

# The 2004 M&A Integration Forum

## Ensuring Success in Middle-Market Mergers

*The Metropolitan Club \* Chicago \* May 26, 2004*

*Why do some newly combined companies quickly demonstrate a measurable impact on the bottom line while others fail to meet strategic and financial expectations?*

### **Integrate Fast or Risk Defeat**

Experienced deal makers recognize that while extended integration efforts have a damaging effect on employees, customers, and the bottom line, a concise M&A integration process almost always succeeds. To show what works and why, M&A Chicago is bringing together Chicago's top M&A experts to share what they've learned about integration planning and implementation—and how to complete the process quickly and effectively.

The *2004 M&A Integration Forum* addresses critical strategic and operational issues faced by principals and managers merging two companies. When integration is executed well, operational synergies and savings are quickly leveraged and the merger succeeds. When done without adequate planning and/or knowledge, the merger suffers financially—or worse, it fails.



### **Expert Panel Discussion and Workshops Led by Chicago's Foremost Specialists in M&A Integration:**

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Whether your company is currently involved in an M&A transaction, or you are engaged in a strategic acquisition for a client, this event will give you face time with some of the most experienced practitioners in the business.

You'll learn how to manage the most challenging areas of M&A integration and hear about real-world situations – from the incredible triumphs to the embarrassing fiascoes. Workshop topics will include:

**Accounting, Tax, and Treasury Post Merger  
Post Merger Integration Strategy and Planning  
Brand Management During an M&A Transaction  
Post Merger Legal Issues  
The Integration of People  
Post Merger IT Systems Integration**

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### Meet your peers!

Join and network with other attendees who include appropriate managers and principals of middle-market companies responsible for overseeing and executing the M&A integration process.

### Who Should Attend?

Those looking to gain new ideas on how to accelerate integration, quickly capture synergies, and add value to the bottom line of a transaction. Attendees will include:

- Executives from Private Equity, LBO, MBO and venture fund firms
- Management from companies considering, or in the process of, an M&A transaction
- Corporate Strategic Planning Executives
- Corporate and Business Development Executives

**DATE: Wednesday, May 26, 2004**  
**TIME: 7:30 AM - 12:30 PM**  
**PLACE: Metropolitan Club, Sears Tower**

### Program Schedule

7:30 - 8:00: Continental Breakfast  
8:00 - 9:15: Individual Panelist Presentations  
9:15 - 9:30: Break  
9:30 - 10:45: Q&A Session with the Panelists  
10:45 - 11:00: Break  
11:00 - 12:25: Workshop Sessions

### Cost to attend: \$95

*Register by May 10, 2004  
and receive a discount of  
\$100 off of the standard  
registration fee. Group discounts  
are available*

For information on attending this important event, e mail Susan Bauer at [sue@machicago.com](mailto:sue@machicago.com) or call 773-293-1054.



The 2004 Integration Forum is presented by  
M&A Chicago  
Covering the Middle Market in Chicago and the Midwest

M&A Chicago is also a past or future media sponsor of:

- SRI's 2004 Middle-Market March Madness
- 2004 Healthcare M&A and Corporate Development Conference
- The Capital Raising Seminar

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