

# THE REG **A** & CROWDFUNDING CONFERENCE

Hosted by DEALFLOW EVENTS

JUNE 20, 2024 · WESTCHESTER COUNTRY CLUB



***Event Sponsorship Guide***

## About the Event

The **Reg A & Crowdfunding Conference** is the annual gathering place for professionals in the business of deal-marketing on the Internet. Just ask around. People who attend DealFlow Events know that the content and the vetted professionals who deliver it are without equal.

Following the success of our 2023 event and the positive feedback we received from attendees, we are bringing the conference back to the Westchester Country Club in New York on June 20, 2024. This is a superb venue for learning, networking, making new friends and securing business connections.

In 2024 we're also expanding the scope of the conference to cover Crowdfunding deals and the trends related to them, as well as detailed discussions and strategies for a successful capital raise through online deal-marketing. Attendees will glean insight from experts on deal structures, fees and expenses, and the continuously changing regulatory landscape.

The investment crowdfunding industry saw significant growth in 2023, with both Regulation Crowdfunding (Reg CF) and Regulation A (Reg A) experiencing substantial increases. This surge in alternative fundraising methods is expected to continue through 2024 and beyond.

As an event sponsor you'll receive positive exposure both before and after the conference from mainstream and specialty news organizations covering Crowdfunding and Reg A offerings, as well as online searches from potential clients looking for expert opinions and trustworthy firms to assist in their capital raising efforts.

Each year attendees at this conference represent a broad range of finance professionals with common interests and shared goals. Our events also attract the decision makers in a company – the people empowered to make deals happen. This is your opportunity to meet them.

Sponsorships are limited. To secure your spot at this event, contact our office today. We look forward to working with you.

## The Reg A & Crowdfunding Conference 2024

---

June 20, 2024

Westchester Country Club

99 Biltmore Ave, Rye, NY 10580

## Registration

---

Early Registration: \$795

Regular Registration: \$995

Walk-in Registration: \$1,195

## Marketing

---

- Social media campaigns
- Industry publications
- Online marketing and email
- Telemarketing
- Press Releases
- Collaboration with funding portals

## Contact

---

Charlie Napolitano

Managing Director

516.876.8006 ext. 20

charlie@dealflowevents.com

## Why You Should Sponsor

### The Reg A & Crowdfunding Conference 2024 Puts You Directly in Front of Your Target Audience

As a Sponsor of **The Reg A & Crowdfunding Conference 2024**, your team will meet the people empowered to make decisions and sign deals. Sponsoring this conference gives you unparalleled access to C-suite executives and the CEOs of private companies who are eager to increase their appeal, raise capital and maximize their value. This is a superb networking opportunity.

When you partner with DealFlow Events, you get insider access to:

- Creative ways to market your firm directly to decision-making executives
- A popular conference format that focuses on conducting business as well as education and networking in a luxurious, relaxing venue
- A cost-effective way of maximizing your firm's exposure to a targeted audience focused on the area of online marketing of deals
- Proven integrated media campaigns that attract the businesspeople you're aiming to meet



#### Audience Development

The Reg A & Crowdfunding Conference includes a multi-faceted marketing plan that delivers exceptional value to sponsors and results in a successful event with your target audience. You benefit not just from delivering your message during the event, but you also gain valuable exposure from our pre- and post- event marketing.

#### Exhibit Opportunities

Sponsorships include exhibit tables at the event. This is the perfect venue for you to display materials while meeting with colleagues and potential clients during breaks and networking sessions. Sponsors will also receive a virtual booth to engage with our online audience.

## The Opportunity

The **Reg A & Crowdfunding Conference 2024** includes a multifaceted marketing plan that delivers exceptional value to sponsors and results in a successful event with your target audience.

Sponsors benefit not only from delivering presentations during the event, but also gain valuable exposure from our pre- and post-event marketing. We're developing many topics of interest that take a deep dive into the issues that impact successful online deal-marketing through both Reg A and Crowdfunded offerings.

This is an opportunity to gain more business, get more deals done. We bring together the professionals working in this space and the corporate executives intrigued by the possibility of raising capital via Reg A or an equity Crowdfunding campaign.

As our valued partner, all you have to do is introduce yourself to them.

"Just ask around." It's the most powerful pitch anyone can make in business. If you're new to DealFlow Events, just ask around. Chances are good that you'll know someone who knows us.

They will tell you that we always deliver.

Those who are serious about online deal-marketing and the issues associated with Reg A and Reg CF know this event is the most important forum of the year for networking and gaining perspective on the market.

At all times, our focus is on providing attendees with the finest quality content possible. And this is your chance to engage and network with a targeted audience of motivated professionals.

Reserve your sponsorship now while opportunities are still available.



## Take Advantage of Insider Access with DealFlow Events

Our conferences are the signature events in each sector we cover.

The Reg A & Crowdfunding Conference 2024 is where the industry's thought-leaders gather to discuss strategies for raising capital via Reg A and Crowdfunding campaigns. The conference covers everything from deal structures, advisory fees and legal expenses, to regulatory requirements, investor engagement and marketing strategies to ensure deal success.

This is an unparalleled opportunity for professional education as well as networking with colleagues and forging new business relationships.

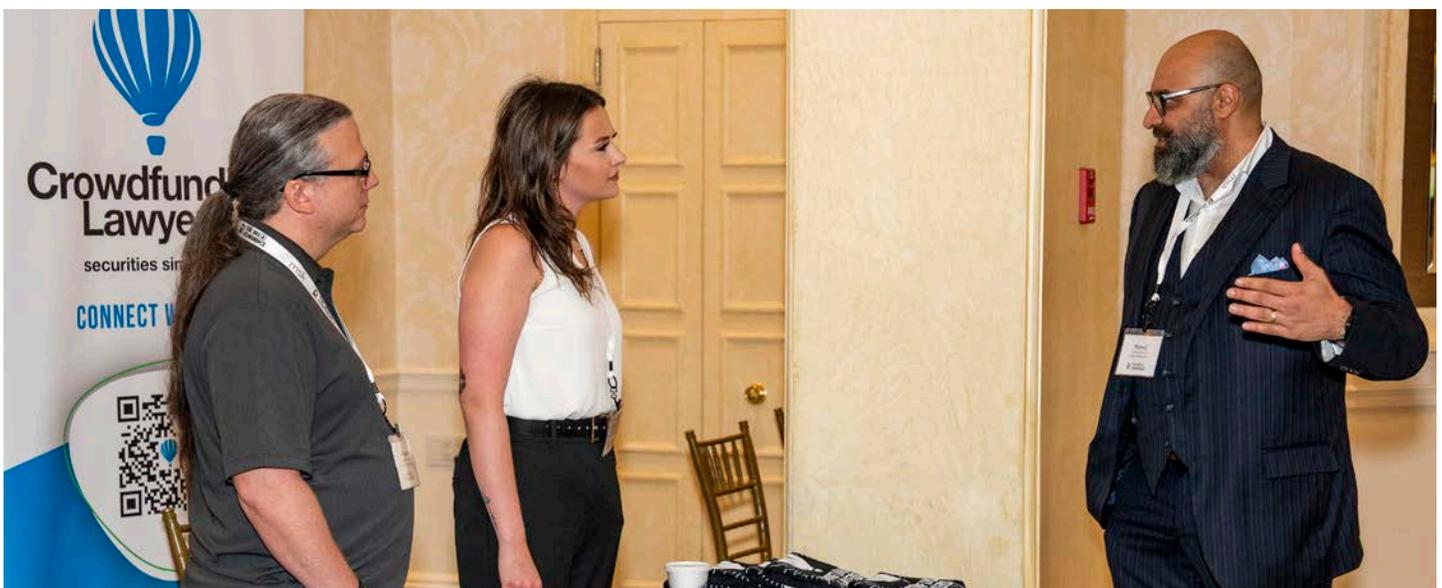
DealFlow's editors and program managers develop each conference by evaluating the major trends emerging over the course of the year and vetting the best experts in the field to discuss these issues with a targeted audience.

We follow a similarly comprehensive vetting process for admitting quality companies looking to raise capital.

Sponsorships entitle our event partners to broad exposure during a lengthy promotional campaign and during the conference itself. Benefits include speaking opportunities, pre-conference publicity, logo and literature placement, exhibit space and complimentary registration.

This is your chance to connect with a large group of relevant professionals, all gathered in one location, who are specifically looking to do deals with firms like yours.

As a valued partner, you'll also have access to our proprietary scheduling app, which enables you to plan 1-on-1 meetings with other attendees. This saves time and maximizes efficiency so you arrive fully prepared, ready to network with potential new clients and enjoy the conference.



## Unmatched Networking + Innovative Programming

The Reg A & Crowdfunding Conference 2024 features the largest gathering of people interested in online deal-marketing. This is a prime opportunity to meet like-minded business executives as well as finance professionals who help companies navigate Reg A and Reg CF offerings. Here are just some of the topics we're developing for the 2024 conference:

- The current environment for raising capital through Reg A and Crowdfunding deals
- Reg A & Reg CF by the numbers: A projection of 2024 deal activity based on market conditions and historic data
- Crowdfunding: When venture debt and business loans aren't an option
- Seeing a tree within the forest: How to make a Crowdfunding campaign stand out
- Choosing a filing preparation service: What makes a compelling prospectus?
- How to determine whether Reg A or a Crowdfunding campaign will bring the most benefit to your company
- How to market Reg A and Crowdfunding offerings in the current climate
- Protecting your IP during a Crowdfunding campaign
- Evaluating the core Crowdfunding variations: Equity-based vs. debt-based
- Pros and cons of a Crowdfunding offering
- Benefits of Alternative Trading Systems (ATS)
- Under what circumstances can you use an ATS for a public offering?
- OTC Public Offerings: How, why and when to take this approach
- When it makes sense to list before completing a capital raise
- Achieving liquidity for insiders and early investors
- Legislative and regulatory updates on Reg A and Reg CF
- How to use a Reg A offering as a launch pad for joining the NYSE or Nasdaq
- How much will this cost? A look at fees, deal structures and expenses for Reg A and Crowdfunded offerings
- Differences, including advantages and disadvantages, between Regulation A and Regulation D Rule 506(c) offerings
- Updates on reporting requirements, including federal regulations governing Reg A Tier 1 and Tier 2 offerings
- How Crowdfunding impacts Reg A
- Using social media and understanding the forms of communication that regulators allow
- Online and offline marketing tactics
- Evaluating and selecting the right technology platforms for deal marketing and transaction processing
- Benefits of orchestrating a "testing the waters" campaign to gauge investor interest
- Understanding offering statements, public filing requirements and using the SEC's EDGAR system
- How the SEC comment process can affect (i.e., delay and prolong) your capital raise

**Premier Sponsor (Limited availability/Industry exclusivity)****\$35,000**

The Premier Sponsorship is hands down the most prestigious sponsorship. You can enjoy being the most prominent sponsor at the event, with recognition during the program and signage placed around the venue.

- Eight conference passes (value of \$7,960)
- Inclusion in all pre-, on-site and post-conference media coverage
- Inclusion in press releases to promote the event
- Tabletop exhibit near the general session area
- Company name and logo prominently displayed on all conference materials
- Company logo and ad appearing in Event App
- Dedicated signage in the general session area that includes only your company's branding
- Custom advertisement showcased on screens throughout the conference
- Company logo featured exclusively on the podium signage
- Advertisement in conference related newsletter
- Full-page advertisement in the conference guide
- Detailed company listing and logo on the conference website
- Conference banner for placement on your company website
- Acknowledgment throughout the conference and networking breaks
- "Seat Drop" of company marketing materials
- Virtual Profile through Event App
- Conference attendee list provided prior to the event - exclusive
- App banner ad



**Gold Sponsor****\$15,000**

The Gold Sponsorship offers high visibility and is the ideal vehicle for networking with potential clients and industry leaders. Gold Sponsorship includes:

- Six conference passes (value of \$5,970)
- Inclusion in all pre-, on-site and post-conference media coverage
- Inclusion in press releases to promote the event
- Tabletop exhibit near the general session area
- Company name and logo prominently displayed on all conference materials
- Company logo and ad appearing in Event App
- On-site signage in the general session area
- Custom advertisement showcased on screens throughout the conference
- Advertisement in conference related newsletter
- Full-page advertisement in the conference guide
- Detailed company listing and logo on the conference website
- Conference banner for placement on your company website
- Acknowledgment throughout the conference and networking breaks
- Virtual Profile through Event App
- Conference attendee list provided after the event
- App banner ad

**Networking Sponsor****\$12,500**

The Networking Sponsor can choose to sponsor Breakfast, Lunch or the Cocktail Reception. Your company will be recognized during the event and during the networking session you choose to sponsor with special signage.

- Five conference passes (value of \$4,975)
- Inclusion in all pre-, on-site and post-conference media coverage
- Inclusion in press releases to promote the event
- Tabletop exhibit
- Company name and logo included in all conference materials
- Company logo and ad appearing in Event App
- On-site signage during the networking session sponsored
- Custom advertisement showcased on screens throughout the conference
- Advertisement in conference related newsletter
- Full-page advertisement in the conference guide
- Detailed company listing and logo on the conference website
- Conference banner for placement on your company website
- Virtual Profile through Event App
- App banner ad

**Silver Sponsor**

\$10,000

The Silver Sponsorship is a popular way to get branding exposure. Industry presence and visibility with attendees both before and during the conference are the main draws of this sponsorship.

- Four conference passes (value of \$3,980)
- Inclusion in all pre-, on-site and post-conference media coverage
- Inclusion in press releases to promote the event
- Tabletop exhibit
- Company name and logo included in all conference materials
- Company logo and ad appearing in Event App
- Company logo showcased on screens throughout the conference
- On-site signage
- Advertisement in conference related newsletter
- Half-page advertisement in the conference guide
- Detailed company listing and logo on the conference website
- Conference banner for placement on your company website
- Virtual Profile through Event App
- App banner ad

**Bronze Sponsor**

\$7,500

The Bronze Sponsorship provides the opportunity to showcase your brand to potential clients at the conference, while reaching a wide audience as part of our pre-conference marketing.

- Three conference passes (value of \$2,985)
- Inclusion in all pre-, on-site and post-conference media coverage
- Inclusion in press releases to promote the event
- Company name and logo included in all conference materials
- Company logo appearing in Event App
- On-site signage
- Company logo showcased on screens throughout the conference
- Banner advertisement in the conference guide
- Company listing and logo on the conference website
- Conference banner for placement on your company website

**Wi-Fi Sponsor**

\$5,000

The Wi-Fi Sponsor will receive prominent branding during the sign-in process for all attendees connecting to the internet at the conference. It's a creative way to get additional brand exposure at the event.

- One conference pass (value of \$995)
- Company name and logo will be placed on tent cards around the event with log-in credentials
- Company logo on the conference website
- Company logo on the conference signage

**Conference Bag Sponsor**

\$5,000

The Conference Bag Sponsor will provide bags for the event. The bags will be handed out to all attendees during registration. Sponsor is responsible for cost and production of the branded bag.

- One conference pass (value of \$995)
- Company name and logo will appear on the bag along with conference logo
- Company logo on the conference website
- Company logo on the conference signage

**Lanyard Sponsor**

\$5,000

The Lanyard Sponsor will provide lanyards for the event. The lanyards will be handed out to all attendees during registration. Sponsor is responsible for cost and production of the branded lanyard.

- One conference pass (value of \$995)
- Company name and logo will appear on the lanyard along with conference logo
- Company logo on the conference website
- Company logo on the conference signage

**Beverage Sponsor**

\$5,000

The Beverage Sponsor will be associated with gourmet refreshments such as coffee, cappuccino and espresso stations located throughout the event.

- One conference pass (value of \$995)
- Company name will appear at beverage station outside the general session
- Company logo on the conference website
- Company logo on the conference signage

**Promotional Sponsor**

\$5,000

Promotional Sponsors are given the opportunity to brand a conference giveaway that the attendees will associate with your firm. It's a cost-effective way to promote your firm's services.

- One conference pass (value of \$995)
- Hand out promotional materials and/or giveaway items
- Company logo on the conference website
- Company logo on the conference signage

## REG A & CROWDFUNDING

## PRIOR SPONSORS

Since 2003, we've had hundreds of sponsors who've aligned themselves with DealFlow Events because they know we attract a qualified audience for marketing their services to new clients. Below are just some of the firms who've been sponsors of our events.

21st Services	China Finance	Fasano Associates
Abacus Settlements	China Select Capital Partners	Fasken Martineau DuMoulin
Absolute Life Solutions	Chord Advisors	Felix Investments
ABZ Law Office	Citadel Securities	Finn Dixon and Herling
Advanced Underwriting Solutions	ClearLife Limited	Finnegan
AFH Holding & Advisory	Clearwater	Foley & Lardner
Agile Legal	Computershare   Georgeson	Fraser Milner Casgrain
Agoracom Investor Relations	Continental Stock Transfer & Trust	Friedman
Akerman Senterfitt	Company	FundAmerica
Akin Gump	Cornell Capital Partners	Gallagher
Albeck	Corporate Stock Transfer	Gateway Investor Relations
AllBright Law Offices	Country Road Capital	GBH CPA's PC
Alpha IR Group	Coventry	Gemini Partners
Alston & Bird	Credit Suisse	GigCapital
American Life Insurance Congress	Crone Rozyngo	Global Debt Registry
American Stock Exchange	CrowdCheck	Global Life Underwriting
American Stock Transfer Trust	Crowdfunding Lawyers	Goodwin Procter
America's Recommended Mailers	CSG Partners	Go Public Institute
Amster, Rothstein & Ebenstein	CSSB Private Bank	Greenberg Traurig
Andrews Kurth	CureMD	Growop Technology
Apex Education	Cyndx	Hampton Growth
Arctic Island	Dalmore Group	Hawk Associates
Arent Fox	DAS Consulting	Haynes and Boone
Armadillo Financial Partners	DealMaker	HC Wainwright
Arnold & Porter	DealMarket	Hedge Fund Alert
Asset Servicing Group	Dechert	Hodgson Russ
AST	Deloitte	Holland & Knight
AthenaHealth	Deutsche Bank	Holwell Shuster & Goldberg
B & D Law Firm	Development Specialists	Horizon Technology Finance
Baker Tilly Hong Kong	Dian Griesel International	Houlihan Lokey
Bass Berry & Sims	Digital Niche Agency	HPC Capital Management
Bernstein & Pinchuk	DLA Piper	Hunter Taubman Fischer & Li
Bevilacqua PLLC	Donnelley Financial Solutions (DFIN)	I-Bankers Securities
Bingham McCutchen	Duane Morris	iDisclose
Blank Rome	EarlyBirdCapital	Insight Equity
BNY Mellon Capital Markets	EarlyShares	Intake Conversion Experts
Bowne & Co.	EdgarAgents	International Business Research
Brean Murray, Carret & Co.	EEA Fund Management	Invescor
Bristol Capital Advisors	EFP Rotenberg	Investor Brand Network
Broadridge	Ellenoff Grossman & Schole	IP Navigation Group
Brown Raysman	Elliot Sauter	IPVision
Calabrese Consulting	Embassy Law Group	IRTH Communications
CalTier	Empire Financial Group	J. Crane & Company
Canaccord Adams	EQ	Jenkins & Gilchrist Parker Chapin
Canaccord Capital	Equality Health	JMJ Financial
Cantor Fitzgerald	Ernst & Young	Jones Day
Capital Group Communications	European Life Settlement Association	K & L Gates
Capital IQ	Express Imaging Services	Katten
Carmel, Milazzo & DiChiara	Ext. Digital	Katten Muchin Rosenman
CCG Investor Relations	Faegre Baker Daniels	Keating Capital
Chardan Capital Markets	Fairhills Group	Kelley Drye & Warren

## REG A & CROWDFUNDING

Ketchum Public Relations  
Kleinberg Kaplan Woff & Cohen  
KPMG  
Kramer Levin  
Ladenburg Thalman  
Landmark Partners  
Lang Michener  
Latham & Watkins  
Laurel Hill Advisory Group  
LawCloud  
Legacy Benefits  
Lex Machina  
Life Equity  
Life Insurance Settlement Association  
Life Partners  
Life Settlement Consulting  
Litai Assets  
Litigation Finance Journal  
Littman Krooks  
Living Benefits Financial  
LKP Global Law  
LoanMLS  
Locke Lord Bissell & Liddell  
Loeb & Loeb  
Lotus Life  
Lowenstein Sandler  
Lucosky Brookman  
Mackenzie Partners  
Magna Group  
Malone & Bailey  
Maples & Calder  
Marcum  
Marcum Bernstein & Pinchuk  
Mark Ross & Co.  
MAS Capital  
Mass Tort News  
Mass Tort Nexus  
Maxim Group  
McCarter and English  
McDermott Will & Emery  
McMillan  
Melville Capital  
Mesirow Financial Consulting  
Milliman  
Mills, Potoczak & Co.  
Mitchell Silberberg & Knupp  
Model Actuarial Pricing Systems  
Montgomery Portfolio Services  
Moore & Associates  
Morgan Joseph & Co.  
Morgan Stanley  
Morris, Manning & Martin  
Morris, Nichols, Arshat & Tunnell  
Morrison Foerster  
Morrow Sodali  
Mosaic

MZ Investor Relations  
Nasdaq  
Nautilus Global Partners  
Newsfile Corp.  
Nixon Peabody  
Northland Capital Markets  
NorthStar Life Services  
Norton Rose Canada  
NYPPEX Holdings  
NYSE  
Ogier  
Ogilvy Renault  
Okapi Partners  
Olshan Frome Wolosky  
Oppenheimer and Co.  
OTC Markets Group  
Pacifica Group  
Pali Capital  
Palladium Capital  
Parsons Behle  
Patrizio & Zhao  
Paul Weiss Rifkind  
Peachtree Life Settlements  
PENSCO Trust Company  
Pepper Hamilton LLP  
Perkins Coie  
Pillsbury Winthrop  
Pipe Fund Services Organization  
PixarBio Corporation  
Plum Tree Consulting  
Pluris Valuation Advisors  
Powell Goldstein  
Premier Reverse Closings  
Proskauer Rose  
Provident Trust Group  
Pryor Cashman  
Public Yield Capital  
Q Capital Strategies  
Rally On Media  
RAM Capital Resources  
RedChip Companies  
Reed Smith  
Restricted Stock Partners  
Richardson & Patel  
Risk Capital Partners  
Riveron  
Rodman & Renshaw  
Ropes & Gray  
Roth Capital Partners  
Rothstein Kass & Co.  
RRBB Accountants + Advisors  
Sadis & Goldberg  
Sanders Ortolini Vaughn-Flam  
Schulte Roth & Zabel  
SecondMarket  
Settlements For Life

## PRIOR SPONSORS

Shelter Island Partners  
Sichenzia Ross Friedman Ference  
Sidley Austin  
Sidley Austin Brown & Wood  
Silver Point Capital  
Skadden Arps Slate Meagher Flom  
Smart Consumer  
Sonnenschein Nath & Rosenthal  
SPAC Alpha IR+  
SPACInsider  
SPAC Research  
Spiritus Life  
Sprott Securities  
Stonestreet  
Surrenda-link  
Susquehanna International Group  
Swiss Financiers  
Syndicated Patent Acquisitions  
TapJets  
The Altman Group  
The Harvard Law & Technology  
Society  
Thelen Reid Brown Raysman &  
Steiner  
The Lifeline Program  
The Nasdaq OMX Group  
The Nuvo Group  
The Vogel Group  
Think Equity Partners  
TMX Group  
Toppan Merrill  
Torrey Pines Services  
Towergate Capital  
Track-Life  
Tradition Title  
Trilogy Capital Partners  
Trinity Life Settlements  
TroyGould  
Tryant  
TSX Group  
UBS  
Validity  
Vinson & Elkins  
Vintage Filings  
VStock Transfer  
Wealthforge  
Weaver  
Westpark Capital  
White & Case  
Wilmington Trust  
Winston & Strawn  
WithersWorldwide  
Withum  
Woodruff Sawyer  
WR Hambrecht  
ZAG/S&W

## Who Attends This Conference

- Corporate Executives Raising Capital
- Brokerage Firms
- Crowdfunding Platforms
- Early-stage Investors
- Deal Advisors
- Fund Managers
- Online Deal Marketers
- Investor Relations Professionals
- Investment Bankers
- Corporate & Securities Lawyers
- Valuation Firms
- Accountants

The Reg A & Crowdfunding Conference 2024 brings together the largest gathering of professionals in the business. Participants consistently tell us DealFlow Events' annual finance conferences are the best they've ever attended, in terms of networking opportunities, acquiring valuable information, and gaining new business.

Sponsorships are limited. Don't miss out on this lucrative opportunity to boost your business. Get in touch today to discuss partnering with us.



# The Westchester Country Club

---

The Reg A & Crowdfunding Conference is more than just another educational event. This is a chance for attendees to unwind, enjoy endless networking opportunities, and to meet with seasoned deal experts who believe in the transformative power of using Regulation A and Crowdfunding to raise capital.

The Westchester Country Club provides the perfect backdrop for what's planned in 2024. With both indoor and outdoor event space, attendees will enjoy spending time at one of the most prestigious country clubs in America.

## **Westchester Country Club** June 20, 2024

99 Biltmore Avenue  
Rye, NY 10580  
Phone: (914) 967-6000

The Westchester Country Club is one of the premiere country clubs in America. Its extensive amenities include a historic residence with three restaurants and two banquet rooms, two eighteen golf hole courses, one nine-hole course, an indoor swimming pool, squash courts, grass tennis courts and a stand-alone beach.



*“This was a great venue for topic immersion and networking”*



## About Us

“Just ask around.” It’s the most powerful pitch anyone can make in business. If you’re new to DealFlow Events, just ask around. Chances are pretty good that you’ll know someone who knows us.

We’ve built a reputation as a thought-leader and trailblazer for our commitment to covering cutting-edge topics in unique forums for networking and education. We’ve produced hundreds of events around the world, offering innovative programming, unique event formats, and exciting professional networking opportunities.

Sponsorships for The Reg A & Crowdfunding Conference are expected to fill up quickly. Don’t delay. Get involved by calling Charlie Napolitano at (516) 876-8006 ext. 20 or email [charlie@dealflowevents.com](mailto:charlie@dealflowevents.com).

