



# The Axial Guide to InterGrowth '13

## About this guide

Axial looks forward to InterGrowth every year. It's the perfect opportunity to spend time with our Members, meet new ones, and share successes from the past year.

For our Members, InterGrowth is about lining up clients and pipeline for the year, seeing and synching up with friends, re-engaging important relationships, and clarifying to the deal community at large their areas of interest and focus.

With nearly 2,000 attendees, making the most of InterGrowth requires preparation and specific goals. To help ourselves and our Members make the most of InterGrowth 2013, we diligently looked through the InterGrowth Agenda and pulled together this Guide to InterGrowth.

In it, you'll find a checklist of key items for the conference, a hand-picked list of the most compelling content segments, a list of smartphone apps that will make follow-up easier, details for the Axial Private Member Event, and much more.

We hope this is helpful as you prepare, and we hope to see you in Orlando!

Kristen Steagall

Event Marketing Manager

[kristen.steagall@axial.net](mailto:kristen.steagall@axial.net)

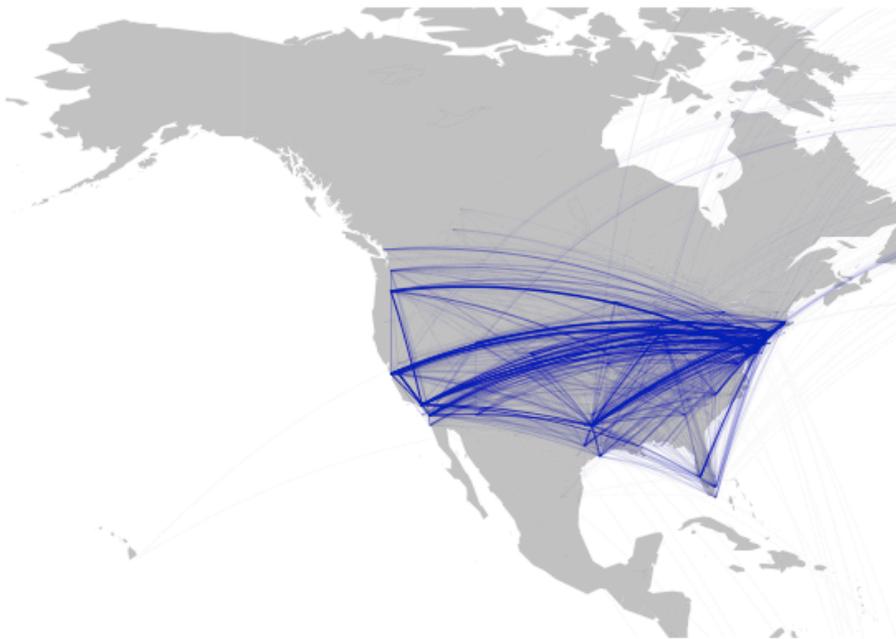
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## About Axial

**Axial is a Network.** 11,000+ Members use Axial to grow their network, source deals and clients, build their brand, and connect around live transactions. Members connect 6,000 times every month around live opportunities. Fortune 1,000 corporations, leading private equity firms, and top investment banks leverage Axial's real-time market intelligence tools to close more deals.

Axial's Network extends across the country, and abroad.



[Not a Member? Request an invite here.](#)

# INTERGROWTH®2013

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- The Axial Private Member Event

### After the Conference

- Axial Contacts

InterGrowth Registration begins on Monday, April 22nd from 12pm to 7pm.

## InterGrowth Checklist

- A copy of this guide
- Business Cards
- Our Private Member Event blocked off in your calendar (hint: 8:30pm on 4/23)
- Hard copies of
  - Travel documents
  - Hotel reservations
  - Meeting schedules
- Phone charger
- One-pagers, company profiles, and notes on who you want to meet
- A backup copy of any presentations you are giving and a thumb drive with available space
- A pdf copy of your presentation, as well as a version in your preferred presentation software
- Extra chargers and adapters like VGAs or DVIs
- Immediately establish a wireless connection
- Stop by and visit us at our booth!

# Visit Us at InterGrowth

We'll be at booth 507, located along the back wall of the InterGrowth Lounge. Test our product, watch demos, become a Member, pick up some industry reports, or just say hi.

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## Demo session times:

Tuesday, 23 @ 11am

Tuesday, 23 @ 3pm

Wednesday, 24 @ 11am

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Lost or can't find us?

Call Kristen at 815.575.2124

## Meet the IG13 Axial Team:



Peter Lehrman  
CEO



Sam Jacobs  
Managing Director,  
Sales & Business Development



Joanna Curran  
Manager, Member Success



John Shoaf  
Director, Member Development

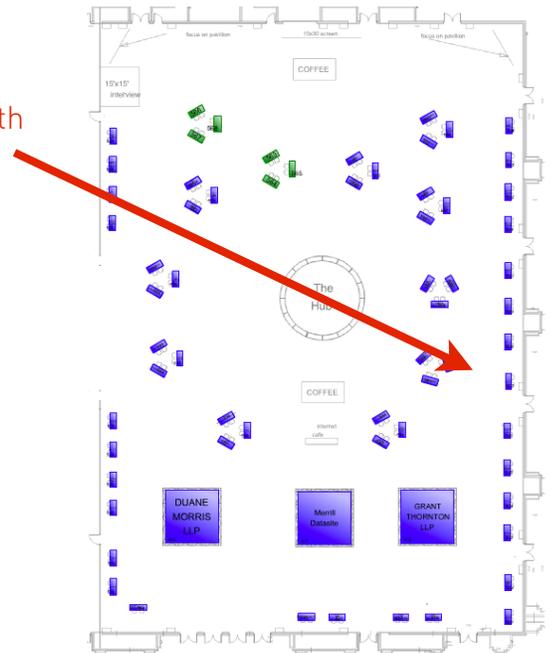


Dan Lee  
Manager, Member  
Development



Kristen Steagall  
Manager, Event Marketing

The Axial Booth



# Conference Preparation

The most productive conferences require clear goals, planning, and organization; InterGrowth's size and scale only make this more important.

## Attendee List

Make sure to take a close look at the attendee list, [which you can access here](#). Prioritize who you want to meet and schedule a time and place beforehand. Remember to get a cell phone number, and make sure all parties note time differences in their calendars. Organize these meetings in Excel and print out a copy to have at the conference.

## Goal Setting

Set goals for you and your colleagues going to InterGrowth. It's a large investment for any firm, so clearly define what you want to accomplish. Set challenges for the number of new people you meet or business cards you collect. Or think strategically about how to best channel new acquaintances for post-conference business.

## Utilize Your Time Away

Take advantage of your time in a different city by booking meetings not just with those attending the conference. Find other contacts in that city and schedule meetings for the day after the conference ends.

## Rest Up

Try to get as much rest as possible before the conference. Days are long and physically, as well as mentally draining. When the 4 o'clock hour rolls around, you'll be thankful for that extra hour or two of sleep.

## Stay Informed

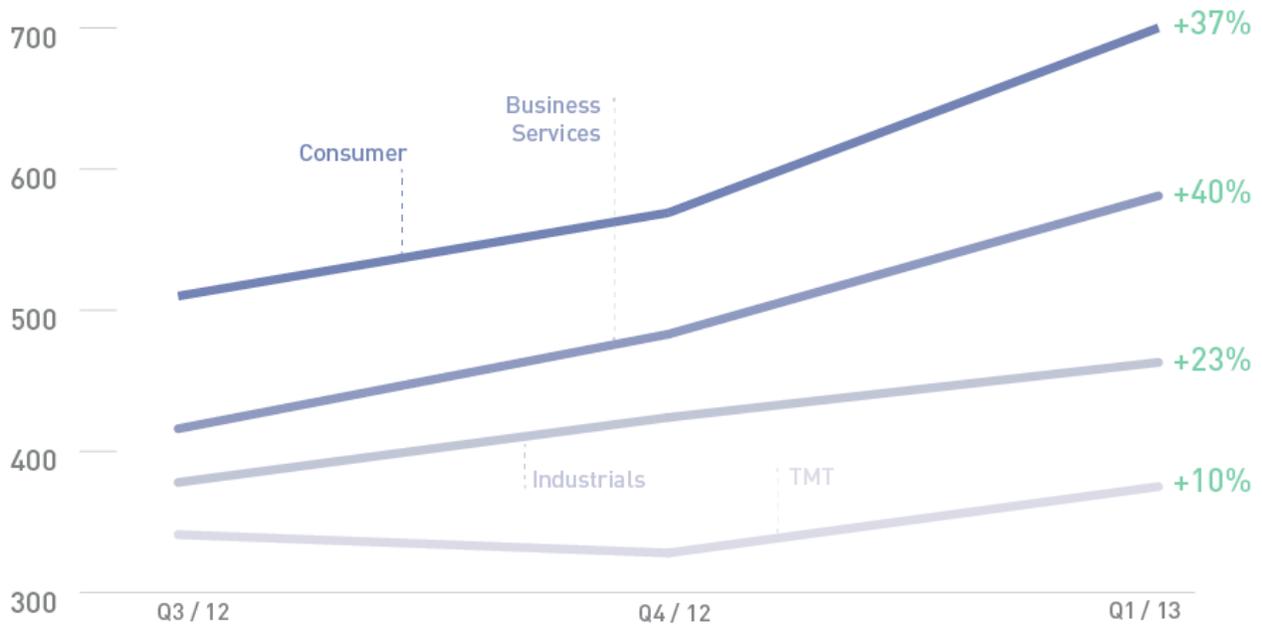
Arrive at InterGrowth with as much expertise on your markets of interest as possible. We've created a quick overview found on the next page to show you pockets of middle market activity, the fastest growing industries and areas of extremely high interest.

## Stay informed

Here are some interesting facts about the current state of the middle market that will be worth investigating with other InterGrowth attendees.

### Fastest Growing Industries on Axial

**Opportunities by Quarter:** The graph identifies some of the most active industries on Axial and their growth over the past two quarters.



### Markets of High Interest on Axial

- Payment Processes +186%
- Heavy Electrical Equipment +127%
- Airport Services +80%
- Health Care Equipment +79%
- Airport Services + 80%
- Digital & Social Media +113%
- Advertising +63%
- Independent Power Producers & Energy Traders +42%
- Restaurants +50%

[Subscribe to our blog to stay up to date all year long.](#)

## See What Your Contacts Are Working On

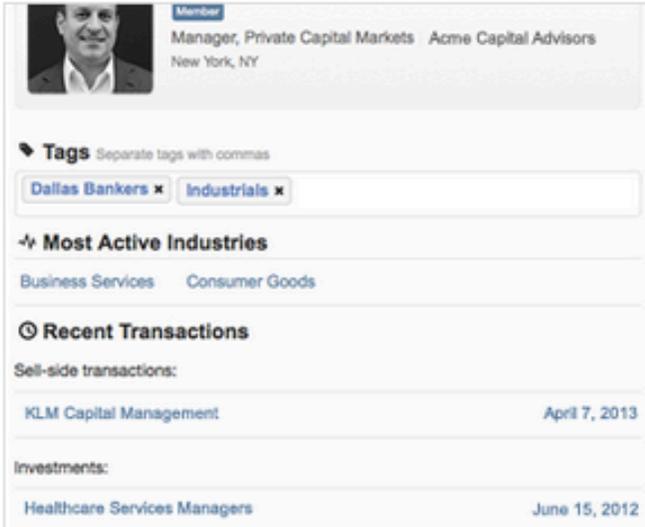
Use Axial before you head to InterGrowth to find out which Members are going and where they are focused. Import your contact list with email addresses before you go and start scheduling meetings.

## Find who in your Contacts is Already an Axial Member

### Who's on Axial

Upload your contacts to Axial to reveal real-time deal activity, industries of interest, and recent transactions among all your contacts.

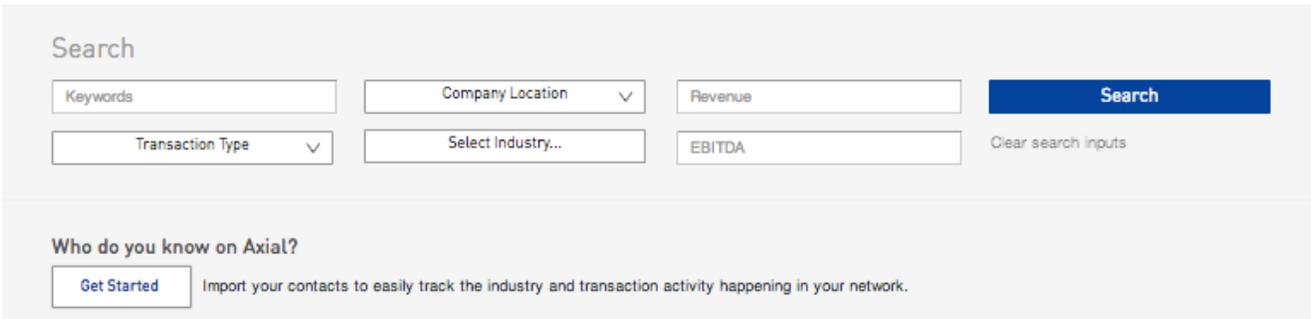
[See Who's on Axial](#)



The screenshot shows a user profile for a member. At the top is a profile picture and a 'Member' badge. Below the photo is the user's title and company: 'Manager, Private Capital Markets Acme Capital Advisors' and 'New York, NY'. The profile is divided into sections: 'Tags' with 'Dallas Bankers' and 'Industrials'; 'Most Active Industries' with 'Business Services' and 'Consumer Goods'; and 'Recent Transactions' which lists 'Sell-side transactions' (KLM Capital Management, April 7, 2013) and 'Investments' (Healthcare Services Managers, June 15, 2012).

## Search for Your Contacts Opportunities

We recently rolled out Axial Search in beta. Use it to connect the dots between industries of interests, companies in play, and the people behind them.



The screenshot shows the 'Search' interface. It features a grid of search filters: 'Keywords', 'Company Location' (dropdown), 'Revenue', 'Transaction Type' (dropdown), 'Select Industry...', and 'EBITDA'. A blue 'Search' button is on the right, with a 'Clear search inputs' link below it. Below the search filters is a section titled 'Who do you know on Axial?' with a 'Get Started' button and the text 'Import your contacts to easily track the industry and transaction activity happening in your network.'

## 5 Apps to Download Before you Arrive

### [CardMunch](#)

Coming back from a conference with dozens of cards is always a hassle. CardMunch helps you overcome the issue by uploading and storing those contacts on LinkedIn. All it takes is a picture of the business card, and you're set.

### [Evernote Hello](#)

Evernote creates a browsable library of all of your contacts, including pictures. By capturing encounters and shared experiences, as well as contact information, remembering the individuals in your network has never been easier.

### [5Degrees](#)

For those of you who use CRMs (Customer Relationship Management software), 5degrees is the perfect app. If you are constantly on the road, 5degrees syncs any updates made through your mobile app with its web-based platform, ensuring your information is complete upon arrival back at the office.

### [Twitter](#)

Twitter can be used for many functions at a conference. Easily stay updated on breaking news, learn about developments at the conference by tracking its hashtag, and even send direct messages to your friends on Twitter at the event to meet up.

### [Free WiFi Finder](#)

While WiFi will be provided at InterGrowth, the connection may be bogged down by too many users. Use this app to find other networks, making sure you always stay connected.

# Must-Attend Sessions at InterGrowth 2013

## [Deal Source-- Wednesday @ 9-5pm](#)

The capital providers at this year's Deal Source have over \$102 billion in available dry powder. If you are looking for capital, be sure to sign up-- we'll see you there.

## [Macro Session: Crisis Management -- Tuesday @10:45am-11:30am](#)

Digital communication continues to grow in importance for companies. Learn from Richard Levick, Chairman and CEO at Levick, how to use social and digital media to build value and manage your firm's brand.

## [Welcome Reception-- Tuesday @ 6-9pm](#)

This year's welcome reception at Cuba Libre and BB Kings is sure to be a great way to end the first day of InterGrowth. Good food, great drinks, and even better music.

## [Axial's Private Member Event-- Tuesday @ 8:30pm](#)

This year's event will be hosted at the Capital Grille. If you haven't RSVP'd yet, do so soon as space is limited. Details are available on page 13.

## [The Axial Demo Hours-- Tuesday @ 11am & 3pm, Wednesday @ 11am](#)

We'll be demo'ing our product on Tuesday @ 11am & 3pm and Wednesday @ 3pm. Stop by to see our new features.

## [The Free Membership Giveaway!](#)

Every person who signs up for an Axial Membership, or Member who refers them, will be entered in a drawing for a free annual subscription to Axial.

## Social Media @ #IG13

Twitter is a great way to stay on top of conference developments. Follow people that you know will be at the conference & the organization planning it. Pay attention to hashtags like #InterGrowth, #ACGIG and the official hashtag of the conference #IG13.

### Who to follow at the Conference?

- |   |  |
|---|--|
|  @AxialCo                |  @danprimack        |
|  @ACGGlobal              |  @JonMarino         |
|  @AAF (Doug Holtz-Eakin) |  @petelehrman       |
|  @BowlesSimpson          |  @PE_Feeds          |
|  @dealbook             |  @TheMiddleMarket |

You can click the links below to see hand-picked Twitter lists chosen by the Axial team:

- [Private Equity on Twitter](#)
- [Investment Banks on Twitter](#)
- [M&A Advisors on Twitter](#)
- [Media covering M&A](#)

*[Remember to follow @AxialCo on Twitter!](#)*



## Axial Leaderboards

Tuesday @ 10 am, we'll be releasing our updated Q1 Leaderboards. Stop by our booth to see who made it to the top. *Below are the Q4 standings:*

### INVESTMENT BANKS

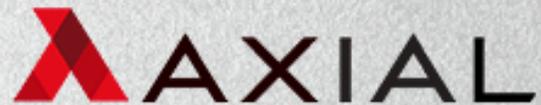
Rank	Firm	HQ	Pursuits	Activity Level
1	Allegiance Capital Corporation	TX	259	87
2	Focus Bankers	DC	241	76
3	Greenberg Advisors	MD	33	65
4	Vercor	GA	219	62
5	Peter A Sokoloff & Co	CA	113	63
6	Hunter Wise Financial Group	CA	104	57
7	WoodRock & Co	TX	77	55
8	Headwaters Bank	PA	131	53
9	LBL Private Investment Banking	MN	113	53
10	Exvere	WA	42	52
11	NewOak Capital Advisors	NY	49	52
12	Allen Villere Partners	LA	50	48
13	Bruderman Brothers	NY	52	45
14	Davidson Capital Group	FL	75	43
15	Houlihan Capital	IL	47	42

# Leaderboards

## PRIVATE EQUITY

Rank	Firm	HQ	Pursuits	Activity Level*
1	Catalus Capital	CT	723	84
2	Pillsman Partners	CT	320	76
3	Larsen MacColl	PA	272	74
4	Graylight Partners	MN	282	73
5	Olympic Valley Capital	CA	237	72
6	KLH Capital	FL	163	67
7	G&H Ventures	TX	180	67
8	The Courtney Group	CA	156	66
9	Elm Creek Partners	TX	94	64
10	Boathouse Capital	PA	86	64
11	Lazarus Capital Partners	AL	106	63
12	Pine Street Growth Partners	CO	96	62
13	Maybrook Capital Partners	CA	105	62
14	Jordan/Zalaznick Advisors	IL	100	61
15	3P Equity Partners	CA	98	61

[Join us at our Private Member Event at the Capital Grille.](#)



REQUESTS YOUR COMPANY  
FOR A PRIVATE MEMBER EVENT

# THE CAPITAL GRILLE

TUESDAY APRIL 23, 2013

9101 INTERNATIONAL DRIVE  
ORLANDO, FLORIDA

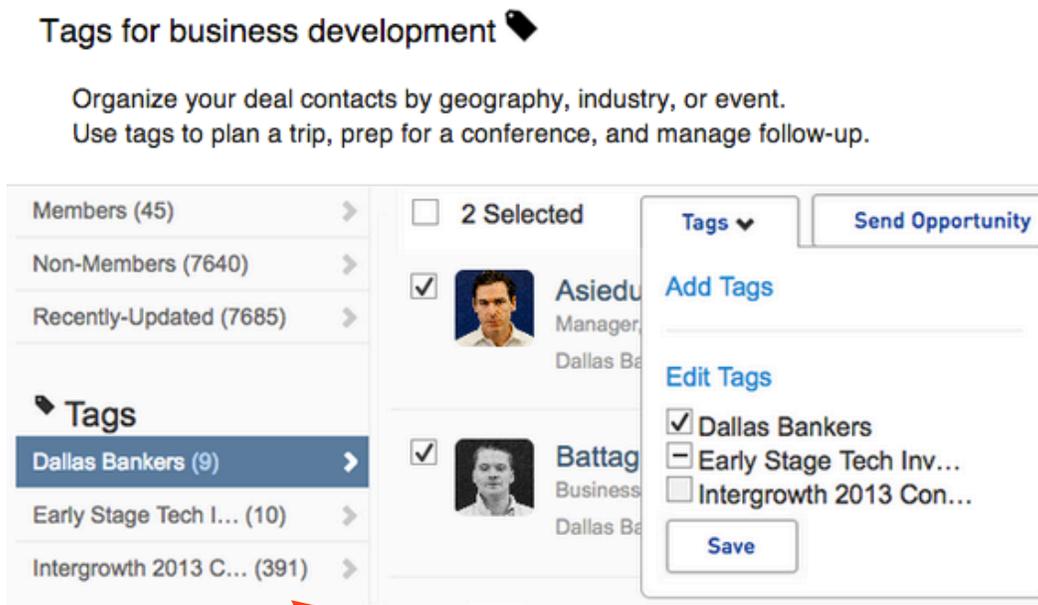
EIGHT THIRTY RAW BAR &  
COCKTAILS  
NINE THIRTY WHISKEY &  
CIGARS

R.S.V.P. VIA EMAIL

## After the Conference

Let Axial help ensure that InterGrowth pays off all year.

If you misplaced or lost business cards while at InterGrowth, fear not. Axial Tags & Contacts lets you upload, organize, label, and communicate with all of your contacts from one place. Simply add and tag the attendees you met or contact your Member Success Manager for help uploading your ACG InterGrowth attendee list. You'll arrive home from InterGrowth ready to seamlessly continue your conversations.



Simply upload and tag acquaintances to your Contacts for easy follow-up.

We hope this guide helps you make the most of InterGrowth 2013. See you in Orlando!



# Join us.

