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## **Third Coast Capital Advisors Represents SmithBucklin in its Acquisition of 360 Live Media**



**Third Coast Capital Advisors** served as exclusive financial advisor to SmithBucklin in its acquisition of 360 Live Media. Our Acquisition Search services included identifying the target and making contact with its owner, as well as providing assistance on valuation, transaction structure and the negotiation and closing of the transaction. This transaction represents a good example of our ability to identify and execute proprietary, add-on acquisitions for privately owned companies.

**360 Live Media**, based in Washington D.C., is an award winning marketing, strategy and live-event design agency. A strategy-driven organization that focuses on associations, 360 Live Media leverages the power of engagement to build brands, generate revenue, and increase relevance, all in support of the achievement of meaningful organizational results.

**SmithBucklin**, based in Chicago, is an association management and services company. SmithBucklin serves trade associations, professional societies, technology communities, charitable organization and corporation. Outsources services provided to clients include event and trade show management, marketing and communications, education program development, financial management and IT support. Founded in 1949, SmithBucklin has offices in Chicago, Washington D.C., Old Lyme Conn., St. Louis and San Ramon, California. The company is 100 percent employee-owned.