

2019

ILLINOIS  
MIDWEST BUSINESS BROKERS  
& INTERMEDIARIES  
**SPONSORSHIP GUIDE**

**mbbi** MIDWEST  
BUSINESS  
BROKERS  
AND  
INTERMEDIARIES

November 2018

## MBBI Sponsorship Opportunities / Renewal for Upcoming 2019 Sponsorship Year

Hello MBBI Members & Guests –

Thank you for your continued involvement and support of MBBI. MBBI is the premier membership and trade organization in the Midwest for deal makers, business professionals, intermediaries, investors and anyone else involved in buying, selling, financing or investing in small to medium sized businesses. Our sponsors are vital to MBBI's ability to fulfill its mission and create value for its Sponsors and Members. Consequently, MBBI is committed to providing our Sponsors with the best opportunity to promote awareness of their services to MBBI members and others involved in mid-market deal making in the Midwest.

If you target middle and lower middle market deals, companies or professionals, becoming a Sponsor of MBBI can play an important part in helping you reach these targets and expanding your network and deal flow. MBBI is now accepting Sponsorship commitments and renewals for the 2019 MBBI Sponsorship year.

We have a great MBBI 2019 Sponsorship Program for you, and we are excited for you to participate and enjoy the recognition our Sponsors receive in the M&A community. Most of our Sponsors acknowledge that one good referral easily pays the cost of sponsorship for several years. MBBI promotes its Sponsors in a positive, professional manner that promotes your brand. The Brand Recognition for our MBBI Sponsors is substantial, with inclusion of your brand and/or logo in our 52 weekly announcements to over 270 registered annual Members (\*and growing), 12 monthly MBBI newsletters to our Members, all Annual Golf Outing promotional emails, all Illinois event emails (to our full 1300+ mailing list), and to a larger mailing list for MBBI's premier winter conference event emails leading to the event. Your Brand Recognition is also included prominently at each Illinois Event including the MBBI premier winter conference, and on our [www.MBBI.org](http://www.MBBI.org) website. Logos are displayed by sponsor level in the order in which sponsor payments are received. Our MBBI LinkedIn group is over 500 strong. Sponsors are first on the list for other sponsor and speaking opportunities. We also have a Wisconsin Chapter (with additional sponsorship / dual membership opportunities).

The MBBI 2019 Sponsorship year is February 1, 2019 to January 31, 2020. Each Sponsorship level has been tailored to offer significant value to you for your sponsorship dollars. The attached Sponsorship Levels and Benefits Chart provides the details for each level. Here are a few highlights of the many benefits:

- 12 month program
- Sponsor Brand Recognition at each 2019 Illinois Event and the MBBI premier annual winter conference for January 2020
- MBBI membership for you and your associate(s)
- Included participation for our largest events
- Inclusion of brand and/or logo in MBBI communications and promotions
- Additional Sponsors-first opportunities including articles for MBBI monthly newsletter

This Sponsorship year, if you are a new sponsor to MBBI and complete and submit your sponsorship level commitment by November 30, 2018, your brand and logo will ALSO be highlighted as one of our new MBBI Sponsors in materials for the January 2019 MBBI premier winter conference.

Our most exclusive Platinum level Sponsor package provides you our highest level of Sponsor recognition and value. You will also be featured as one of MBBI's luncheon Sponsors for our annual Golf outing and our annual premier winter conference. As a Platinum level Sponsor, you will have the most meaningful opportunities to promote your organization to our membership and the larger M&A community.

Our Gold level sponsor package includes almost as many benefits as Platinum level, but with the Gold standard of recognition and a few less inclusions. It is a great value and delivers tremendous branding opportunities.

Our Silver level sponsor package also has loads of brand recognition already included, but fewer 'included' events. Your individual membership, though, is of course included with your Sponsorship. If your budget doesn't reach to Gold or Platinum level, you should strongly consider a Silver level Sponsorship.

If you qualify as a Deal Maker, our Midwest Deal Makers sponsorship level has been specifically tailored for you and includes a single Membership, and your Deal Maker registration for attendance at our January 2020 premier winter conference along with a Deal Maker table at its Capital Connection. While the Platinum, Gold and Silver sponsorship levels provide more benefits, the Midwest Deal Maker sponsorship level is a no-brainer for the value it provides if you qualify. This Sponsorship level is open to all Equity Sponsors\*\*, investment bankers and licensed business brokers.

Regardless of which sponsorship level is right for your organization, we designed the 2019 program to offer significant value. We are asking for your commitment for the 2019 MBBI sponsorship program. To become a sponsor or renew your sponsorship:

- Visit our website, [MBBI.org/sponsorship](http://MBBI.org/sponsorship), to register. You may pay online or mail a check.
- Or, sign a copy of the attached Sponsorship Commitment form, complete it and email to [info@mbbi.org](mailto:info@mbbi.org) or fax to 708-377-2364.

We ask that you register online or return your completed commitment form by November 30th. Emailed/faxed commitment forms will be invoiced at your sponsorship level. If you are a new sponsor to MBBI, and your commitment is submitted by November 30th, it will secure your brand/logo recognition not only for the January 2020 premier winter conference but ALSO as one of our new sponsors for the upcoming January 2019 premier winter conference (if you are already one of our 2018 Sponsors, then you have already secured brand recognition for our January 2019 premier winter conference). Payment for your sponsorship commitment is due no later than December 31, 2018. Reminder, logos are displayed by sponsor level and in the order in which the sponsor payment is received.

On behalf of the MBBI membership, thanks again for your support and participation in 2018. Please contact me or our MBBI administrator with any questions. We look forward to your prompt response.

Arthur Mertes, Tom Thomas and Joe Emerich, MBBI Sponsorship Committee:

(Art Mertes | 312-454-0311 | [amertes@synergylawgroup.com](mailto:amertes@synergylawgroup.com))

(Tom Thomas | 847-444-8476 | [tthomas@fgmk.net](mailto:tthomas@fgmk.net))

(Joe Emerich | 847-818-7510 | [jemerich@jkrug.com](mailto:jemerich@jkrug.com))

\*\* Equity Sponsors include private equity firms, family funds/offices, buyout and growth capital funds, financial equity sponsors, and independent or fundless sponsors.

# SPONSORSHIP LEVELS

## LEVELS

### BENEFITS

	PLATINUM*	GOLD	SILVER	MIDWEST DEAL MAKERS
	\$3,950	\$2,650	\$1,350	\$750
12 Month Sponsorship Year Feb '19 - Jan '20	●	●	●	●
Sponsorship brand inclusion on all email communications from the organizations, including weekly emails and monthly newsletter	●	●	●	●
Sponsor Recognition for each Regular Event	●	●	●	●
Sponsor Recognition at Jan '20 Annual Conference	●	●	●	●
Sponsor Recognition on MBBi Website Home Page and Meet the Sponsors Page	●	●	●	●
Tickets for Annual Golf Outing (foursome) \$700 Value	●			
Tickets for Annual Golf Outing (twosome) \$350 Value		●		
Sponsor Recognition as one of the Lunch Sponsors for Golf Outing \$500 Value**	●			
Sponsor Recognition at Golf Outing	●	●	●	●
Hole Sponsor at Golf Outing \$150 Value	●			
Attendance for 1 to the Jan '20 Premier Conference \$260 Value	●	●		●
Exhibit Table at Capital Connection at the Jan '20 Conference \$350 Value	●			●
Sponsor Recognition as Lunch Sponsor for 2020 Premier Winter Conference \$500 Value**	●			
Six (6) Complimentary Attendance Passes for use by one of Sponsor's MBBi Member or Associate Member at Regular MBBi Events \$300 Value	●	●		
Social Networking Event Included	●	●	●	●
One MBBi Membership & Two Associate Memberships \$475 Value	●	●		
One MBBi Membership & One Associate Membership \$375 Value			●	●

\* Platinum sponsorship level is limited to one sponsor per professional category (i.e. Lawyer, Accountant, Commercial Banker, Investment Banking Firm)

\*\* Lunch sponsorship includes premier signage at the event as well as an opportunity to present your firm to the group.

\*\*\* Sponsors have Sponsor-first opportunities, including the opportunity to write articles to be included in the monthly newsletter. Sponsor members with strong interest will always be considered for Board and Committee roles.

## SPONSORS WEBPAGE EXAMPLE (PERMANENTLY POSTED ON MBBI.ORG)

Members Area Contact Us





Search

mbbi


Resources News Events Sponsors Legal Contact Us

### MBBI Illinois Sponsors

**Platinum Sponsors**

Company	Contact	Phone	Email
 FGMK ASSURANCE • TAX • ADVISORY	Tom Thomas	847-444-8476	tthomas@fgmk.net
 MPS LAW MELTZER, PURTILL & STELLER LLC	Ray Horn	847.330.2430	rhorn@mplslaw.com
 BB BILLOW BUTLER & COMPANY, L.L.C.	Darrell Butler	312-559-9055	dbutler@billowbutler.com
 J. ERIC & ASSOCIATES, INC. MBA Broker/Consultant	Joe Emerich	847-816-7510	jemerich@krug.com

**Gold Sponsors**

Company	Contact	Phone	Email
 CENTRUST BANK	Tom Meyer	224-543-4047	tmeyer@centrustbank.com

## EVENT EMAIL EXAMPLE (SENT OUT MULTIPLE TIMES LEADING UP TO EACH MBBI EVENT)

Register Now



**2016-2017  
MBBI Finance & Economic Update**

**University Club**  
76 E Monroe St,  
Chicago, IL 60603

**November 15, 2016**  
**11:30am-2:30pm**  
**Members: \$75**  
**Non-Members: \$95**

**GUEST SPEAKER**  
**Jeff Weniger, CFA**  
Vice President & Senior Strategist  
BMO Private Bank



Jeff has been with BMO since he joined the private client group as a global macro strategist in 2008. He surveys the investment landscape to find strategic and tactical investment opportunities on an asset class level. Jeff hosts BMO Private Bank's weekly market strategy call and is a regular on the speaking and conference circuit. Jeff has appeared in the Wall Street Journal, Barron's, Forbes, Reuters, CNN Money and MarketWatch and can be seen regularly on Canada's Business News Network.

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Register and Get More Information at [MBBI.org](http://MBBI.org)

Download Event Flyer Register Now

## MONTHLY NEWSLETTER EXAMPLE (INCLUDED IN EACH WEEKLY UPDATE EMAIL AND PERMANENTLY POSTED ON MBBI.ORG)

Upcoming Events

Broker and Private Equity Networking Exchange  
September 20, 2016  
4:30 PM to 7:00 PM  
RAM Restaurant & Brewery  
Schaumburg, IL

What Management Team Are You Partnering With?  
September 13, 2016  
4:30 PM to 7:00 PM  
Surg on the Water, Milwaukee, WI

Register Now

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MBBI Newsletter September 2016  
**Advisor Fit is a Key to Transaction Success**

**SPONSORS ILLINOIS**

**Gold**

 CENTRUST BANK  MPS LAW

 FGMK  PORTE BROWN

 FIRST BUSINESS  MARCUM

 POLSINELLI  SYNERGY

 EQUILIBRIUM  HUCK BOUMA

 KELLEHER & BUCKLEY, L.L.C.  ARTHUR J. GALLAGHER & CO.

**Silver**

 BB CPO  BVX

 CCM  CLINGMAN, CULLOW & MCLEAN, LLC

Midwest Business Brokers and Intermediaries Newsletter is published monthly. All MBBI members are invited to submit articles for publication.

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**Contributing Editor:** Ray Horn is a Member with Meltzer, Purtill & Stella LLC, a law firm with offices in Schaumburg and Chicago and is also Executive Vice President and a member of the Board of Directors of MBBI. Ray can be reached by phone at (847) 330-2430, and by email at rhorn@mplslaw.com.

**MPS LAW**  
MELTZER, PURTILL & STELLER LLC

Success in an M&A transaction is dependent on many factors, including two willing parties, access to capital and financing and a relatively clean business. However, sellers and buyers should also carefully consider the value of a capable attorney with a background in M&A. Unfortunately, ill-fitting choices in legal counsel occur more regularly than one would think, resulting in adding material and unnecessary challenges to transactions, and sometimes producing disastrous effects. I recall representing a buyer when the seller was represented, successively and in the same transaction, by an estate planning attorney and then by a civil trial attorney – with the second attorney hired when the seller lost confidence in the first attorney, and with the first attorney having represented that seller when he purchased the business. The deal somehow closed (avoiding a fully disastrous result), but the deal took far longer and the parties spent far more on fees than would have been the case otherwise.

Certainly, the reasons for these ill-fitting choices are understandable. First, take a seller engaging in a sale transaction for the first (and possibly the only) time, attempting both to run a business and complete an emotionally-charged and complex transaction. Then, mix in the very human tendency to seek out the known and comfortable, particularly when experiencing an uncomfortable and stressful event. In those circumstances, sellers and buyers often focus on loyalty and trust rather than on relevant experience, proper attitude and access to resources. However, the choice is arguably similar to one seeking out a knee surgeon for a skin condition. Of course, your estate planning attorney, commercial litigator, real estate attorney, or personal injury lawyer may lawfully represent you in the transaction, but there are some key factors which should be considered and which might lead to a different choice.

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**SPONSORS ILLINOIS**

**Gold Sponsors 2016**

 CENTRUST BANK  MPS LAW

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 FIRST BUSINESS  MARCUM

 POLSINELLI

 SYNERGY  EQUILIBRIUM

 HUCK BOUMA

 KELLEHER & BUCKLEY, L.L.C.  ARTHUR J. GALLAGHER & CO.

**Silver Sponsors 2016**

 BB CPO  BVX

 CCM  CLINGMAN, CULLOW & MCLEAN, LLC

**Midwest Dealmakers 2016**

 BKD  FOCUS

 INTEGRÈ  LASALLE CAPITAL

# Annual Sponsorship Program Commitment Form

## 2019 Annual Sponsor

Company Name: \_\_\_\_\_

Street Address/PO Box: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**Please accept our commitment as MBBI Sponsor for the 2019 Program year at the following checked level:**

Platinum (\$3,950)

Gold (\$2,650)

Silver (\$1,350)

Midwest Dealmakers (\$750)

Please also check this box if you are a Renewing Sponsor

(Please check this box to receive Info about becoming a MBBI Wisconsin Chapter 2018 Sponsor; you may be eligible for a 10% discount on the above level with your dual Sponsorship)

**I understand that the sponsorship period begins February 1st, 2019 and ends January 31st, 2020 of the sponsorship year. Payment is due no later than December 31, 2018.**

Signature: \_\_\_\_\_

Name:

Title:

Arthur Mertes, Tom Thomas and Joe Emerich, MBBI Sponsorship Committee

Current MBBI Sponsors, login to [MBBI.org](http://MBBI.org) and renew/pay your sponsorship online.

New Sponsors Apply and Pay online at [MBBI.org](http://MBBI.org) or Return this form to:  
Midwest Business Brokers and Intermediaries  
P.O. Box 5135  
Oak Brook, IL 60522-5135