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# ON-SITE GUIDE



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# A LETTER FROM OUR CHAIRS





#### AARON POLACK

ACG Global Board Chairman Lion Equity Partners ACG Denver

#### TONY HILL

DealMAX 2025 Committee Chair **Trivest Partners** ACG Miami Network

It's great to be back in Las Vegas for ACG DealMAX®, the premier conference for middle-market M&A. The next three days will be a whirlwind—and we're confident they'll be the most efficient ones you spend all year.

More than 17,000 meetings take place over the course of this conference, and you've likely scheduled many of them before landing in Las Vegas. We also strongly encourage you to leave time for serendipitous connections—you never know who you'll run into, and they may just be the source of your next deal.

To make the most of your DealMAX experience, be sure to check out:

**THE DEALMAX LOUNGE:** The central hub of DealMAX, the Lounge is where you'll find open tables for meetings, sponsor booths, investment banking deal tables, and education sessions in the pavilion.

**THE OPENING PARTY:** Held on Monday night, the opening party is where we'll all continue conversations and make new connections while sharing a drink and enjoying live entertainment.

A FIRESIDE CHAT WITH RED LOBSTER'S CEO: During Tuesday's keynote session, we will hear from Red Lobster CEO Damola Adamolekun about his vision for transforming the seafood chain following its postbankruptcy restructuring.

These are just a few of the many highlights of DealMAX.

This event wouldn't have come together without the volunteers who serve on the DealMAX committees, and we thank them for all their hard work.

We are so glad you're here! On behalf of the entire ACG board of directors, the DealMAX committee, ACG's volunteer leaders and staff, and our sponsors, we hope you enjoy this year's event.





# LOUNGE HOURS AND ACG ACCESS

The DealMAX Lounge is the center of the action at DealMAX. With open tables for meetings and networking, sponsor booths, and education sessions—plus fun activities like the headshot lounge, shoeshine station, the DealMAX Bar, a golf putting challenge, and more surprises—this is your home base for the event.

You'll also find meals, snacks, and beverages available throughout the day.

LOUNGE HOURS Monday, April 7 | 8:00 AM – 5:00 PM Tuesday, April 8 | 8:00 AM – 5:00 PM Wednesday, April 9 | 8:00 – 11:00 AM Bristlecone & Pinyon Ballrooms, Level 1

#### ACG ACCESS

ACG Access is the exclusive meeting scheduler for DealMAX attendees, where you can schedule unlimited 1:1 meetings at your convenience. Download the ACG Access app to view schedule details, attendee profiles, and an



interactive Lounge map. To download the app, go to the App Store or Google Play and search "ACG Access."



On-site help is available at the Level 1 Info Desk.

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# THANK YOU ACG BOARD OF DIRECTORS



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Effective May 2025



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# DEALMAX 2025 COMMITTEE



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# DEALMAX SUBCOMMITTEES

#### INVESTMENT BANKER OUTREACH COMMITTEE

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**Kendall Childers**, Rosewood Private Investments, ACG Dallas/Fort Worth

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Margaret Graham, Incline Equity, ACG New York

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Sarah Hammer, Trivest Partners, ACG New York

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**Courtland Scaccetti**, Graham Partners, ACG Philadelphia

**Cheryl Strom**, The Riverside Company, ACG Cleveland

#### M&A PARTNER OUTREACH COMMITTEE

**Jose Gabaldon**, Committee Co-Chair, Holland & Knight LLP, ACG Miami Network

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Amanda Benbow, Insperity, ACG Houston

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**Joseph Hirsch**, Valuation Research Corp., ACG Los Angeles

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# A LETTER FROM THE CEO



BRENT BAXTER Chief Executive Officer ACG

Welcome to DealMAX 2025! The conference agenda for the next three days is full of opportunities to meet, network, and learn.

DealMAX is ACG's largest annual conference and a key part of our mission to drive middle-market growth. It also complements the ACG initiatives that happen year-round, such as chapter events and GF Data research.

Attendees tell us that DealMAX helps them expand the network that they've built within their local ACG chapters, which host more than 1,200 events each year. I encourage you to get involved in your local chapter if you haven't already.

Throughout the conference, we'll be showcasing insights from GF Data, the ACG-owned provider of reliable valuation data on private middle-market transactions. Visit the GF Data booth in the Lounge and attend Tuesday's Market Update keynote session to hear what the data shows about M&A activity, valuation multiples, and more.

ACG chapter events and GF Data are just two of the many ways to extend your engagement with ACG beyond DealMAX. I wish you a productive conference, and on behalf of ACG, thank you for being a valued part of our community.

Brath Data

# CONFERENCE SCHEDULE

SCHEDULE AS OF MARCH 10, 2025 SUBJECT TO CHANGE

#### SUNDAY, APRIL 6

12:00 - 6:30 PM **Conference Registration Open** ARIA West Convention Center Entrance, Level 2

#### **MONDAY, APRIL 7**

#### 6:00 AM - 1:00 PM DealMAX Golf Tournament

7 AM shotgun start. Pre-registration is required. Bali Hai Golf Club – transportation provided

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7:00 AM - 7:00 PM **Conference Registration Open** ARIA West Convention Center Entrance, Level 2

8:00 AM - 5:00 PM **DealMAX Lounge Open** DealMAX Lounge, Bristlecone & Pinyon Ballrooms, Level 1

8:00 - 9:00 AM **Networking Breakfast** DealMAX Lounge, Bristlecone Ballroom, Level 1

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#### 8:00 - 11:45 AM Forum: Strategic Acquirers (by invite) Juniper Ballroom, Level 3

Pre-registration is required

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#### 10:30 – 11:00 AM Pavilion Session: GF Data Presents: Unlocking Deal Flow in 2025

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY GFDATA

Join GF Data Managing Director Bob Dunn as he discusses factors that influenced dealmaking in 2024 and what is expected to drive deal flow and a strong comeback this year.

#### SPEAKER:

BOB DUNN, Managing Director, GF Data

#### 11:45 AM - 1:00 PM

#### **General Session & Networking Lunch\***

Ironwood Ballroom, Level 3

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Join us for a plated networking lunch and the presentation of this year's Meritorious Service and ACG Legend Awards, followed by a fireside chat with ACG Legend Award winners Graeme Frazier and Andrew Greenberg.

\*Doors open: 11:45 AM Lunch served: 11:45 AM – 12:25 PM Program: 12:30 – 1:00 PM Note: This is the only lunch offered on Monday.

#### 1:00 – 1:50 PM Featured Session: A New Model to Help Drive Returns: Employee Ownership

Juniper Ballroom, Level 3

Since the beginning, private equity firms have offered ownership rights to management teams as an incentive to drive growth. The model is changing. Today, an increasing number of private equity firms are offering ownership stakes to non-management employees in hopes of creating stronger alignment to drive value creation. Join this session to hear from private equity firms and portfolio companies about how offering widespread ownership is changing the private equity game.

#### **MODERATOR:**

TONY BANKS, Director, RSM US LLP PANELISTS: MARC JOURLAIT, Operating Partner, Riverside Value Fund, The Riverside Company CHRIS LINTHWAITE, CEO, SCRAM PETER ROBBINS, Managing Director, Global Technology & Services Investment Banking Group, Baird

# ACG AWARDS

ACG will present two sets of awards at DealMAX recognizing the contributions of our members—the ACG Legend Award and the Meritorious Service Awards.

#### LEGEND AWARD



GRAEME FRAZIER PCR Partners



ANDREW GREENBERG Greenberg Variations Capital

This year's ACG Legend Award winners are Graeme Frazier and Andrew Greenberg. Together, the two founded GF Data and introduced a reliable data source for private middle-market transactions. They went on to sell the business to ACG in 2022.

Graeme and Andy have been active in ACG for many years and are deeply embedded in the middle-market M&A community. Their success building GF Data and in their individual careers is attributable in large part to the trusting relationships they've built with deal professionals, and their ability to develop innovative solutions to fill gaps in the market.

These attributes make Graeme and Andy legendary and deserving recipients of the ACG Legend Award. Read more about their story in the latest print edition of ACG's *Middle Market DealMaker.* 

#### **MERITORIOUS SERVICE AWARDS**

The ACG Meritorious Service Awards recognize leaders in ACG who have contributed to the success of the organization through extraordinary volunteer service and achievement.

This year, ACG will recognize the following winners of this prestigious award:

Christina Bui, Robert Half, ACG San Francisco Bill Conway, RubinBrown Corporate Finance, ACG Kansas City Paul Gautier, Sr., Cary Street Partners, LLC, ACG Austin/San Antonio

Holly Huels, Holleway Capital Partners, ACG St. Louis Angela MacPhee, Baker Tilly, ACG Denver

**Connie Mahmood**, Allegiance Capital Corporation, ACG Dallas/Fort Worth

Martin Okner, Fromm International Inc., ACG New York Barry Peterson, Northcreek Mezzanine, ACG Cincinnati Stephen Smith, APEX Fund Services (Canada) Inc., ACG Toronto

Paul Steinke, Dunning Capital, LLC, ACG Raleigh Durham Tom Turmell, TMT Capital Partners, LLC, ACG Chicago Josef Volman, Blank Rome LLP, ACG Boston

We will recognize these honorees on Monday, April 7, at the General Session & Networking Lunch. Please join us in congratulating this year's award winners!



#### 2:00 – 2:30 PM

#### Pavilion Session: Beyond Cost-Cutting: Unlocking Transformative Operational Value

DealMAX Lounge, Bristlecone Ballroom, Level 1

#### SPONSORED BY **Withum**<sup>#</sup>

Cost-cutting remains a critical element of M&A, but true value creation often lies in transformative strategies. This session will focus on how operating partners go beyond the basics to unlock growth potential, such as driving revenue expansion, enhancing customer experiences, and enabling digital transformation. Learn how to balance costefficiency with long-term innovation.

#### SPEAKERS:

**STEVE BRADY**, CPA, Partner, Market Leader, Transaction Advisory, Withum

**TRAVIS LOOMIS**, Senior Manager, M&A Advisory Lead, ODD/PMI, Withum

#### 2:00 – 2:50 PM Featured Session: What's Next for the Lending Environment?

Juniper Ballroom, Level 3

#### SPONSORED BY PitchBook

The demand for private credit soared over the last few years, despite the high cost of capital. Will that continue in 2025 and beyond? Join this session to hear what lenders and dealmakers expect as they look to get deals over the finish line in what is expected to be a strong year for dealmaking. From working with alternative sources of financing to deploying innovative deal structures, dealmakers are pushing to get deals done. Let's hear how the lenders plan to respond.

#### **MODERATOR:**

**FRANCESCA FICAI**, Managing Editor, PitchBook **PANELISTS**:

JOSH APFEL, Director, Private Credit, Bow River Capital SARAH BITTNER, Director, North America Direct Lending, PGIM Private Capital

**TY BLACK**, Vice President, Business Development -Capital Solutions, Neuberger Berman

**KARIN KOVACIC**, Managing Director, Institutional Sales, Libertas Funding



Badges are required for all DealMAX events and access to all DealMAX event spaces.

#### 2:45 – 3:15 PM Pavilion Session: Transforming Dealmaking: Where Gen Al Delivers Value, Where It Falls Short

DealMAX Lounge, Bristlecone Ballroom, Level 1

#### SPONSORED BY WOKEIO

In this session, we collate learnings from several AI deployments for investment research at multiple participating funds and advisory firms. We will cover key topics requested by attendees key use-cases, accuracy, data privacy and security, build vs. buy, tech stack, ROI, change management, limitations, and more. We'll also discuss how to navigate fast-paced developments and choose among competing frontier models. Join us for an interactive panel discussion where we'll discuss how to effectively apply Large Language Models across the end-to-end investment lifecycle.

#### SPEAKER:

SID MASSON, CEO, Wokelo Inc.

#### 3:00 - 3:50 PM

#### Featured Session: PE Funcast Live: How to Market Your Firm in a Hyper-Competitive Industry

Juniper Ballroom, Level 3

Another private equity firm seems to launch every day. And, if you look at their websites and hear their pitches, they all sound pretty much the same. (Sorry, it's true.) So, how can you differentiate yourself in a hyper-competitive market where investors, entrepreneurs, and sellers have more choices than ever? Come listen to the Private Equity Funcast hosts, Devin Mathews and Paul Stansik, as they break down their thoughts on how they created a unique brand with ParkerGale that is deliberate, authentic, different, a little irreverent, and totally compliant with industry regulations.

#### MODERATOR:

**TONY HILL**, Principal, Business Development, Trivest Partners

#### PANELISTS:

**DEVIN MATHEWS**, General Partner, ParkerGale **PAUL STANSIK**, General Partner, ParkerGale



For complete conference details, including names of speakers and full session descriptions, visit **dealmax.org**.

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#### 3:30 - 4:00 PM **Pavilion Session: The 3 Secrets to Value Creation in Private Equity**

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY Lean Focus

PE firms often chase value through financial engineering—but the real unlock lies in operational excellence. Join Damon Baker (former Danaher Operating Company President & Danaher Business System Executive) and Ephraim Starr (former Danaher General Counsel) as they reveal three powerful Lean secrets that top PE firms use to accelerate EBITDA growth across portfolio companies, de-risk acquisitions through operational due diligence, and drive premium exits with sustainable improvements.

#### **SPEAKERS:**

DAMON BAKER, CEO, Lean Focus EPHRAIM STARR, Former General Counsel, PCH Group and Danaher's Water Quality Platform

#### 4:00 - 5:00 PM ACG Chairman's Reception (by invite) Ironwood Promenade, Level 3

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WIPFLI

#### DEALMAX OPENING PARTY

MONDAY, APRIL 7 | 5:00 - 7:00 PM Ironwood Ballroom, Level 3

The DealMAX Opening Reception isn't just another event-it's where connections spark, conversations flow, and the energy is electric. Mingle with industry pros, toast to new opportunities, and set the stage for an unforgettable night out with clients, colleagues, and friends. Expect just the right mix of laidback vibes and high-energy fun to launch your DealMAX experience in style.

Don't miss out—this is the place to be!

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#### TUESDAY, APRIL 8

#### 6:00 – 7:00 AM ACG Run Club

DealMAX Registration, Level 2

Runners, joggers, and walkers are all welcome! No need to sign up prior to running, just arrive at the designated start location at 6:00 AM.

#### 7:30 AM – 5:00 PM Registration Open

ARIA West Convention Center Entrance, Level 2

#### 8:00 AM - 5:00 PM

#### DealMAX Lounge Open

DealMAX Lounge, Bristlecone & Pinyon Ballrooms, Level 1

8:00 – 9:00 AM Networking Breakfast

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY Abacode

#### 8:00 - 10:00 AM

Single Family Office Breakfast & Workshop (by invite) Starvine 10-11, Level 3 Pre-registration is required

#### 8:30 – 9:30 AM

Featured Session: The Good, Bad, and the Ugly: Learn How Investment Strategists Think New Federal Policies Will Impact Dealmaking

Juniper Ballroom, Level 3

sponsored by <mark>] Datasite</mark>

Join investment strategists Brian Belski and Dan Greenhaus as they analyze how President Trump's policies on immigration, trade, and tariffs could impact M&A, portfolio companies, and the economy over the next four years.

#### MODERATOR:

**COLIN SCHOPBACH**, Chief Revenue Officer, Americas, Datasite

PANELISTS:

BRIAN BELSKI, Chief Investment Strategist, BMO Capital Markets

**DAN GREENHAUS**, Chief Economist and Strategist, Solus Alternative Asset Management



**FIRESIDE CHAT:** 

# DAMOLA ADAMOLEKUN, CEO, RED LOBSTER

Tuesday, April 8 11:00 AM - 12:00 PM Ironwood Ballroom, Level 3



DAMOLA ADAMOLEKUN Chief Executive Officer Red Lobster



TONY HILL Principal, Business Development Trivest Partners DealMAX Committee Chair

Red Lobster was founded in 1968 as a familyowned restaurant in Lakeland, Florida. It has since expanded to hundreds of locations and cultivated a loyal customer base drawn to its affordable seafood menu.

But the company has had its stumbles, which culminated in bankruptcy, followed by the appointment of a new CEO, Damola Adamolekun, who is tasked with turning around the embattled company.

On Tuesday, join us for a fireside chat between Adamolekun and DealMAX Committee Chair Tony Hill of Trivest Partners. Adamolekun will share his vision for transforming Red Lobster following its post-bankruptcy restructuring. He'll also discuss his strategy for driving growth among younger customers while preserving the loyalty of the brand's longtime patrons.

For anyone who invests in or advises middlemarket companies, Adamolekun's leadership insights and experience steering an iconic American restaurant chain are not to be missed.

#### 9:30 – 10:00 AM Pavilion Session

DealMAX Lounge, Bristlecone Ballroom, Level 1

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#### 10:00 – 10:50 AM Featured Session: Beyond the 3-5 Year Window: Rethinking PE Exits with Continuation Funds, Secondary Funds, and NAV Loans

Juniper Ballroom, Level 3

#### sponsored by 🛛 🛟 Gain.pro

PE firms typically operate on a relatively predictable cycle: acquire, optimize, and exit within three to five years. This timeline is often driven by fund lifecycle constraints, portfolio maturity, and LP cash return expectations. However, in today's challenging exit environment, GPs face a tough choice. Should they hold onto an outperforming asset? In this session, our experts will discuss how and why private equity firms are increasingly looking to continuation funds, secondary funds, and NAV loans to achieve the best return outcomes possible.

#### **MODERATOR:**

**FRISTER HAVEMAN**, CEO and Co-Founder, Gain.pro **PANELISTS**:

GRAEME FRAZIER, President, PCR Partners ROCKY PONTIKES, Senior Managing Director, Co-Head of Investment Banking, Mesirow Investment Banking JAMES STITH, Partner, AEA Growth MATT SWAIN, Head of Direct Placements and Secondaries, Houlihan Lokey Private Funds Group

#### 10:30 - 11:00 AM

#### Pavilion Session: How Deal and Business Development Teams Leverage Gen Al

DealMAX Lounge, Bristlecone Ballroom, Level 1

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We all want more time in our day and help with tasks like running reports and pulling data and insights when needed. Many firms are moving to Gen AI solutions to drive efficiency and productivity. Deal and business development teams are rapidly adopting AI solutions, but how are they using them to drive the most impact? In this session, hear firsthand about the platforms and models your peers use, their specific use cases, and how Gen AI is driving efficiency and productivity for their teams.

#### SPEAKERS:

**ERIC LEVINSON**, Head of Sales, BlueFlame Al **HENRY LINDEMANN**, Co-Founder and COO, BlueFlame Al

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**KEYNOTE:** 

# A MARKET UPDATE: KEY DRIVERS AND TRENDS IN M&A

Tuesday, April 8 1:00 PM - 2:00 PM Ironwood Ballroom, Level 3



MODERATOR: SCOTT LINCH Forvis Mazars



PANELISTS: BOB DUNN GF Data



DONNA JW HARE Insperity



RUTH YANG S&P Global Ratings

What's in store for the rest of 2025? Join a stellar team of experts as they take us through a market update and talk about the trends that are emerging in 2025 and beyond. The panel will discuss the current environment, M&A activity, hiring trends, and more. You will not want to miss this informational session that will give you the tools needed to transact in today's ever-changing environment.

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#### 11:00 AM – 12:00 PM Keynote: A Fireside Chat with Damola Adamolekun, CEO, Red Lobster

Ironwood Ballroom, Level 3

In a dynamic conversation with DealMAX Committee Chair Tony Hill, Damola Adamolekun will share his vision for transforming Red Lobster following its post-bankruptcy restructuring. He'll also discuss his strategy for driving growth among younger customers while ensuring the loyalty of the brand's longtime patrons.

For more information about this session, including speaker details, see p. 18.

#### 12:00 – 1:00 PM Networking Lunch

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY GFDATA

#### 1:00 – 2:00 PM Keynote: A Market Update: Key Drivers and Trends in M&A

Ironwood Ballroom, Level 3

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Ensperity

What's in store for the rest of 2025? Join a stellar panel of experts as they take us through a market update and talk about the trends that are emerging in 2025 and beyond.

For more information about this session, including speaker details, see p. 20.

#### 1:30 – 2:00 PM Pavilion Session: Don't Let Cyber Risks Derail Your Deal

DealMAX Lounge, Bristlecone Ballroom, Level 1

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Private equity firms are prime targets for cyber threats due to the sensitive data they manage and high-value transactions they facilitate. Operating partners must ensure portfolio companies meet compliance requirements (like HIPAA and PCI DSS) and maintain strong security controls to safeguard assets and support successful exits. This session will explore how PE firms can strengthen their cybersecurity posture and meet compliance standards without straining their bottom line.

#### **SPEAKERS:**

ISAIAH JACKSON, Director, Marketing & Demand Generation, Abacode Cybersecurity & Compliance ASHLEY TARVER, Data & Al Cloud Evangelist, Microsoft

ACG.org

**SPECIAL FEATURED SESSION:** 

# IS 2025 PRIMED FOR A SURGE IN DEALMAKING?

Tuesday, April 8 4:00 PM - 6:00 PM Ironwood Ballroom, Level 3



OPENING REMARKS: SOLA AKINOLA Preqin a part of BlackRock



MODERATOR: ASHTON GILLESPIE TM Capital



PANELISTS: CORNELIA CHENG BCB Capital



KENDALL CHILDERS Rosewood Private Investments



KINCY GIBSON Keystone Capital



EMILY WILDES Lincoln International

The coming year is likely to bring change for the M&A markets. With a new administration, rules and regulations are expected to loosen; meanwhile, dealmaking is set to pick up the pace. Join our panel of leading women from ACG to hear their perspectives on where the market is today, what dealmakers are expecting over the next year, and how they are positioning their firms for the future.

All attendees are encouraged to attend this special session!

#### Networking + Cocktails!

Immediately following the session will be cocktails and networking to continue the conversation.





#### 2:00 - 2:50 PM **Featured Session: Putting AI to Work** Juniper Ballroom, Level 3

SPONSORED BY

AI technologies are transforming whole industries and companies alike, but financial services firms are still feeling out how to put the transformative technology to use. Hear experts discuss the advantages and pitfalls of using AI technologies, why adoption has been slow, and how not learning to use AI will put your firm at a disadvantage.

#### **MODERATOR:**

VIMAL PATTNI, Vice President, Director Product Management - Banking & Sell-Side Research, FactSet **PANELISTS:** 

RICHARD LICHTENSTEIN, Chief Private Equity Data Officer, Bain & Co.

HEATHER MADLAND, Managing Director, Novacap **KEVIN MCCLELLAND**, Head of Technology Investment Banking, Citizens JMP

DANIEL MCDOW, Global Managing Director, Head of Software Investment Banking, Citi

#### 2:15 - 2:45 PM

#### **Pavilion Session: Pricing Power Play: Mastering the #1 EBITDA Driver from Underwriting to Exit**

DealMAX Lounge, Bristlecone Ballroom, Level 1

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Pricing isn't just a number—it's the most powerful lever for driving EBITDA and maximizing value across the deal lifecycle. In this session, we'll break down best practices for pricing excellence at every stage: from underwriting smarter deals, to unlocking value creation post-close to optimizing pricing strategy for a premium exit. Learn how top-performing firms leverage data, discipline, and dynamic pricing to turn revenue into real returns. Whether you're structuring a new deal or prepping for an exit, this session will equip you with the strategies that separate private equity leaders from the pack.

#### SPEAKERS:

DAVE CLEMENT, Partner and Head of New York Office, Simon-Kucher

ADAM ECHTER, Partner and Head of Global Industrials Sector, Simon-Kucher

#### 3:00 – 3:30 PM

## Pavilion Session: The Evolution of Al in the Dealmaking Process

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY SS&C Intralinks\*

Artificial Intelligence (AI) continues to transform and reshape M&A dealmaking in unprecedented ways. Join us for an engaging and informative conversation with industry experts to discuss how dealmakers are using AI to streamline traditional deal processes, generate data-driven decisions, and foster successful outcomes. Explore realworld examples of how AI-powered due diligence allows firms to analyze vast amounts of data with unprecedented speed and efficiency, reducing time and costs while minimizing human error. This session is essential for M&A professionals looking to apply the power of AI to uncover new opportunities and drive smarter, faster transactions across an increasingly digital landscape.

#### SPEAKERS:

**RONJOHN DADD**, Principal Product Manager, SS&C Intralinks

**MATTHEW WELLS**, VP, Global Product Marketing and Strategy, SS&C Intralinks

#### 3:30 – 5:00 PM Lounge Happy Hour

DealMAX Lounge, Bristlecone Ballroom, Level 1

Wrap up another productive day of one-on-one meetings, content sessions, and networking with a drink in the DealMAX Lounge. Meet-ups for First Time Attendees, Veterans in the Middle Market, International Attendees, and Young ACG Members will be taking place throughout the Lounge.

#### 3:45 – 4:15 PM Pavilion Session: Generative AI: Launching a New Era in Investment Intelligence

DealMAX Lounge, Bristlecone Ballroom, Level 1

SPONSORED BY

#### **Alpha**Sense

In the fast-evolving world of business intelligence, staying ahead demands not just data but deep, actionable insights. This session will explore how Generative AI is redefining the investment decision-making process, drawing from AlphaSense's latest advancements—such as Generative Search—to illustrate the practical applications of AI-driven content analysis and provide a glimpse into the future of investment intelligence.

#### 4:00 - 6:00 PM Special Session: Is 2025 Primed for a Surge in **Dealmaking?**

Juniper Ballroom, Level 3

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Join the leading women of ACG for a panel session, during which they'll share their unique perspective about where the market is, what dealmakers are expecting over the next year, and how they are positioning their firms for the future.

For more information about this session, including speaker details, see p. 22.

#### WEDNESDAY, APRIL 9

#### 6:00 - 7:00 AM ACG Run Club

DealMAX Registration, Level 2

Runners, joggers, and walkers are all welcome! No need to sign up prior to running, just arrive at the designated start location at 6:00 AM.

#### 7:30 - 11:00 AM **Registration Open**

West Convention Center Entrance, Level 2

#### 8:00 - 9:00 AM **Networking Breakfast** DealMAX Lounge, Bristlecone, Level 1

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#### 8:00 - 10:00 AM

**Chapter Board Leader Breakfast and Session** (by invite)

Juniper Ballroom, Level 3

#### 8:00 - 11:00 AM **DealMAX Lounge Open** DealMAX Lounge, Bristlecone & Pinyon Ballrooms, Level 1



# EVENT INFORMATION

#### STARBUCKS TAKEOVER

Location: ARIA Convention Center (Near DealMAX registration) Make warm introductions instead of cold calls at Starbucks, now officially part of the DealMAX conference space. This year, access to Starbucks is reserved exclusively for badged DealMAX attendees, and drinks are on ACG! Enjoy a complimentary coffee while you hold a meeting, or pop in on your way to the cabanas, and take advantage of this new resource for networking at DealMAX.

**PAVILIONS** offer a relaxed setting to engage in informal educational sessions and technology discussions. Industry experts will give 20-30-minute talks, offering fresh perspectives on the middle market.

**ENGAGE WITH OUR SPONSORS** in the DealMAX Lounge, where you can connect with our trusted M&A partners.

**NETWORKING MEALS** will keep you energized, so grab a seat at one of the open tables and network with fellow DealMAX attendees.

BREAKFAST - Monday, Tuesday, Wednesday

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GRAB & GO LUNCH - Tuesday

(Lunch on Monday is available only in the Opening General Session, Ironwood, Level 3)

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SNACK BREAKS - Monday, Tuesday

**BEVERAGES**, including coffee, tea, soft drinks, and water, are provided throughout the day to keep you hydrated and energized!

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**SPEARHEAD** 

**INVESTMENT BANKING DEAL TABLES** provide investment bankers with reserved tables to host 1:1 meetings throughout the conference. The room is organized alphabetically to help you easily locate your meetings.

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**DEDICATED TABLES** are located in the Bluethorn rooms, directly across the hall from the DealMAX Lounge. These tables are also arranged alphabetically.

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**OPEN MEETING ZONES** are spread across the Lounge and are available on a first-come, firstserved basis. Take advantage of the numbered tables and claim your space by simply showing up.

THE DEALMAX BAR offers space for taking a break between meetings and sessions, with open seating and games. Espresso and pressed juices are available in the morning. In the afternoon, enjoy a dirty soda or choose from a variety of beer and wine options.

Tres ista withum\*

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**TUESDAY HAPPY HOUR** presents a well-deserved break and the chance to connect with other attendees after a full day of programming and dealmaking. Happy Hour runs from 3:30 – 5:00 PM on Tuesday. Join us for focused networking geared towards first-time attendees, veterans, international attendees and Young ACG attendees.

THE SHOESHINE STATION is a perfect place to sit back and relax as a pro shines your shoes.

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**CHARGING STATIONS** are available throughout the Lounge for attendees to power up their devices.

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THE HEADSHOT LOUNGE allows you to refresh your professional brand with a new headshot.

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**CONFERENCE WIFI** is available throughout the conference space.

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THE GOLF PUTTING EXPERIENCE is a putting

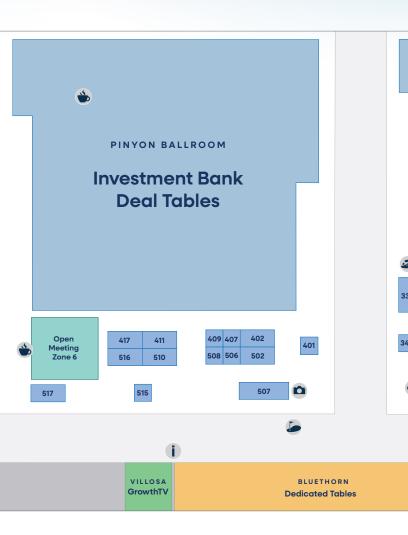
challenge located in the Main Foyer featuring two mini courses designed for friendly competition throughout the event.

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# DEALMAX LOUNGE MAP

#### **ARIA WEST CONVENTION CENTER - LEVEL 1**



#### MAP LEGEND





# ALD :

#### **IMPORTANT:**

Meeting Zones 1-6 are unreserved tables that will be open to all attendees throughout the event.



# **SPONSOR LEGEND**

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# **CONNECT AND COLLABORATE**/ **DEAL TABLES**

#### **INVESTMENT BANKING DEAL TABLES**

Located in the DealMAX Lounge (Pinyon Ballroom), the Investment Banking Deal Tables provide investment bankers with reserved tables to host 1:1 meetings throughout the conference. The room is organized alphabetically to help you easily locate your meetings.

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#### **DEDICATED TABLES**

Located just outside the DealMAX Lounge in the Bluethorn Rooms on Level 1, these tables provide M&A partners, private equity firms, and others with a dedicated place to host 1:1 meetings throughout the conference.

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#### PRIVATE MEETING ROOMS

Private meeting rooms for ACG sponsors are located on Levels 2 and 3 of the ARIA West Convention Center in the Copperleaf and Starvine rooms.

#### CABANAS

Additional meeting space for ACG sponsors is located outside of the DealMAX Lounge at the ARIA cabanas. Cabanas open at 9:00 AM and are accessible via a new pathway adjacent to Salt & Ivy (follow the DealMAX signs) and the main pool entrance (around the corner from Proper Eats). Located a few minutes' walk from the Lounge, attendees should keep this in mind when moving between meetings.

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# SPONSOR RECOGNITION

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#### INTERESTED IN BECOMING A SPONSOR?

If you'd like to learn more about becoming a sponsor, please reach out to Kaitlyn Gregorio, Vice President, Sales at kgregorio@acg.org (onsite meetings are available). Packages available for DealMAX 2026, chapter events, and media.



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#### MEMBERSHIP

The premier network of middle-market M&A professionals, ACG represents nearly 14,000 members who support the growth of midsize companies, with chapters in over 60 markets worldwide. By joining ACG, members gain access to exclusive benefits, including members-only events, event registration discounts, the ACG member directory, member-only offers from ACG partners, and more. Join today at ACG.org!

#### **EVENTS**

ACG hosts more than 1,200 events each year across the globe. From large conferences to bespoke breakfasts and sector-focused panels, ACG events enable attendees to build their networks, deepen relationships, learn about industry best practices, and more.

#### INTELLIGENCE

ACG provides a variety of ways to stay up to date on market trends. Our data company, GF Data, offers subscribers the most reliable transaction data on private M&A transactions ranging from \$10 million to \$500 million. ACG also hosts member-only webinars, along with other media offerings—including *Middle Market Growth* magazine, GrowthTV and the Middle Market Growth Conversations podcast—all of which feature actionable insights and analysis from industry leaders.

#### SPONSORSHIP AND ADVERTISING

If you'd like to learn more about becoming a sponsor, please reach out to Kaitlyn Gregorio, Vice President of Sales, at kgregorio@acg.org (onsite meetings are available). Packages are available for DealMAX 2026, chapter events, and media.

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# **Save the Date** Registration Opens April 2025!

# Save the Date

#### ACG DealMAX° returns April 27 - 29, 2026

#### ARIA Resort & Casino | Las Vegas



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