

## Cup Update No. 5 | February 9, 2024

Dear ACG Cup Professors and Advocates,

### It's ACG Cup 2024 Case Release Day! from the ACG Cup 2024 competition!

We've sent your students the case this morning and are looking forward to seeing the solutions they'll offer and results of the hard work they'll put in over the next two weeks.

### TEAMS and PARTICIPATING COLLEGES/UNIVERSITIES

We're excited to welcome a record **29 teams + 126 competitors** from 14 colleges and universities across the country. This year, we're spanning the breadth of the US with teams from the following places – and we are ready to give each of them a warm welcome!

Aquinas College -- Grand Rapids, MI	California State University at Fullerton -- Fullerton, CA	Calvin University -- Grand Rapids, MI	Central Michigan University -- Mt. Pleasant, MI
Davenport University -- Grand Rapids, MI	Ferris State University -- Big Rapids, MI	Fordham University -- Bronx, NY	Grand Valley State University -- Grand Rapids, MI
Hillsdale College -- Hillsdale, MI	Hope College -- Holland, MI	Illinois Institute of Technology -- Chicago, IL	Michigan State University -- East Lansing, MI
	Northwood University -- Midland, MI	Western Michigan University -- Kalamazoo, MI	

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

Don't forget about our networking reception that can directly benefit your students. 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 fifteen regional companies committed 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!** All registered teams and associated faculty have received confirmation of their registration and a link to the materials. While advisors and faculty are prohibited from receiving the case and working directly on the case with competitors, **you can access our [Resource Library](#) and encourage your team(s) to do the same.**

## 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!](#)

## COMING FROM OUT OF TOWN?

We do not have a block of rooms at any lodging facility as most of our competing institutions are within a reasonable driving distance. If your team is looking for accommodations close to the competition site, the Holiday Inn Downtown (310 Pearl Street NW) is the closest (0.5 mile) to Seidman College of Business (50 Front Avenue, SW).

Grand Rapids metro area only has one airport, the Gerald R. Ford International Airport. Major thoroughways into and around the city are I-96 (east and west), I-196 (east and west), and US-131 (north and south).

**Other questions?** I'm eager to help. Reach out to me!  
ACG Cup Director [Heather Edwards](#).