

The Private Company Governance Summit 2016

Westin City Center, Washington, D.C. • May 11-13, 2016

The fourth annual Private Company Governance Summit (PCGS) serves the governance information needs of owners, shareholders, directors and advisory board members of closely-held, family-owned and private equity owned private companies. The conference is produced by *Private Company Director*, *Directors & Boards* and *Family Business Magazine*.

AVAILABLE SPONSOR CATEGORIES

A limited number of sponsorships are available for companies serving middle-market private companies and their boards, in the following categories:

Private Company Services
Compensation Research and Consulting
Accountants
Executive Search/Board Search
Succession Planning
Board Technology
Law Firms
M&A Advisors
Private Equity Firms
Governance Advisors
Family Business Advisors
Crisis Communications
D&O and Liability Insurance
Corporate/Shareholder Communications

PCGS Conference Content

Each PCGS conference features:

- Speakers who are serving directors or private company owners/shareholders, sharing practical, real-world experiences
- Top flight keynote addresses
- Collaborative discussion sessions
- Breakouts covering key governance topics
- Special content for private companies just beginning to develop formal governance
- Exceptional networking opportunities

PCGS 2016 will focus on:

- Dealing with Conflicts of Interest on Private Company Boards
- Crisis Communications for Private Boards
- Recruiting New Directors
- Cybersecurity Case Study
- Preparing for the Board Meeting
- Private Company Capitalization, Liquidity and Shareholder Return

With expert briefings on:

- The IPO/M&A-ready Board
- Board Liability and Risk
- Independent Board Members
- Strategy
- Board Diversity
- Private Board Committees
- Director and Board Evaluations

SERVING THE GOVERNANCE NEEDS OF THE MIDDLE MARKET

PCGS attendees represent middle market privately-owned companies, ranging in size from \$50 million to well over \$3 billion in annual revenues. Private Company Director was launched (in print and online) in 2013 to serve the governance needs of this important and hard-to-reach demographic.

According to Deloitte LLP, 75% of the US companies in the middle market are privately-held. Of the privately-held companies, 36% are family-owned, 28% closely-held (non-family) and 36% are private-equity or VC-backed, or had some other ownership structure.

Middle market companies are leading job growth, employing more than 50 million people and making a contribution of nearly \$6.2 trillion to the U.S. economy. (Source: Middle Market Power Index from American Express and Dun & Bradstreet.)

The United States is home to 55,700 middle market companies and generates the highest amount of economic output among such companies in major global markets. (Source: HSBC and Oxford Economics.)

POWERFUL KEYNOTE ADDRESSES

(Past PCGS keynoters)



Norman R. Augustine,
retired Chairman and
CEO, Lockheed Martin



Harry Kraemer,
Executive Partner,
Madison Dearborn



John Engler,
President, The
Business Roundtable



Roderick Hills, former
Chairman, Securities and
Exchange Commission



Marcy Syms, former
Chair and CEO, SYMS



B. Joseph White,
Director, Gordon Food
Service



Jack Brennan,
Chairman Emeritus,
Vanguard



Seth Goldman,
President & CEO,
Honest Tea



Lansing Crane,
former Chairman and
CEO, Crane & Co. Inc.

RAVE REVIEWS

(Comments from past attendees of PCGS)

"Excellent conference—the best! Quality and valuable content, excellent networking. Everyone was engaged and engaging."

"Loved the focus on private versus public company issues. It is often hard to benchmark in this area—but here, you could talk directly with those similarly situated."

"The conference completely changed my view on how a board is conducted and run."

"The quality of the attendees is extraordinary, and the tempo and content of the sessions allows time to think, engage and connect."

"This conference may be the best thing I've done all year!"

"Top notch. Organized, great content, well managed."

"A unique place to get a lot of good information and be exposed to new ideas. I left inspired and curious about bringing some ideas back to our board."

"Outstanding value for time invested. Fantastic speakers, so well qualified. I'm so impressed that these experts are willing to share and give back, and pay it forward. This has been one of the best conferences I have ever attended. Contacts, networking and resources, all here in a day and a half. Wow!"

"This conference provides a wonderful buffet of ideas. Some fit, some don't, but the ones that fit are gems."

PCGS CONFERENCE MARKETING

The PCGS Conference is marketed to more than 25,000 executives, owners, board members, and investors through extensive print and digital promotion to the subscriber lists of *Directors & Boards*, *Family Business Magazine* and *Private Company Director*.

MEDIA SUPPORT

**PRIVATE COMPANY
DIRECTOR**
THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE

Directors & Boards

Family Business

SPONSOR MARKETING

All PCGS sponsors have access to special registration discount codes to offer to their top clients and prospects.

ASSOCIATION SUPPORT

The following associations are supporting conference sponsors and marketing partners. Special registration discounts are offered to their members:

The National Association of Corporate Directors

The National Center for the Middle Market

Private Director Association

The CFO Alliance

The Society of Corporate Secretaries and Governance Professionals



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SPONSORSHIP OPPORTUNITIES

Platinum (Exclusive Welcome Reception Sponsor)

\$40,000 (sold out)

- Exclusive sponsor of the Conference Welcome Reception
- Signage at event and in conference agenda
- Presentation of company logo and web address in print, electronic, and other marketing
- Inclusion of up to three corporate brochures in registration materials distributed to attendees
- Tabletop for literature distribution
- One complimentary full conference registration for one private company director client
- Complimentary attendance for up to three company executives, one of which may also be a panel participant/speaker/moderator as appropriate
- Full-page, 4-color ad in special print magazine, *Private Company Director*

Gold (Group Dinner or Opening/Closing Lunch Sponsor)

\$35,000 (one available)

- Signage at event and in conference agenda
- Presentation of company logo and web address in print, electronic, and other marketing
- Inclusion of two corporate brochures in registration materials distributed to attendees
- Tabletop for literature distribution
- Complimentary attendance for two company executives, one of whom may also be a panel participant/speaker/moderator as appropriate
- Named sponsor of the group dinner or group lunch on first or second day
- Full-page, 4-color ad in special print magazine, *Private Company Director*

Silver \$30,000 (two available)

- Signage at event and in conference agenda
- Presentation of company logo and web address in print, electronic, and other marketing
- Inclusion of one or two corporate brochures in registration materials distributed to attendees
- Tabletop for literature distribution.
- Complimentary attendance for one company executive
- Named sponsor of a coffee/refreshment networking break.
- Half-page, 4-color ad in special print magazine, *Private Company Director*

Bronze \$20,000 (four available)

- Signage at event and in conference agenda
- Presentation of company logo and web address in print, electronic, and other marketing
- Inclusion of single corporate brochure in registration materials distributed to attendees
- Complimentary attendance for one company executive
- Access to shared table for literature distribution Supporting \$15,000
- Signage at event and in conference agenda
- Presentation of company logo and web address in print, electronic, and other marketing
- Inclusion of single corporate brochure in registration materials distributed to attendees
- Access to shared table for literature distribution

For more information:

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scottchase@verizon.net; 301-879-1613

PAST PCGS ATTENDING COMPANIES

A

A.W. Faber Castell S.A
ACS Industries Inc.
Adolph Coors Company, LLC
Advent International
Aegis Business Technologies
AgileNano
Agnew Company, The
All Media Ventures
Allied Logistics
American Consolidated Media Holdings
American Textile Company
Amirexx
AnswersMedia LLC
Arden Seminars, Inc.
Arnall Golden Gregory LLP
Ascent Private Capital Management
Asesores Comerciales

B

B.O.A.R.D.S
Babcock Lumber Company
Bama Companies, The
Barnegat Bay Capital Inc.
BDP International, Inc.
Biltmore Company, The
BioAgilytix Labs
Bird Technologies
Bison Gear & Engineering Corp.
Blain Supply, Inc.
Board Dynamics
Board Equity Partners
Bonadio Construction Consultants
Brakebush Bros. Inc.
Brick Companies. The
Brownstein Corporation
Bueno Foods (El Encanto Inc.)
Bush Brothers & Company
Business Roundtable, The

C

C H Briggs Company
Caganco, Inc.
Calkins Media Incorporated
Canal Insurance Company
Capstan Corporation
Cardone Industries
Carolina Biological Supply Company
Carriere Family Farms
Carroll Motor Fuels/High's of Baltimore LLC
Carver Bancorp, Inc.
CEO Institute, The
Charter Manufacturing Co., Inc.
Chick-fil-A, Inc.
China Cat Capital, LLC
Chubb Group of Insurance

Companies
Chubb Specialty Insurance
City Financial Corporation
Columbia Group
Conn. Attorney Title Insurance Company (CATIC)
Construction Specialties
ContinuityFBC
Cox Enterprises
Crane & Co. Inc.
Cross Border Enterprises, LLC
Cuestamoras

D

Dart Transit Company, Inc.
Davey Tree Expert Company, The
Day & Zimmerman
De La Vega Occidental & Oriental Holdings
Defender Holdings, Inc.
DeFeo Partners LLC
Del Monte Corporation
Deloitte & Touche LLP
Diesco
Diligent Inc.
Dot Foods, Heidrick & Struggles
Drew Industries, Inc.
Drinker Biddle & Reath LLP
Drummond Scientific

E

E. Ritter & Company
Ed Miniati Inc.
Edmund Optics, Inc.
Elkay Manufacturing Company
Endurance Business Media
Enlight Research LLC
Ensign-Bickford Industries, Inc.
Erie Times News
Ernst & Young LLP
ESPY Energy Solutions
EVAPCO, Inc.
Everest Hotels
Expo Group, The

F

Family Business Consulting Group, The
Feigelsohn Kellar
Fidens Engineering
FMI Corporation
Follett Corporation
Fort Wayne Wire Die
Frederick Goldman, Inc.
Freeman Company, The
Fresno First Bank
Frontenac Company
Furst-McNess Company

G

GAI Capital Ltd.
Gallup Organization
GeoEngineers, Inc.
GI Supply
Goradia Capital
Gordon Food Service
Grupo Adeste
Grupo Benassi
Grupo Stefani

H

H.G. Fenton Company
H.J. Baker & Bro., Inc.
Hartland
Hay Group, The
Heatron
Heidrick & Struggles
Heights Real Estate Company, The
Hite Company, The
Home Leasing, LLC
Honest Tea
Howard & O'Brien Associates
Hunt Brothers Pizza, LLC

I

IDEAL Industries

J

J. M. Burguières Co., Limited, The
Jack Cooper Holdings Corp.
Jone Group, The

K

Kenall Manufacturing, Inc
Kennebec Technologies, Inc.
Kepner-Tregoe, Inc.
Kinsey Interests, Inc.
Kitchen Brains
Koch Development Company
Kreisler Miller

L

LDI, Ltd.
Letica Corporation
Lewis James LLC
LightSource Renewables
Lockheed Martin Corporation
Lodestone Global

M

Madison Dearborn
Maschhoff Family Foods
Masonite International
McHugh & Company
McKenna Long & Aldridge LLP
Mead & Hunt, Inc.
Meijer, Inc.
Menasha Corporation

MFT Interests GP, LLC
Michelman, Inc.
Midmark Corporation
MidMarket Capital Advisors, LLC
Miniat & Wilson
Miniat Companies, The
MLR Holdings LLC
Murchison Capital Partners, L.P.

N

Narva & Company
National Association of Corporate Directors
Neff Packaging Solutions
New Enterprise Stone & Lime Co., Inc.
New York Family Business Center
Northcott Hospitality
Northern Tool + Equipment

O

Onboard Systems
One Technologies LP
Outrigger Enterprises, Inc.

P

PartnerCom
Pension Corporation Group Ltd.
Pitcairn Family Council
Private Director Association
Probity International Corporation
Procuero
Progreso
Purity Zinc Metals
PwC's Private Company Services

Q

QSM Quality Services Management Inc.

R

RaceTrac Petroleum, Inc.
Refrigerative Supply
RHW Associates LLC
Rogers Group, Inc.
Rotman School of Management
Rowntree Enterprises
Rush Fitness Corp.

S

SACHEM, Inc.
Sankofa Legacy Advisors
Schwan Food Company, The
Social Fabric
Securities and Exchange Commission

SeeRisk Management Advisors, LLC
SEI Private Wealth Management
Seyfarth Shaw LLP
SI Group, Inc.
Simparel
SINOP
Smith Family Business Initiative, Cornell University
SnoTemp Cold Storage
SOG Specialty Knives & Tools
Solon Group
Southworth International Group, Inc.
Srinidhi Capital
SSI
Starion Financial
Stark Family Office
State Farm Insurance
Stephen Gould Corporation
Strategic Ventures Consulting, Inc.
Summit Electric Supply

T

Tecnoquimicas, S.A.
Telamon
Tinius Olsen
TPD Group LLC

U

U.S. Space LLC
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University of Maryland Robert H. Smith School of Business
Director's Institute

V

Van Ness Feldman
Vanguard Group
Vertex Inc.
Viad, Xamax Industries, TextureMedia
Vollrath Company, The

W

Wallace Holdings, Inc.
Weigel Stores, Inc.
Wells' Enterprises
Windham Professionals
Windway Capital Corp.
Wittern Group
Woldenberg Group
Woodford Manufacturing

Y

Yum! Brands

Z

Zim's Bagging Company