



Primerus
Built on Integrity. Driven by Innovation.

Third Global M&A Symposium

The New Economics for the Private Middle Market

London, England
Thistle Marble Arch Hotel

May 10-12, 2011

Symposium Sponsorship/Exhibit Opportunities



AM&AA Headquarters 200 E. Randolph Street, 24th Floor, Chicago, IL 60601
877-844-2535, dniederman@amaaonline.org

International Society of Primerus Law Firms Headquarters 171 Monroe, NW, Suite 750, Grand Rapids, MI 49503
800-968-2211, csluss@primerus.com

A MAJOR INTERNATIONAL SYMPOSIUM

At a challenging time in financial markets this major international symposium offers global M&A professionals an opportunity to hear from industry leaders and experts on the key issues of the day and network with deal makers from the major European and global financial centres.

WHO WILL ATTEND?

The two previous symposia in Leeds, England (2008) and Frankfurt, Germany (2009) attracted C-level delegates from the United States, the United Kingdom, France, Germany, Belgium, Italy, Macedonia, Saudi Arabia, Brazil, China, Japan, Poland, Australia and the Ukraine.

It is expected that **150** delegates will attend the London event.



AM&AA BACKGROUND

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

- 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 and resources.
- The AM&AA offers members a solid platform for professional collaboration.

PRIMERUS BACKGROUND

Primerus is an international society of top-rated, independent, boutique law firms that have earned the right to display the Primerus seal of quality. As one of the most respected law firm societies, Primerus has over 170 member firms in 125 cities located in 23 countries throughout the world. Primerus has become the size of some of the world's largest law firms. However, unlike most large firms, Primerus is growing at an unprecedented pace, and is expanding throughout Europe, Asia, and elsewhere around the globe.

There's no better time to become acquainted with Primerus than now. High quality legal services at reasonable fees – that's how Primerus can work for you. To learn more about how Primerus can provide the trusted legal advisors you need, visit www.primerus.com or call 1-616-454-9939.

AS A SPONSOR OR EXHIBITOR AT THE SYMPOSIUM YOU WILL

- Meet the leaders in mid-market M&A (\$5M to \$500M)
- Present your products and services in the exhibition area to the decision makers of all the participating firms
- Receive recognition from the podium and on the running slide show throughout the symposium
- Increase your exposure to middle market advisors
- Receive complimentary registration to the symposium
- **Become a sponsor now and receive MAXIMUM exposure in advance of the Symposium reaching thousands of potential attendees**

AM&AA Contact: Diane Niederman at (312) 856 9590 or dniederman@amaaonline.org
Primerus Contact: Chad Sluss at (616) 454-9939 or csluss@primerus.com

Premier Symposium Sponsor - \$10,000

(Limited exclusivity for each type of professional expertise or service)

Logo on conference e-brochure targeting over 30,000 M&A and C-level executives

Logo on signage at the event

Full page insert in virtual conference materials

Participation and Exhibit Table

Opportunity for 5 minute overview of company during prime speaking time

Pre and Post conference attendee list

Complimentary registration for five (5) people at the symposium

Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Reception Sponsor - \$6,000

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives

Logo on signage at the cocktail reception

Full page insert in virtual conference materials

Participation and Exhibit Table

Pre and Post conference attendee list

Complimentary registration for four (4) people at the symposium

Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Luncheon Sponsor - \$5,000

(One remaining)

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives

Logo on signage at luncheon

Full page insert in virtual conference materials

Participation and Exhibit Table

Pre and Post conference attendee list

Complimentary registration for three (3) people at the symposium

Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)



Breakfast Sponsor - SOLD

(Two Available)

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives
Logo on signage at luncheon
Full page insert in virtual conference materials
Participation and Exhibit Table
Pre and Post conference attendee list
Complimentary registration for two (2) people at the symposium
Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Flash Drive Sponsor - SOLD

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives
Logo on signage at event
Logo on flash drive provided to all attendees
Participation and Exhibit Table
Pre and Post conference attendee list
Complimentary registration for one (1) person at the symposium
Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Break Sponsor - \$3,500

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives
Logo on signage at event
Participation and Exhibit Table
Pre and Post conference attendee list
Complimentary registration for one (1) person at the symposium
Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Exhibitor - \$2,500

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives
Logo on signage at event
Participation and Exhibit Table
Pre and Post conference attendee list
Complimentary registration for one (1) people at the symposium
Complimentary Virtual Exhibit Booth for one year on event networking site. The v-Booth is an interactive profile of your company that functions as an additional branding platform. (\$200 value)

Tombstone Ad Sponsor - \$1,800

Logo on conference e-brochure targeting 30,000+ M&A and C-level executives
Logo on signage at event & Logo in attendee directory
Complimentary registration for one (1) people at the symposium

Create Your Own Sponsorship Package!

Sponsorship is a vital marketing tool which forms an integral part of your marketing strategy.

If the sponsorship packages above don't precisely fit your strategy – but the target market does – our marketing team can work with you to create a bespoke sponsorship package.

Why not call?

AM&AA Contact: Ainsley Pagone at (312) 856 9590 or dniederman@amaaonline.org
Primerus Contact: Chad Sluss at (616) 454-9939 or csluss@primerus.com