



# Conference Sponsorship/Exhibit Opportunities

**2012 Winter Conference**  
**January 17-19, 2012**  
**Caesars Palace, Las Vegas**



200 E. Randolph St., 24th Floor, Chicago, IL 60601  
312-856-9590, [gwsor@amaaonline.org](mailto:gwsor@amaaonline.org)



**AM&AA Winter Conference**  
**January 17-19, 2012**  
**Caesars Palace**

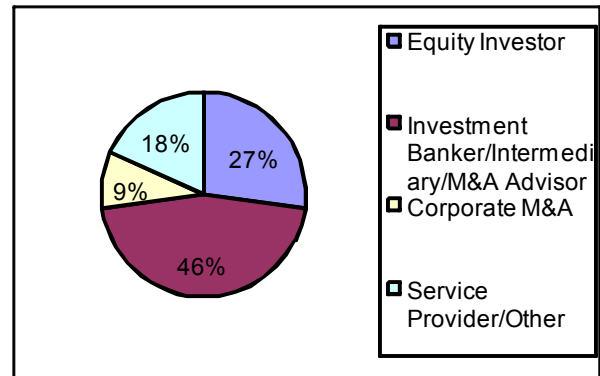


**As a sponsor or exhibitor of an AM&AA conference, you will:**

- Meet the leaders in Middle Market M&A (\$5M to \$500M)
- Present your products & services in the 20,000 sq ft. exhibit hall to the decision makers of the participating firms (all meals & breaks will be in this area)
- Receive recognition from the podium & on the running slide show throughout the conference
- Increase your exposure to middle market advisors
- Have your logo featured on the AM&AA website
- Receive complimentary registration to the conference
- Continuous 90 sec. promotional video
- Virtual Exhibit Hall option available for 1 year

**Make-up of Attendees:**

Home of The Latest in M&A trends  
**and The Deal Bash**  
 Come and participate as **Networking for Deal Activity** is taken to new heights



**AM&AA Background Info:**

The AM&AA is the acknowledged leading association and credentialing body for *Middle Market M & A Professionals*. Our leadership and people have unrivaled multidisciplinary expertise in the financial services industry. AM&AA members represent sellers and buyers of businesses ranging from *\$5 to \$500 million* in transaction value. Their services are seller representation, buyer representation, due diligence, accounting financing, business valuation, tax planning legal, strategic, other advisory and transaction services.

Our primary goals are to help members improve their level of knowledge, give them access to the tools to help them better market and deliver their services, and provide them with a network of knowledgeable professionals with whom they can share information, resources, and deals!

Our Alliance offers members a solid platform for professional collaboration. Our professional members work to provide the entire spectrum of consulting and corporate financial advisory services to measure, build, finance, and convert business value into personal wealth.





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**Read What Others Thought of the Past Conferences!**

"I thought the overall conference is the best I've attended. The continuing Education has been the best to date (in my opinion). I thought the concurrent programs were good for all service groups. Attendance was impressive."

**-Barry Worth – Brown Smith Wallace LLC - St. Louis, MO**

"The panels were excellent—experience and presentation - very good!"

**Jamie Ward - Lubar & Co. - Milwaukee, WI**

"I want to thank you again for an outstanding conference, one of the most professional and best organized I have ever attended. I met great people, learned a lot, and enjoyed myself."

**Don Keysser - Hannover Ltd. - Minneapolis, MN**

"Great conference, well considered topics with very good group of speakers, and a great networking opportunities"

**- Carrol Hurst - Keiter Stephens Hurst Gary - Glenn Allen, VA**

Questions?

Please contact Gwen Winsor at 312-856-9590 or [info@amaaonline.org](mailto:info@amaaonline.org)

**Premier Conference Sponsor – \$10,000**

**(Limited exclusivity by type of professional expertise or service)**

Logo on conference brochure targeting 15,000+ M&A executives

Logo on signage at the event

Flashdrive Insert

Logo featured on attendee pocket schedule

Participation and Exhibit Table

Special feature in conference blog

Continuous 90 sec. promotional video

Opportunity to give 5 minute overview of company during prime speaking time

Pre-conference attendee mailing list

Complimentary registration for four (4) people per conference

**Deal Bash Sponsor – \$7,500**

Logo on conference brochure targeting 15,000+ M&A executives

Logo on signage at the Deal Bash

Participation and Exhibit Table

Listed as sponsor of Deal Bash

Special feature in conference blog

Continuous 90 sec. promotional video

Opportunity to open the Deal Bash and give 3 minute overview of company

Pre-conference attendee mailing list

Complimentary registration for three (3) people per conference





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**Cocktail Reception – \$6,000**

**(2 available for each reception)**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on signage at the cocktail reception
- Participation and Exhibit Table
- Special feature in conference blog
- Continuous 90 sec. promotional video
- Listed as sponsor of cocktail reception
- Complimentary registration for three (3) people per conference

**Luncheon Sponsor – \$5,000**

**(2 available)**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on signage at the luncheon
- Participation and Exhibit Table
- Listed as main sponsor of attendee luncheon
- Special feature in conference blog
- Continuous 90 sec. promotional video
- Complimentary registration for three (3) people per conference

**Breakfast Sponsor – \$4,000**

**(2 available)**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on signage at the breakfast
- Participation and Exhibit Table
- Listed as main sponsor of continental breakfast
- Special feature in conference blog
- Continuous 90 sec. promotional video
- Complimentary registration for two (2) people per conference

**2-Day Exhibitor - \$2,500**

- Logo on conference brochure targeting 15,000+ M&A executives
- Special feature in conference blog
- Continuous 90 sec. promotional video
- Participation and Exhibit Table (set-up Tues evening before reception & breakdown Thurs afternoon after conference)
- Complimentary registration for two (2) people per conference

**1- Day Exhibitor - \$1,500**

- Logo on conference brochure targeting 15,000+ M&A executives
- Special feature in conference blog
- Participation and Exhibit Table for one (1) day of Networking and evening reception
- Complimentary registration for one (1) person per conference

**Flash Drive Sponsor—\$4,000**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on Flash Drives given to all attendees

**4 Color Attendee Directory - \$5,000**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on Directory given to all attendees

**Lanyard Sponsor - \$3,500**

- Logo on conference brochure targeting 15,000+ M&A executives
- Logo on the badge lanyards

**Tombstone Sponsor - \$500**

- 1 page full color ad in the attendee directory given to all attendees
- Logo on conference brochure targeting 15,000+ M&A executives

**Maximize Your Sponsorship Value Webinar**  
**November 30th @1pm CST.**