

## Cup Update No. 4 | January 22, 2024

Dear ACG Cup Professors and Advocates,

**We're one month away from the ACG Cup 2024 competition!** We hope you'll remind your students and student groups about the competition taking place on Saturday, **February 24, 2024**, as well as the networking reception taking place on Friday, February 23.

### REGISTRATION DETAILS: ACG CUP COMPETITION

Registration will be open for another two-and-a-half weeks – **only through Thursday, February 8**. This will guarantee that all teams are registered in advance of the case release, which is scheduled for Friday, February 9.

**Teams can easily register themselves, or you can register your team(s). Our form has been greatly simplified this year. [Go to our ACG Cup Team Registration Form any time you're ready](#). This link is also live on our ACG Cup Details webpage.**

### REGISTRATION DETAILS: ACG CUP CAREER CONVERSATIONS + NETWORKING RECEPTION

In addition to our Team Registration being open, we've also opened registration for our ACG Cup Networking Reception. This popular event is returning on Friday, February 23, at Mercantile Bank's headquarters just north of downtown Grand Rapids. [REGISTER NOW](#) As always, competitors and professors/instructors receive complimentary admission to this event. Simply choose "student/professor" from the available ticket type, input the code **COLLEGE** and you're all set. This link is also live on our ACG Cup Details webpage.

### CAREER CONVERSATIONS COMPANIES: WHO WILL YOU MEET?

We've got one dozen companies committed so far to our Career Conversations meet-up at our Networking Reception. [See who your students can meet and make a career connection with.](#)

### NEW!! ACG CUP RESOURCE LIBRARY

**Our new on-demand platform of valuation and presentation resources is ready!** Moving away from our virtual Valuation Seminar to this format will allow us to maintain a library of materials that can be accessed by teams and professors *as soon as a team's registration is approved* so

that those materials can be referenced and utilized to aid in understanding the scope of the competition. Teams will receive confirmation of their registration and be sent a link to the materials. Library materials will include:

- M&A methodology videos and slide decks + practice set
- Private Equity overview and slide deck
- Personal branding/marketing for students and slide deck
- Presentation basics
- Sample video presentation – for illustrative purposes only – from one of our virtual-only years.

## JUDGES

This year, we've got a roster of judges from across our business community and who represent a broad array of industries in the middle-market M&A space. [See who's judging the competition!](#)

## CUP AWARENESS

ACG Western Michigan champions this competition and what it offers our business community and the talent we draw. To that end, we communicated with our contact list of 4,000 individuals to bring more awareness and energy to this year's competition. [See the attached communication and share widely with your networks.](#)

## CAMPUS VISITS

Members of the ACG Cup Committee and Liaison team have been making campus visits this fall and winter in hopes of reinforcing what you share with your students about why competing in this competition is so beneficial to them. We have traveled to Central Michigan University, Ferris State University, Northwood University, Davenport University, Western Michigan University, and Aquinas College, and we're due to visit GVSU's Seidman IPO this week. **There's still time for us to visit your campus** -- inquire about a potential visit by contacting our Liaison Lead, [Gunther Brinkman](#) (and copy ACG Cup Coordinator [Heather Edwards](#)).

## MORE INFORMATION

[ACG Cup Competition Details Page](#): We continue to make updates to our [ACG Cup Details webpage](#) and hope you point your students there for at-a-glance information.

More ACG Cup news to know will find its way to your inbox as our competition takes shape! Reach out to ACG Cup Coordinator [Heather Edwards](#) with questions.