronto

PLATINUM SPONSORS



Cassels



DIAMOND SPONSORS

FASKEN
Own tomorrow



GOLD SPONSORS



MNP



MILLER THOMSON
AVOCATS | LAWYERS

RICHTER



SILVER & EVENT SPONSORS

RAYMOND JAMES[®]



The background is a photograph of the Toronto skyline at dusk, featuring the CN Tower and various skyscrapers. The image is overlaid with large, semi-transparent geometric shapes: a green triangle on the left and a yellow triangle on the right. Several thin, diagonal lines in blue, yellow, and white are scattered across the composition.

ACG[®] Toronto

Capital Connection Sponsorship Opportunities

Platinum Level Sponsor - \$22,500



Benefits for Platinum Level Sponsors

- Category Exclusivity
- ***Customized sponsor badge for your website (new for 2024)***
- ***Logo with link on conference website landing page (new for 2024)***
- Participation as a Keynote panelist or moderator
- One complimentary table of eight included at the Opening Dinner
- 12 Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- Recognition as “Platinum Sponsor” in selected media advertising and promotion
- On site brand recognition in signage and presentations
- A complimentary 10’ X 10’ exhibitor booth in our Exhibitor Showcase (prime sponsor area & first choice)



Added Benefits

- Pre-event promotion in “ACG Toronto Weekly” e-newsletter
- Opportunity to publish an article in the weekly newsletter – post-conference
- Customized 20% discount code to distribute to your clients
- Recognition as a “Sponsor” in selected conference marketing materials, including website, social media and email blasts
- First right of Renewal for 2025 Conference

Diamond Level Sponsor - \$17,500



Benefits for Diamond Level Sponsors



- ***Customized sponsor badge for your website (new for 2024)***
- ***Logo with link on conference website landing page (new for 2024)***
- Participation as a Keynote panelist or moderator
- 10 Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- On site brand recognition in signage and presentations
- A complimentary 10' X 10' exhibitor booth in our Exhibitor Showcase (prime sponsor area & first choice)
- Opening Dinner, option to purchase table at preferred member rate \$2,450 vs. regular price \$3,000 (as available)

Added Benefits

- Pre-event promotion in "ACG Toronto Weekly" e-newsletter
- Opportunity to publish an article in the weekly newsletter – post-conference
- Customized 20% discount code to distribute to your clients
- Recognition as a "Sponsor" in selected conference marketing materials, including website, social media and email blasts
- First right of Renewal for 2025 Conference

Gold Level Sponsor - \$13,500



Benefits for Gold Level Sponsors

- ***Customized sponsor badge for your website (new for 2024)***
- ***Logo on conference website sponsor page (new for 2024)***
- Participation as a breakout panelist or moderator
- On site brand recognition in signage and presentations
- 8 Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- A complimentary 10' X 10' exhibitor booth in our Exhibitor Showcase (prime sponsor area & first choice)
- Opening Dinner, option to purchase table at preferred member rate \$2,450 vs. regular price \$3,000 (as available)



Added Benefits

- Pre-event promotion in "ACG Toronto Weekly" e-newsletter
- Opportunity to publish an article in the weekly newsletter – post-conference
- Customized 20% discount code to distribute to your clients
- Recognition as a "Sponsor" in selected conference marketing materials, including website, social media and email blasts
- First right of Renewal for 2025 Conference

Silver Level Sponsor - \$9,500



Benefits for Silver Level Sponsors



- ***Customized sponsor badge for your website (new for 2024)***
- ***Logo on conference website sponsor page (new for 2024)***
- On site brand recognition in signage and presentations
- 4 Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- A complimentary 10' X 10' exhibitor booth in our Exhibitor Showcase (prime sponsor area & first choice)
- Opening Dinner option to purchase tickets at preferred member rate \$2,450 vs. regular price \$3,000 (as available)

Added Benefits

- Pre-event promotion in “ACG Toronto Weekly” e-newsletter
- Opportunity to publish an article in the weekly newsletter – post-conference
- Customized 20% discount code to distribute to your clients
- Recognition as a “Sponsor” in selected conference marketing materials, including website, social media and email blasts
- First right of Renewal for 2025 Conference

Event Sponsor - \$5,000 - \$8,000



Benefits for Event Level Sponsors

- 2 Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- Pre-event promotion in “ACG Toronto Weekly” e-newsletter
- Custom on site brand recognition in signage
- Customized 20% discount code to distribute to your clients
- First right of Renewal for 2025 Conference

Opportunities for event Sponsorship include:

- Breakfast
- Lunch
- Networking Breaks
- Charging Station
- Shoeshine Station

Closing Reception Sponsor - \$8,000



Benefits for Closing Reception Level Sponsors

- Two (2) Complimentary attendee passes for the Conference, which includes the Closing Reception and tradeshow
- 10 Additional invites for the closing reception only
- Pre-event promotion in “ACG Toronto Weekly” e-newsletter
- Custom on site brand recognition in signage
- Customized 20% discount code to distribute to your clients
- First right of Renewal for 2025 Conference

The background is a night-time photograph of the Toronto skyline, featuring the CN Tower and various skyscrapers. The image is overlaid with large, semi-transparent geometric shapes in shades of green and gold. Diagonal lines in blue, gold, and white are also present. The text 'ACG Toronto' is positioned in the upper left, and 'DealSource North November 12, 2024' is centered in the lower half.

ACG[®] Toronto

DealSource North
November 12, 2024



Scott Morrison

Banyan Capital

"Thank you to our incredible committee members for their contributions to the DealSource North Conference in 2023. Your efforts made DSN a massive success, breaking attendance records and setting a new standard for the event. We couldn't have done it without you! I am excited to introduce our 2024 committee and look forward to another successful event for the Summer DSN on our new dates of July 10th & 11th."



Catherine Fisette

Norcap Global Partners

"The November 2023 DealSource North edition established a new record with over 100 firms participating from all parts of Canada and the USA! As we are seeing a surge in M&A and cross-border activity, quality networking matters and remains a top priority in 2024."

COMMITTEE

Catherine Fisette, Norcap Global Partners - Co-Chair

Scott Morrison, Banyan Capital Partners - Co-Chair

Stephanie Mooney, Trivest

Logan Philp, KPMG

Shane McAdam, Kilmer Capital

Jonathan Valeriat, Novacap

Richard Armstrong, Fengate Asset Management

Karen Fisman, PwC

Adam Rankine, Snowdon Partners

FORMAT & PRE-SCHEDULED MEETINGS



- ACG TORONTO hosts Canada's largest '**DealSource North Conference**' – as part of the Capital Connection Conference on Tuesday November 12th
- Investment Banks and M&A Advisory firms from Canada and the U.S. will Host **pre-scheduled** meetings with Private Equity Firms, Capital Providers and Family Offices, to discuss investment opportunities.
- **Pre-scheduled meetings** will take place on a 1/1 basis on site at The BEANFIELD CENTRE – in conjunction with the Conference.
- **Turnkey Schedule** - All meetings will be held from 8:30am – 4:00pm ET and provide access to pre-scheduled, 20-minute meetings. DealSource North attendees are invited to have lunch with all other attendees of the Capital Connection Conference.
- Attendees will be provided access to an **Online Scheduling Platform** to maximize your meeting calendar. ACG Toronto Event Staff will assist with the pre-meeting schedule and on-site logistics.
- **CLOSING RECEPTION:** The reception will take place on Tuesday November 12TH for all attendees of both the Conference and DealSource North from 4:30 – 7:00 p.m. ET.

INVESTMENT BANKS AND M&A ADVISORY FIRMS

- B Riley Farber
- Baird
- BDO
- Blackmore Partners
- BMO
- BMS Group
- Broderick Capital
- Cascadia
- CIBC
- Confederation M&A
- Copper Run
- Deloitte
- EC2 Finance
- EY LLP
- Firepower Capital
- FMI Capital Advisors
- Harvey & Company LLC
- Grant Thornton
- KPMG Corporate Finance
- Kroll
- Left Lane Associates
- MNP
- Morrison Park Advisors
- National Bank
- NORCAP Global Partners
- Norton McMullen Corporate Finance Inc.
- Origin Merchant Partners
- PwC Corporate Finance
- Raymond James Canada
- RBC
- Richter Family Office
- TD Securities
- Valitas Capital Partners
- Welch Capital Partners



2023 PRIVATE EQUITY & CAPITAL FIRMS



- **Alphi Capital**
- **Audax Private Equity**
- **Arcline Investment Management**
- **Banyan Capital Partners**
- **Backer North Investments**
- **BDC Growth Equity Partners**
- **BDG**
- **Benford Capital Partners**
- **Bertram Capital**
- **Bessemer Investors**
- **Blue Point Capital Partners**
- **Blue Wolf Capital**
- **Brickworks Capital**
- **Bulldog Capital**
- **Canerector**
- **Centre Rock**
- **Clearlake Capital**
- **Clearview Capital**
- **Comvest Partners**
- **CIBC Partners**
- **Cyprium Investment Partners**
- **Dominus Capital**
- **Duke Royalty**
- **Fengate Private Equity**
- **Freeman Spogli & Co.**
- **Graham Partners**
- **Graycliff Partners LP**
- **Great Rock Capital LLC**
- **HIG Capital**
- **Hamilton Robinson Capital Partners**
- **HKW Inc.**
- **Helia Capital**
- **Incline Equity Partners**
- **Industrial Opportunity Partners**
- **Insight Equity**
- **Instar Asset Management**
- **IPB Investments**
- **Jodabit Partners**
- **Kirtland Capital Partners**
- **KV Capital**
- **Kilmer Group**
- **LFM Capital**
- **LLR Partners**
- **Main Street Capital**
- **Mangrove Equity Partners LP**
- **Middleground Capital**
- **MidStar Capital**
- **Namakor Holdings**
- **New State Capital Partners**
- **Northleaf Capital**
- **Novacap**
- **Novastone Capital Advisors**
- **Peloton Capital Management**
- **PNC Riverarch Capital**
- **Radial Equity Partners**
- **RAF**
- **Red Arts Capital**
- **Regimen Equity Partners**
- **River Associates Investments**
- **Sagard Private Equity**
- **Scotiabank**
- **Sentinel Capital Partners**
- **Sheridan Capital Partners**
- **ShoreView Industries**
- **Signal Hill Equity Partners**
- **Snowdon Partners**
- **Staple Street Capital**
- **Stellex Capital Management**
- **Tenex Capital Management**
- **The Halifax Group**
- **The Riverside Company**
- **TorQuest Partners**
- **Trive Capital**
- **Trivest Partners**
- **Walter Capital Partners**
- **White Wolf Capital Canada**
- **Wynnchurch Capital**



ACG Members – Both Private Equity & Investment Banks

Registration provides access for DealSource North and Capital Connection Conference - both being hosted on November 12th at THE BEANFIELD CENTRE

Early Bird Members – PRIMARY registration: \$699 CDN, ADDITIONAL registrations: \$399 CDN - Prior to September 28th

Non-Member - PRIMARY registration: \$999 CDN, ADDITIONAL Registration: \$499 CDN

ACG Non-Members – Both Private Equity & Investment Banks

Early Bird Members - PRIMARY registration: \$999 CDN, ADDITIONAL Registration: \$499 CDN - Prior to September 28th

Non-Member - PRIMARY Registration: \$1,199 CDN, ADDITIONAL Registration: \$599 CDN

All registration is Plus HST



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ACG[®] Toronto

Opening Dinner
November 11, 2024

Opening Dinner, Nov 11, 2024

ACG[®] Toronto

Opening Dinner
***HOSTED AT
NEW VENUE***
for 2024.

Location: The Carlu
Time: 5:30 pm – 10:00 pm



Opening Dinner



Guest Speaker: Larry Mestel, Primary Wave

Presented by Brookfield Partners

Lawrence Mestel, Founder & CEO of Primary Wave Music, has been working in the music and entertainment industry for over 30 years. In 2006, Mestel took his extensive experience working at multiple record labels and founded Primary Wave Music, one of the largest independent music publishing, marketing and talent management companies in the United States. Primary Wave has controlled over 50,000 songs from the catalogs of legendary artists such as Bob Marley, Prince, Stevie Nicks, James Brown, Sun Records, Frankie Valli & the Four Seasons, Robby Krieger and Ray Manzarek (The Doors), Smokey Robinson, Whitney Houston, Burt Bacharach, Bing Crosby, Luther Vandross, Olivia Newton-John, Ray Charles, Aerosmith, and many more. Originally founded on music publishing, Mestel has strategically and successfully built the company into a full-service music and entertainment powerhouse offering in-house branding, digital marketing, publicity, TV & Film development and a talent management company.



Agenda:

Doors Open: 5:30 pm

Reception: 5:30 – 6:30 pm

Dinner: 6:30 pm – 8:30 pm

Guest Speaker: 8:30 – 9:15 pm

Tickets:

Table of Eight (8): \$3000

Half Table of Four: (4) \$1500

Individual Tickets: \$395 per person

All tickets are plus HST

2023 PRESENTING OPENING DINNER SPONSORS



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Private Equity for Founders

2023 SUPPORTING OPENING DINNER SPONSORS



EUCLID
TRANSACTIONAL



Presenting Dinner Sponsor - \$9,500

- ❖ One (1) **table of eight** at the Opening Dinner, value of \$3,000
- ❖ **Category exclusive**
- ❖ Customized sponsor badge for your website (new for 2024)
- ❖ Recognition as a “Presenting Sponsor” selected conference marketing materials, including website, social media and email blasts
- ❖ **2 Conference registrations** – value @ \$999 per person + tax
- ❖ Pre-event promotion in weekly “**ACG Toronto Weekly**”
- ❖ e-newsletter
- ❖ Signage at the registration desk



Supporting Dinner Sponsor - \$5,000

- ❖ Four (4) seats at the Opening Dinner, value of \$1,500
- ❖ **Category exclusive**
- ❖ Customized sponsor badge for your website (new for 2024)
- ❖ Recognition as a “Supporting Sponsor” selected conference marketing materials, including website, social media and email blasts
- ❖ **1 Conference registrations** – value @ \$999 per person + tax
- ❖ Pre-event promotion in weekly “**ACG Toronto Weekly**”
- ❖ e-newsletter
- ❖ Signage at the registration desk



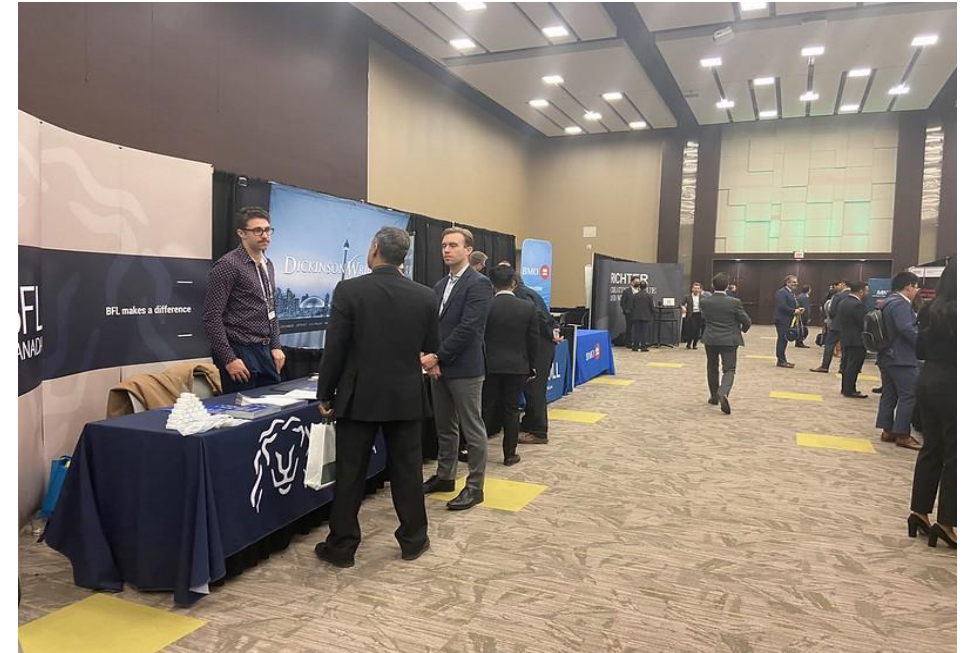
Exhibit Booth Rates

Member Rate: \$1,900 +HST Early Bird
\$ 2,200 + HST Regular Rate

Non-Member rate: \$2,400 +HST Early Bird
\$2,700 +HST Regular Rate

Exhibitor Pricing includes

All booths come with 10 X 10 draped booth, two chairs, two delegate passes for the full conference including closing reception, Exhibitor badge identification



Exciting new floorplan incorporating DealSource North

TESTIMONIALS

ACG[®] Toronto

“I enjoyed the sessions I attended. I'm new to PE so the learning from the panels was valuable.”
- Past Conference Attendee.



100% of attendees are interested in having meetings with companies in the same sector such as Private Equity to Bank.

“ACG Toronto 2023 was a great event to schedule a large number of high-quality meetings in one convenient location. All the right people were there.”
- Past Conference Attendee.

“We're constantly impressed by the quality of firms who participate at the conference every year..”
- Past Conference Attendee.



THE COMPLETE GLOBAL DEALMAKING ECOSYSTEM



ACG Toronto is the **leading association** for driving middle-market growth in the Canadian Private Equity and M&A industry.

ACG Toronto celebrated the **50th anniversary** in 2022 and connects with more than 2,500 investment executives across North America. ACG Toronto host a series of 30+ conferences and events in Toronto, Ottawa, Halifax and in partnership with ACG Quebec in Montreal, providing opportunities for Networking, Deal Opportunities, Industry Knowledge and Thought Leadership.

Founded in 1954, The Association for Corporate Growth (ACG), is the **premier M&A deal-making community** with **59 chapters** worldwide

ACG's global network comprises more than 100,000 middle market professionals who invest, own and advise growing companies. ACG's mission is to drive middle-market growth. ACG reaches its audience through its content-rich media channels, including its award-winning flagship publication Middle Market Growth®, which dives into emerging trends, GrowthTV which brings those stories to life and its podcasts that provide in-depth conversations with industry thought leaders. ACG's content reaches an average daily audience of 30,000 and receives 1 million impressions monthly. ACG's **15,000 members** leverage an array of exclusive benefits rich in dealmaking and networking opportunities and extend to its partnerships with Insperity, Cambridge FX, Grata, Founders Card, CLEAR and more.

Mike Fenton, ACG Toronto President & CEO

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www.acg.org/toronto