

THE DEAL MAGAZINE 2012 WEBCAST OPPORTUNITIES

THE LEADING DIGITAL DESTINATION WHERE M&A EXPERTS DEBATE NEXT YEAR'S STRATEGIES



THE AUTHORITATIVE VOICE OF THE DEAL ECONOMY

DEMAND for digital content for dealmakers has never been higher given the overall uncertainty of the financial markets. Leading investors, corporate development executives, bankers and advisors, that set the pace for the deal economy are constantly on the lookout for new ideas and tactics to assist them in their due diligence efforts for targeting future growth opportunities.

In 2011, we were fortunate to partner with some of these leading dealmaking firms, and have their executives lend their voices to M&A sectors and topics that were grabbing the latest headlines.

For 2012, we build on this effort to provide an unrivalled forum to discuss the **impact of the Middle Market**, how **Private Equity firms are retargeting their resources**, the **top tricks for navigating M&A financing**, where are **today's hottest emerging markets coming from** and **what companies will end the year still on life support through our Bankruptcy and Restructuring Outlook**.

2012 WEBCAST SCHEDULE



February 23, 2012

The Growing Map of Middle Market Cross-Border Deals

As the geographic scope of the midmarket expands how are buyers and sellers adjusting their evaluations? What sourcing techniques are currently in play and how does the due diligence process fit in when compared to larger-cap players?



April 12, 2012

Private Equity: Fundraising in Uncertain Times

As a private equity leader have you found it necessary to redistribute your resources for today's market? See the challenges developing in 2012 for private equity.



May 10, 2012

Deal Financing: Behind the Numbers and in Front of the Curve of Deal

Supply and demand in the credit markets have recently been at war, especially when one considers the sluggishness of the U.S. Economy and uncertainty within the European Union. See how dealmakers are navigating financing beyond the traditional options.



July 19, 2012

Emerging markets: The rising M&A temperature in India

Listen to our emerging market experts debate the 2012 expectations of M&A competitiveness in India. How will the traditional sectors of software and IT be affected, especially when new investments in areas of finance, fashion and energy are attracting more foreign investors.



October 4, 2012

The strategy of strategic acquirers

How are strategic acquirers changing the M&A game in comparison to private equity firms? Join our experts as we debate the dividing line in M&A activity between private equity and strategic acquirers for 2012.



November 15, 2012

Bankruptcy and Restructuring: The changing nature of bankruptcies

Fewer bankruptcies over the last 3 to 4 years is a good thing, but how are distressed companies avoiding the bankruptcy process and are there guaranteed guidelines to follow in making themselves immune to filing chapter 11. Watch our experts discuss success stories involving standalone reorganizations, targeted M&A strategies and even liquidations to help rehabilitate companies on the verge of failure.



December 13, 2012

The Deal Economy 2013

What lies ahead for 2013 and how will the presidential election affect banking, consumer confidence and strategies that have full balance sheets of reserve cash for investments? See how the transactions of 2012 across both large cap and the middle market will influence the deal economy in 2013.

KEY MARKETING BENEFITS

BY SUPPORTING THESE WEBCASTS, YOUR ORGANIZATION WILL BENEFIT FROM THE FOLLOWING:

- ▶ **Thought Leadership:** Through 60-minutes of discussion, your nominated executive speaker will help shape and lead the discussion with the rest of our panelists. Their executive biography and headshot will appear on each individual event page under the current sponsored event, showcasing their history of accomplishments in the deal-making world. They will also be mentioned by a senior Deal moderator during the opening and closing of the sponsored webcast.
- ▶ **Lead Generation:** Leading up to each event, The Deal LLC builds an engaged audience of C-Suite and senior level dealmakers that not only attend the live event but register for on-demand replays that are easily accessible for months after the event. These leads are then transferred over to you as the premier partner for your sponsored event.
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- ▶ **Security:** Exclusive by sector and limited to a maximum of three sponsors, partnership opportunities prevent any of your competitors from participating in the same webcast event.

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