



Borgata



THE
MICROCAP
CONFERENCE

January 28-30, 2025

Borgata Hotel Casino & Spa • Atlantic City, NJ

— **Event Sponsorship Guide** —

BIGGER. BETTER. BORGATA.

www.TheMicrocapConference.com

About the Conference

Join us at The Microcap Conference 2025. Now in its second year, this three-day event offers expert discussions of the latest market trends, one-on-one investor meetings, presenting company tracks, and non-stop networking paired with all the fun and excitement the Borgata in Atlantic City has to offer.

What to Expect

As a sponsor, expect to be impressed - 96% of 2024 attendees said the conference met or exceeded their expectations. The vast majority of attendees recommended this event to friends and colleagues.

You'll experience three days of dealmaking, complemented by the finest entertainment and gaming in Atlantic City. As conference organizers, DealFlow Events prioritizes our sponsors' involvement to facilitate natural connections with prospective clients. In 2024, 94% of attendees said they established meaningful business connections at The Microcap Conference.

The Microcap Conference 2025

January 28-30, 2025
Borgata • Atlantic City, NJ

Contact

Charlie Napolitano
Business Development
(516) 876-8006 ext. 20
charlie@dealflowevents.com



The 2024 Launch Party

"The Microcap Conference is valuable for investors because you will seldom find more companies to invest in, at one location, in only two days. I eagerly anticipate the next conference."

2024 Attendance by the Numbers



General Attendees: 867



One-on-One Meetings: 1,121



Presenting Companies: 85



Investors Attending: 341



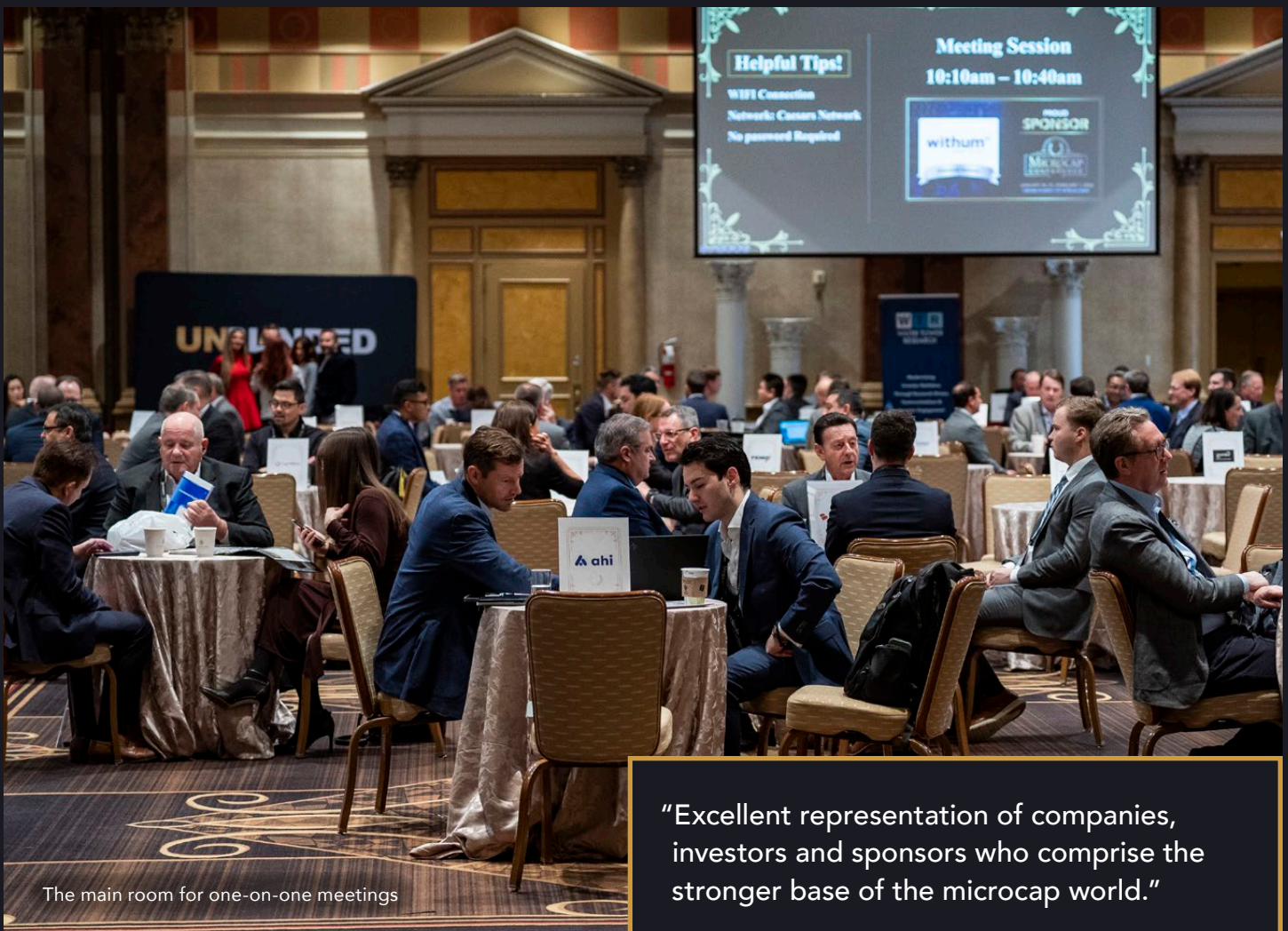
Attendees who enjoyed themselves: 866
(Can't please everyone)



The inaugural poker tournament was sold-out

Over 1,000 Attendees Expected in 2025

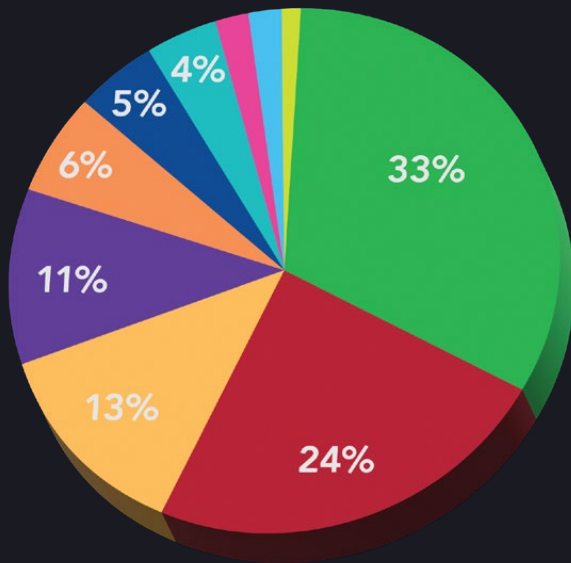
- ◆ Public Microcap Company Executives
- ◆ Brokerage Firms
- ◆ Institutional Investors
- ◆ Accredited Retail Investors
- ◆ Investment Bankers
- ◆ Qualified Private Companies
- ◆ Hedge Funds
- ◆ Private Equity Investors
- ◆ Investor Relations Professionals
- ◆ Public Company Auditors
- ◆ Venture Fund Managers
- ◆ Law Firms
- ◆ Deal Advisors
- ◆ Accountants
- ◆ Underwriter and Issuer Counsel
- ◆ Structured Finance Investors



The main room for one-on-one meetings

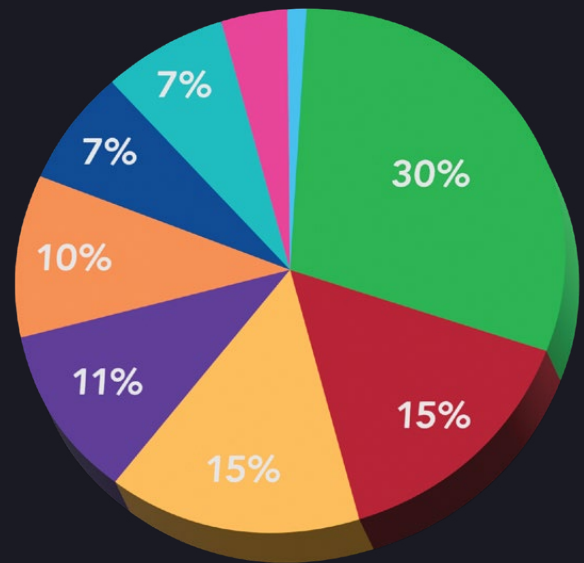
"Excellent representation of companies, investors and sponsors who comprise the stronger base of the microcap world."

2024 Investor Demographics



Accredited investor	33%
Family office	24%
Private equity	13%
Hedge fund	11%
Registered investment advisor	6%
Venture capital	5%
Wealth manager	4%
Asset management	2%
Lender	1%
Equity capital management	1%

2024 Company Demographics



Healthcare/Pharma	30%
Technology	15%
Energy	15%
Industrial/Manufacturing	11%
Financial	10%
Real Estate	7%
Consumer/Media	7%
Mining/Agriculture	4%
Aerospace	1%

"The format of the conference was amazing. Extremely productive for everyone involved from sponsors, companies, investors, etc. The networking events were wonderful and engaging. Overall, one of the best conferences I've attended."

Conference Itinerary

Tuesday January 28, 2025

- 12:00 PM Party buses leave New York City
- 4:00 PM Hotel check-in
- 5:00 PM Sponsor set-up
- 8:00 PM Launch Party at Premier Nightclub

Wednesday January 29, 2025

- 6:30 AM Sponsors arrive for setup
- 7:30 AM Registration opens
- 7:45 AM One-on-one meetings begin
- 8:00 AM Breakfast is served
- 9:00 AM General session opens
- 9:30 AM Presenting company tracks begin
- 11:00 AM Networking break
- 1:00 PM Lunch served
- 2:30 PM Networking break
- 5:30 PM Closing remarks
- 7:30 PM Afterparty

Thursday January 30, 2025

- 6:30 AM Sponsors arrive for setup
- 7:30 AM Registration opens
- 7:45 AM One-on-one meetings begin
- 8:00 AM Breakfast is served
- 9:00 AM General session opens
- 9:30 AM Presenting company tracks begin
- 11:00 AM Networking break
- 1:00 PM Lunch served
- 2:30 PM Networking break
- 5:30 PM Closing remarks
- 7:30 PM Poker Tournament



Sponsorship

Diamond	Platinum	Gold	Silver
\$100,000	\$50,000	\$35,000	\$20,000

VIP BENEFITS

Exclusivity in your vertical	✓			
VIP Invites (10 complimentary passes)	✓			
Round trip limo NYC/Atlantic City	✓			
Hotel Suite (3 nights)	✓	✓		

GENERATE LEADS

Post Conference Company List	✓	✓		
Email to Presenting Companies	✓	✓	✓	
Marketing Table	✓	✓	✓	✓

NETWORKING

Host Networking Event (e.g., poker tournament, afterparty, networking lounge)	✓	✓		
VIP Seating at Premier Launch Party	✓	✓		
Pre-Conference Media List	✓	✓	✓	
Reserved 1-on-1 Meetings (for 1 person)	Unlimited	8 pending	6 pending	4 pending
Messaging Capabilities in Networking App	7 days advance	6 days advance	5 days advance	2 days advance

POSITION YOUR BRAND

Promo Materials Seat Drop	✓			
Afterparty on Stage Signage	✓			
Promotional Item	✓	✓		
Press Release Mentions	✓	✓	✓	
Company Profile in Networking App	✓	✓	✓	✓
Advertisement in Conference Guide	✓	✓	✓	✓
Acknowledgement in Opening Remarks	✓	✓	✓	✓
Included in Email Marketing	✓	✓	✓	✓
Social Media Posts	✓	✓	✓	✓
Company Logo/Description on Website	✓	✓	✓	✓
On Site Signage	✓	✓	✓	✓

CONFERENCE TICKETS

Included (for Staff)	15	8	6	4
Staff Ticket Discounts	50%	50%	30%	20%
Client Ticket Discounts	30%	20%	20%	20%

Promotional Items and Add ons

\$12,000 includes 1 free conference pass



Cigar Roller



Charging Station



Hat Sponsor



Lanyard Sponsor



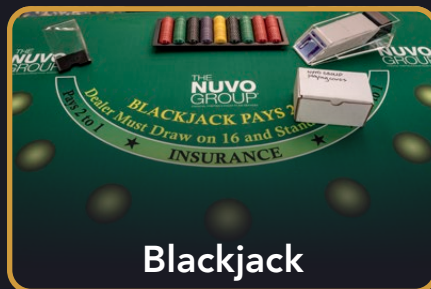
Bag Sponsor



Hotel Room Gift Bag



Party Bus



Blackjack



Craps Table



Baccarat Table



Champagne Bar



Claw Machine



T-shirts



Goodie Bags



Digital Caricature



Borgata Hotel Casino & Spa

The Microcap Conference is a “destination event” that for many attendees is conveniently close to home in New York. The Borgata Hotel Casino & Spa provides luxurious guest rooms, swimming pool, and many other guest amenities. There is something new at every turn including a beautiful spa, great restaurants, and a massive gambling space serving as the perfect playground for our audience of deal-makers.

1 Borgata Way
Atlantic City, NJ 08401
(609) 317-1000

Registration

Super Early Registration \$595
(April - September)

Early Registration \$795
(September - January 1)

Regular Registration \$995
(January 2 - Event)

Enhanced Registration \$1,995
Includes access to one-on-one
meetings (limit 3 pending requests)
Opens 3 weeks prior to the event

Add ons: Party Bus Ticket \$50



About DealFlow Events

The Microcap Conference represents the culmination of two decades of hosting investment conferences as DealFlow Events celebrates 20 years of serving the U.S. financial markets.

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.

To discuss the sponsorship opportunity that's right for you contact:

Charlie Napolitano
Business Development
(516) 876-8006 ext. 20
charlie@dealflowevents.com



THE SPAC
CONFERENCE



THE PIPEs
CONFERENCE

VENTURE DEBT
CONFERENCE



THE LIFE SETTLEMENTS
CONFERENCE

THE PRIVATE EQUITY
SECONDARIES CONFERENCE

The MLP Conference
A Forum for Discussion of Master Limited Partnerships

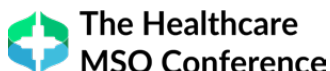
THE INTERNATIONAL
LIFE SETTLEMENTS CONFERENCE

The IP Investment
Conference

THE DEALFLOW CONFERENCE

The Crowdfunding
Conference™

The Distressed Debt
Conference



The Marijuana
Conference

THE CLEANTECH
INVESTOR FORUM



THE REVERSE MERGER
CONFERENCE

THE PRIVATE COMPANY
STOCK CONFERENCE

THE CHINA INVESTMENT FORUM



ACTIVIST INVESTOR
CONFERENCE

THE ALTERNATIVE ENERGY
INVESTMENT FORUM



THE INTERNATIONAL
PIPEs CONFERENCE



THE PIPEs CONFERENCE EUROPE
A Forum for Private Placements & Alternative Finance

THE REVERSE MORTGAGE CONFERENCE
A Symposium on Post-Retirement Planning

The Secured Debt Conference

Turnarounds &
Restructurings



www.TheMicrocapConference.com

