

# ACG CUP FAQ



## QUESTION

What *is* ACG Cup?

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## ANSWER

ACG Cup is an intercollegiate business case team competition that offers competitors real-world, hands-on experience in the world of M&A. ACG Western Michigan has routinely hosted the *largest* ACG Cup competition in North America.

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## QUESTION

When and where does ACG Cup take place?

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## ANSWER

In 2024, our ACG Cup competition will take place *in person only* at the Seidman College of Business at Grand Valley State University's downtown campus.

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## QUESTION

What are the competition basics to  
know right now?

## ANSWER

- Registration opens: December 8, 2023
- Registration closes: February 8, 2024
- Case release: February 9, 2024
- Networking Reception: February 23, 2024
- ACG Cup 2024 Competition: February 24, 2024

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## QUESTION

**So what will the competition be like this year?**

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## ANSWER

- Return to all in-person competition!
- ONE division, one overall winner
- Online competitors' Resume Gallery
- On-demand Valuation Seminar resource library
- Overall winners' prize of \$6,000 + each team in the Final Round gets dinner with Cup judges or company reps!

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## QUESTION

What *is* Career Conversations?

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## ANSWER

Career Conversations is like an informal job fair presented in a round-robin format. ACG Cup competitors get to visit with company reps at our popular Networking Reception held the night before the competition.

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## QUESTION

Who can help answer any questions  
that arise?

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## ANSWER

We are ready to help! We have a team of liaison leads and ACG staff who can guide your communications. Contact ACG Cup Coordinator Heather Edwards at [hedards@acg.org](mailto:hedards@acg.org).