

The Society of Corporate Compliance & Ethics 16th Annual

# Compliance & Ethics Institute

October 15-18, 2017 • Caesars Palace



Promote your Brand

EXHIBITOR & SPONSORSHIP  
PROSPECTUS

Exhibit Dates: October 15-17, 2017  
[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

CEI  
2017

# MAKE MEANINGFUL CONNECTIONS WITH 1700+ COMPLIANCE PROFESSIONALS

## So much more than a conference

As the largest compliance conference in the US, attracting 1,700+ industry leaders, decision makers, and influencers from around the world, SCCE's Compliance & Ethics Institute offers a unique chance to promote your product or services to a highly targeted and qualified audience. In addition to more than 100 unique educational sessions, attendees gather in the Compliance & Ethics Institute Exhibit Hall to discover the latest solutions from leading providers of software, services, and more.

Take advantage of Compliance & Ethics Institute exhibiting, sponsoring and/or advertising opportunities, and:

- >> Heighten your credibility through close association with the largest organization of its kind.
- >> Develop relationships with new prospects and strengthen ties with existing clients.
- >> Gain high visibility and name recognition with compliance professionals from around the world.

Breakfasts, breaks, dessert, and two receptions are all held inside the Exhibit Hall.

## General Exhibit Information\*

### Location

Caesars Palace, 3570 S Las Vegas Blvd, Las Vegas, NV 89109  
Palace Ballroom – 4th Floor

### Exhibit Hall Set-Up

**Saturday, October 14** . . . . . 10:00 AM–5:00 PM  
(20' x20' Booths Only)

**Sunday, October 15** . . . . . 8:00 AM–3:00 PM

### Exhibit Hall Hours

**Sunday, October 15** . . . . . 4:30–6:00 PM

**Monday, October 16** . . . . . 7:00 AM–7:00 PM

**Tuesday, October 17** . . . . . 7:00–11:15 AM

### Exhibit Hall Dismantle

**Tuesday, October 17** . . . . . 11:15 AM–5:00 PM

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)



*\* Times and layout are subject to change and will be confirmed prior to the conference. Exhibitors are not required to staff booths during times attendees are in session.*

# WHO WILL ATTEND SCCE'S COMPLIANCE & ETHICS INSTITUTE?

- >> Compliance & Ethics Officers
  - >> Audit Managers
- >> Compliance & Ethics Journalists
  - >> Compliance Officers
- >> Compliance trainers and analysts
  - >> Consultants
- >> Corporate executives, including CEOs and CFOs
  - >> Ethics Officers
- >> Human Resource Managers
  - >> Information Officers
- >> In-House and Outside Counsel
  - >> Privacy Officers
- >> Regulators and other government personnel
  - >> Researchers and policy makers
  - >> Risk Managers
- >> Staff educators and trainers

## Speaking at SCCE conferences

Exhibitors and sponsors are welcome to submit speaking proposals when the call for speakers is open for SCCE conferences. Submissions will be evaluated based on the merits of the proposed topic, the content, and the speaker(s), at the same time and alongside all of the other speaking proposals for the conference. Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

SCCE members and Institute attendees are interested in:

- >> Antitrust
- >> Auditing and monitoring
- >> Working with boards of directors and CEOs
- >> Company resources
- >> Compliance
- >> Copyright Issues
- >> Confidential information
- >> Conflicts of Interest
- >> Corporate Culture
- >> Document retention
- >> Education and training
- >> Enterprise risk management
- >> Ethics
- >> Evaluation
- >> FCPA
- >> Fraud
- >> Gifts and gratuities
- >> Hotlines/Helplines
- >> Human resources and employment law
- >> Insider trading
- >> International business
- >> Investigations
- >> Information technology and information sciences
- >> Legislation and other legal issues
- >> Measurement/Evaluation
- >> Privacy
- >> Public relations
- >> Records management
- >> Reporting
- >> Risk management
- >> Security breach and notification laws
- >> Social media

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

# EXHIBITOR BENEFITS

8' high backdrape/3' high side dividers.

7" x 44" exhibitor ID sign.

Two exhibit staff badges per 10' x 10' space (Exhibit Hall access only; additional staff badges may be purchased for \$400 each).

Two reduced-rate attendee conference registrations per 10' x 10' space purchased at \$650 each.

Company name, website address, and link to online company description (700 characters max.) and logo at [complianceethicsinstitute.org](http://complianceethicsinstitute.org) under Sponsor/Exhibit.

Company description and link to website in the conference mobile app.

Post-conference attendee list for a one-time postal mailing (does not include email addresses).

Company name and booth number included in Networking Bingo if application received by 9/18/17.

## Exhibiting Opportunities

SCCE's Compliance & Ethics Institute Exhibit Hall is strategically designed to draw in your target audience. Two receptions, continental breakfasts, and all refreshment breaks will take place in the Exhibit Hall.

### Exhibitor pricing

10' x 10' booth . . . . .	\$2,395
10' x 10' corner booth . . . . .	\$2,595
20' x 20' island booth . . . . .	\$9,980
Includes two exhibit hall only passes per 10' x 10' space. Additional exhibit hall only passes \$400 each.	

### Official service and material handling contractor

Freeman has been designated the official show contractor.

Freeman: [CustomerSupport@freemanco.com](mailto:CustomerSupport@freemanco.com)

### Shipping

Freeman has been selected to receive, warehouse, transfer, and handle all exhibits. Advance and direct shipping labels are available from Freeman and will be included in the Exhibitor Kit. Please direct all questions regarding exhibit requirements, freight, and shipments to Freeman.

### Cancellation by Exhibitor

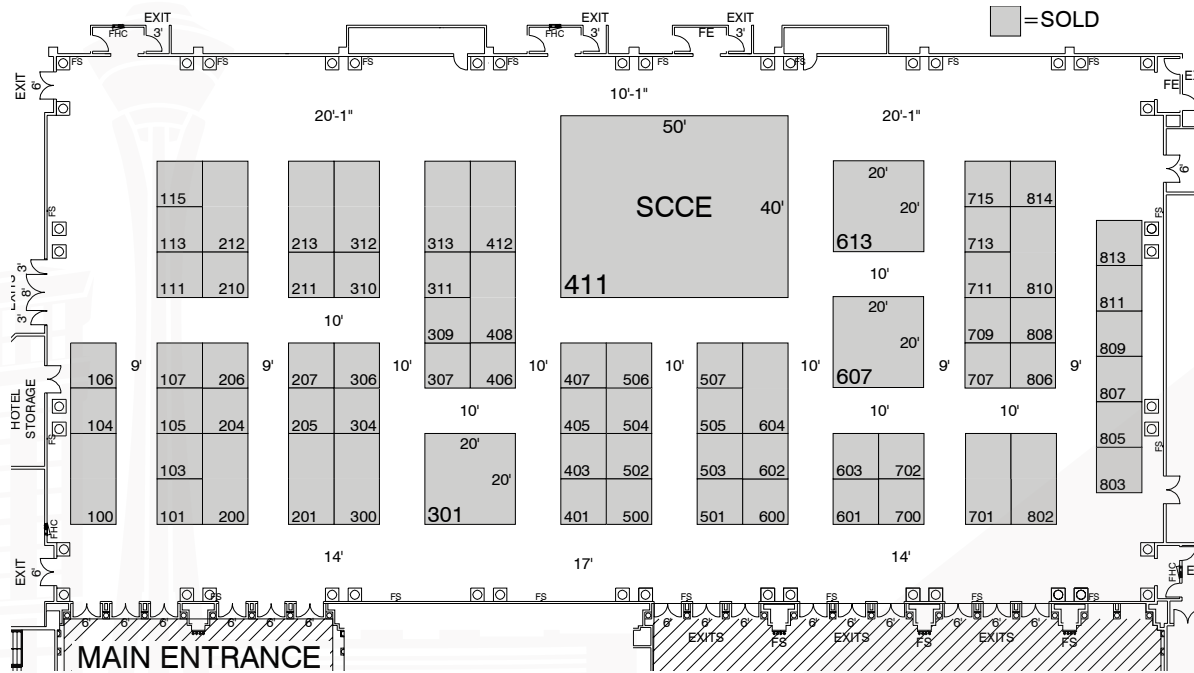
A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full and received by SCCE by September 15, 2017 and 100% payment is due on all applications after September 15, 2017. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before September 15, 2017. No refunds will be made after this date. Deposits are non-refundable.

See the following page for the Exhibit Hall map

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

# 2017 CAESARS PALACE EXHIBIT HALL MAP

The Society of Corporate Compliance & Ethics 16th Annual  
**Compliance & Ethics Institute**  
 October 15-18, 2017 • Caesars Palace • Las Vegas, NV



SAI Global.....	100	Compliance Wave LLC.....	412
PwC.....	101	MyComplianceOffice.....	500
Oversight Systems.....	103	Twist and Shout Media.....	501
EQS Group.....	104	Trailant.....	502
Mitrastech.....	105	Bureau of Economic Analysis.....	503
ACFE.....	106	Mitchell Hamline School of Law	
Anti-Corruption Report.....	107	Professional Legal Education.....	504
ConvergePoint.....	111	Second City Works.....	505
Spark Compliance Consulting Ltd.....	113	Clear Law Institute.....	506
Emtrain.....	115	LogicGate.....	507
LRN Corp.....	200	Chetu.....	600
NAVEX Global.....	201	VITAL FOR.....	601
DeltaNet.....	204	Kreller Group.....	602
ContractWorks.....	205	Emory School of Law.....	603
LockPath.....	206	True Office Learning.....	604
VComply.....	207	Steele Compliance Solutions.....	607
Resonate Pictures, Inc.....	210	Thomson Reuters.....	613
i-Sight.....	211	Morehead Compliance Consulting, LLC.....	700
Convercent.....	212	EverFi.....	701
Kroll.....	213	Accenture.....	702
Skillssoft.....	300	SnapComms.....	707
The Red Flag Group.....	301	WhistleBlower Security.....	709
Identity Guard.....	304	Widener University Delaware Law School.....	711
Osprey Compliance Software.....	306	Assent Compliance.....	713
Aegis Compliance & Ethics Center.....	307	Klink & Co., Inc.....	715
Loyola University Chicago.....	309	Ethixbase.....	802
Interactive Services.....	310	Rethink Compliance.....	803
Ethisphere.....	311	informed360 LLC.....	805
Blue Umbrella.....	312	ProcessUnity.....	806
Opus.....	313	TRACE International.....	807
KPMG.....	401	Drexel University Online.....	808
Bureau van Dijk, a Moody's Analytics Company.....	403	NICE Actimize.....	809
WorldWatch Plus.....	405	Dow Jones.....	810
Syntrio.....	406	Onspring.....	811
Gartner.....	407	Broadcat.....	813
LexisNexis Risk Solutions.....	408	ICT North America.....	814

# PROMOTE YOUR BRAND BEYOND THE BOOTH

Drive Traffic  
Stimulate Sales

## Sponsorship Opportunities

### Sponsorship Levels

- Platinum Sponsor . . . . . \$12,000 or more
- Gold Sponsor . . . . . \$10,000 or more
- Silver Sponsor . . . . . \$8,000 or more

SCCE requests that sponsorship orders and logos be received by September 1, 2017, to guarantee return recognition in conference materials, and on-site signage.

Sponsorship Benefits	Silver	Gold	Platinum
Company name/logo on all conference email correspondence			✓
Pre-conference attendee list for a one-time postal mailing			✓
Complimentary conference registrations	1	2	3
Company logo displayed inside the conference brochure	✓	✓	✓
Company logo displayed on conference signage	✓	✓	✓
Company logo, link to online company description (700 Characters Max) and website at <a href="http://www.complianceethicsinstitute.org">www.complianceethicsinstitute.org</a> under the Sponsor/Exhibit Tab	✓	✓	✓
Post-conference attendee list for a one-time postal mailing	✓	✓	✓

See the following pages for details of the sponsorship opportunities available.

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

## Platinum Level

### CEI mobile app

The CEI mobile app is an innovative application that works on any Apple or Android mobile device capable of accessing the Internet. Attendees will use this application to view conference information, create a customizable schedule, select vendors they want to visit during the show, and access PowerPoint presentation slides for their sessions. As the sponsor you will see your logo on the app loading screen as well as on the main “Now” screen that serves as the homepage for the app. Clicking your logo/banner ad will go to a desired location of your choice—website, PDF, etc.—allowing you to customize your message to the attendees. This is great exposure and the latest trend in conferences. (\$12,000)

### Tweet wall

Enjoy exclusive sponsorship of the TweetWall Pro Twitter feed screens throughout the conference for all attendees to see your company logo/message. With several screens throughout the conference hallways and common areas, your message is guaranteed to be seen. The Tweet Wall will start on the Saturday prior to the conference, October 14, and end at 12:00 PM on the post-conference day, Wednesday October 18. SCCE will design the Tweet Wall background and place your static company logo/message within the design. Logo is limited to 150 pixels width or length, message is limited to 50 characters. Total space is limited to 300 pixels. (\$12,000)

### Coffee mugs

Your company logo and information will appear on the mugs. Mugs will be set out for use on Monday morning near the coffee for all attendees. (\$14,000)

### Tote bags

Your name and logo will appear on the front of large canvas bags which are distributed to all conference attendees. (\$14,000)

### Folios

Company logo will appear on the cover of the folio. Folio will be distributed in the attendee tote bags. (\$12,000)



### Internet café

Your company’s homepage and logo will be set as the homepage on a minimum of four computers that attendees can use to check their email at the Internet café. (\$12,000)

### Professional headshot station

Attendees have the opportunity to have professional headshots taken. They will receive the photos via email after the conference. The station will feature signage with your company’s logo. (\$12,000)

### Pens

Your company logo and information will appear on the body of the tri-stic pen. Pens will be inserted into the attendee tote bags and given out at all SCCE national, international, and regional conferences through 2017. (\$12,000)



### Highlighters

Your company logo and company information will appear on the body of the highlighter. Highlighters will be inserted into attendee tote bags and given out at all SCCE national, international, and regional conferences throughout 2017, and wherever SCCE exhibits. (\$12,000)



### General Session lunch: Monday

The conference luncheon is a popular SCCE tradition and promises to give excellent visibility in an environment where the audience is focused on industry issues. (Monday: \$12,000)

### Conference Guide

The printed Conference Guide will feature two full-page color advertisements (inside front and back cover), plus your company’s logo on the cover. (\$12,000)

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

## Platinum Level

### Networking receptions: Sunday or Monday

Networking receptions provide attendees the opportunity to greet old friends, make new acquaintances, and visit with exhibitors in a casual and festive environment. Signage will be displayed in the reception area. (Sunday Tailgating Theme : \$12,000 or Monday \$12,000)

### Seated massage station

At this massage station, attendees can be treated to an upper-body massage on special chairs located in or near the exhibit hall. Massage therapists will be available Sunday evening through Tuesday exhibit hall hours. Attendees will be required to visit the sponsor's exhibit to receive a ticket to redeem at the seated massage station, increasing traffic for the sponsor. (\$12,000)

### Session room signage

Every meeting room in the hotel will have signage indicating which session is in that room. Have your logo at the bottom of these signs that every attendee will see. (\$12,000)

### Luggage tags

Luggage tags promoting the 2017 Compliance & Ethics Institute will be mailed out to our full postal list of over 2,100 three months prior to the conference along with the conference brochure. (\$12,000)

### Post-it notes

Your company logo and web address will appear on post-it note pads. They will be inserted into the attendee tote bags and given out at all SCCE national, international, and regional conferences through 2017, and wherever SCCE exhibits. (\$12,000)

### Microfiber cleaning cloth

Perfect for cleaning electronic screens and glasses. Promotes the 2018 Compliance & Ethics Institute and will be inserted into attendee tote bags and given out at all SCCE national and regional conferences and exhibits during 2018. Includes your company logo and web address. Measures 3" x 3". (\$12,000)

## Gold Level

### Water bottles

Your company logo and company information will appear on the water bottle. Water bottles will be distributed in attendee tote bags. (\$10,000)

### Continental breakfast

A continental breakfast will be provided for all attendees on Monday and Tuesday. Your company name will be displayed on signs near the food stations. (Monday: \$10,000 or Tuesday: \$10,000)

### Badge holder lanyards

Attendees will wear your company name/logo around their necks. (\$10,000)

### Flat flashlights

Your company logo will appear on the flashlight. The "smashlight" has four superbright LED bulbs, two replaceable batteries, and a magnetic back. They will be distributed in the attendee tote bags. (\$10,000)



### Hotel room keys

Get your name in the hands of attendees with your company logo imprinted on conference hotel room keys. (\$10,000)

### Notepads

A notepad imprinted with your logo will be inserted in the attendee tote bags. (\$10,000)

### Refreshment breaks

Your company name will be displayed near the food stations during a break. (\$10,000)



## Silver Level

### Luggage ID grip

Your company logo and company information will appear on the Luggage Id Grip which secures around luggage handles and includes an information ID card. The Luggage ID Grip makes your luggage easily identified. (\$8,000)



### Mobile phone charging station

Attendees charge their mobile devices securely and privately for free. One station included. Sponsor will provide image for station halo. (\$8,000)

### Annual volunteer project: Get recognized for giving back

Includes company logo and web address on volunteer t-shirts. More details will be announced. (\$8,000)

### Other opportunities

If you have something you would like to sponsor at the conference that is not listed here, please contact Lori Dahmes to discuss: [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org) 888-580-8373.

Previous sponsors have the first right of refusal.

## DATES TO REMEMBER

2017 Call for speakers  
October 17–November 21, 2016

Early bird registration ends  
June 5, 2017

Conference Guide ad  
space reservation due  
September 1, 2017

Conference Guide ad  
materials due  
September 8, 2017

Attendee tote bag insert  
delivery deadline  
September 20, 2017

Conference registration and  
exhibit-only forms due  
September 22, 2017

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

# ADVERTISING OPPORTUNITIES

## Ad Specifications

All ads should be print-ready PDFs, 300 ppi at 100%

No spot colors

Half-page ad trim size: 5" wide x 3.75" high (no bleed)

Send your ad via email (preferred) or on CD-ROM. Email files to: [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org)

## SCCE offers several avenues for advertising:

- >> Compliance & Ethics Professional, SCCE's monthly member magazine
- >> SCCE's website: [corporatecompliance.org](http://corporatecompliance.org)
- >> *Corporate Compliance Weekly News* (CCWN), SCCE's weekly email
- >> *SCCENet*,<sup>®</sup> our own social network for compliance professionals

Exhibitors and Sponsors only

## Attendee tote bag insert

Place marketing material in all attendee tote bags. Company will provide their marketing material as an 8½" x 11" single page.

Full-page full-color ad . . . . . \$1,500

Materials due: September 20, 2017 in Minneapolis at the SCCE office.

## Advertising in the on-site Conference Guide

The on-site Conference Guide contains all the information attendees need to know: session rooms, Exhibit Hall information, and much more. Attendees will be referring to their guides throughout the conference. Ads are printed in full-color on glossy pages. See ad specifications in the box at right for special instructions.

Half-page full-color ad . . . . . \$1,000

Reserve ad space by: September 1, 2017

Ad file due: September 8, 2017

**Please Note:** A maximum of 10 half-page ad spaces are available for the Conference Guide.

## Mobile app e-bag insert ad

Connect with attendees via an electronic ad sheet on the Mobile App. Encourage them to stop by your booth for a discount or giveaway something special, or take them to an offer page on your website. Your ad sheet will be placed on your company description page, and a link to all of the E-bag inserts will be on the mobile app menu and on the homepage at both Internet Cafes.

Mobile app e-bag insert . . . . . \$1,000

Materials due: August 25, 2017

**Ad specifications:** Vector image 350 pixels wide x 400 pixels high

## Compliance & Ethics Professional Special Edition

A professional picture of your booth with 8 lines of text written by you on your company's experience at the 2017 Compliance & Ethics Institute in a full-page full-color ad

Full-page full-color ad . . . . . \$1,000

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

## Other opportunities

### Volunteer Project

Join your colleagues and network with a purpose as you participate in the annual Volunteer Project on Saturday, October 14 from 11:00a-3:30p. The specific activity will be announced close to the 2017 CEI.

### Donate to the Silent Auction

Continuing the tradition started at the 2015 Compliance & Ethics Institute, SCCE will be hosting our annual silent auction. The auction will benefit America's Fund, a charity created to provide resources and financial support to critically injured members of the U.S. Armed Forces. We can't do this without your help! We are collecting items for donation. Please visit [complianceethicsinstitute.org](http://complianceethicsinstitute.org) for all the details.

### Introduce a Speaker

We're looking for volunteers to introduce speakers at the start of each breakout session. It's a great way to meet people and help get sessions off to a good start. We'll even provide you with a short bio for each speaker. Send an email to [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org) to sign up!

## Hotel Information

### Caesars Palace

3570 S Las Vegas Blvd,  
Las Vegas, NV 89109

Caesars Palace is the official conference hotel for the 2017 Compliance & Ethics Institute.

Rate and reservation information available at [complianceethicsinstitute.org](http://complianceethicsinstitute.org).

**NOTICE:** Neither SCCE nor any hotel it is affiliated with will ever contact you to make a hotel reservation. If you receive a call soliciting reservations on behalf of SCCE or the event, it is likely from a room poacher and may be fraudulent. We recommend you make reservations directly with the hotel using the phone number or web link in this brochure. If you have concerns or questions, please contact +1 952 933 4977 or 888 277 4977.

Any offers from other hotels and/or housing agencies are not endorsed by SCCE. Beware of, and report any unauthorized solicitations to Taci Tolzman at [taci.tolzman@corporatecompliance.org](mailto:taci.tolzman@corporatecompliance.org)

We do recommend that you book your hotel room early with Caesars Palace directly either using the conference hotel booking site or by calling.



## Get to know SCCE

SCCE currently has over 6,200 members and more than 4,100 individuals actively holding the Certified Compliance & Ethics Professionals (CCEP)<sup>®</sup> certification through the Compliance Certification Board (CCB)<sup>®</sup>.

### SCCE's Mission

SCCE exists to champion ethical practice and compliance standards in all organizations and to provide the necessary resources for compliance professionals and others who share these principles.

### SCCE's Vision

To be the preeminent compliance and ethics association promoting lasting success and integrity of organizations worldwide.

### Major functions

To promote quality compliance programs—their introduction, development, and maintenance

To provide a forum for interaction and information exchange to enable our members to provide high-quality compliance programs

1. To create high quality educational opportunities for those involved with compliance.
2. To provide a forum for interaction and information exchange to enable our members to provide high-quality compliance programs.
3. To create high quality educational opportunities for those involved with compliance.

### Services

- >> Educational programs
- >> Professional networking
- >> SCCE's monthly magazine, *Compliance & Ethics Professional*
- >> *Corporate Compliance Weekly News* (CCWN), SCCE's weekly email newsletter
- >> Compliance job postings
- >> Discussion groups
- >> Annual European Compliance & Ethics Institute
- >> Member discounts
- >> Cooperative programs with other national organizations
- >> Regional education
- >> Basic Compliance & Ethics Academy<sup>®</sup> (offered globally)
- >> SCCE<sup>net</sup>,<sup>®</sup> the online social network for compliance & ethics professionals
- >> Web conferences covering hot topics
- >> SCCE Blog – your industry resource for compliance & ethics news

## Past exhibiting companies include:

- >> 319InSight Inc
- >> Aegis Compliance & Ethics Center LLP
- >> Assoc of Certified Fraud Examiners (ACFE)
- >> BasisCode Compliance, LLC
- >> Baker & McKenzie
- >> Blue Umbrella
- >> CEB
- >> Charles Schwab
- >> Click 4 Compliance, LLC
- >> Compliance Insider
- >> ComplianceLine, Inc.
- >> Compliance Science Inc
- >> Compliance Wave LLC
- >> Compliance Week
- >> Compli
- >> Convercent
- >> ConvergePoint
- >> Cordium
- >> CRI Group
- >> Emtrain
- >> GovDocs, Inc.
- >> Hiperos
- >> Hitec Labs
- >> Interactive Services
- >> International Screening Solutions
- >> i-Sight
- >> Klink & Co, Inc
- >> KPMG
- >> Kroll
- >> LexisNexis
- >> Loyola University Chicago
- >> LRN
- >> McGovern & Greene LLP
- >> MetricStream
- >> Modevity
- >> MyComplianceOffice
- >> National Assoc of Corp Directors (NACD)
- >> NAVEX Global
- >> New England College of Business
- >> Northeastern University
- >> Novarete<sup>®</sup>
- >> NYSE Governance Services
- >> Osprey Compliance Software LLC
- >> PwC
- >> RISC Inc
- >> SAI Global
- >> Second City Works
- >> SecurityMetrics
- >> Skillsoft
- >> SnapComms
- >> Steele CIS
- >> SurveilLens
- >> Syntrio Inc
- >> The Red Flag Group
- >> Thomson Reuters Accelus
- >> TRACE International
- >> Whistleblower Justice Network, LLC
- >> Widener University Delaware School of Law
- >> WingSwept
- >> Wolters Kluwer ELM Solutions

[complianceethicsinstitute.org](http://complianceethicsinstitute.org)

# Terms and conditions

To ensure a successful exhibiting and/or sponsoring experience at the Society of Corporate Compliance and Ethics's (SCCE's) conference, please read the following Exhibitor & Sponsor Terms and Conditions ("Terms and Conditions") carefully. By submitting a booth space or sponsorship application, exhibitors and sponsors agree to abide by these Terms and Conditions, and any other rules and regulations set forth for this event, including any special requirements that are imposed by the facility at which the conference will be held ("Facility"). Exhibitor or Sponsor agrees and understands that these Terms and Conditions are contractual in nature, and become part of the contract between the exhibitor and SCCE relating to exhibitor's attendance and exhibiting activities at the SCCE 2017 Compliance & Ethics Institute.

**1. Eligibility to exhibit.** Exhibitors' products and services must be relevant to the compliance profession. To exhibit, exhibitors must be in good financial standing with SCCE. SCCE has the right to refuse or terminate exhibit space rental if products, services, exhibitor behavior or displays are not appropriate and compatible with the general character or quality of the conference and cause undue interference with the effective operations of the SCCE and its staff. The rules, policies, and regulations outlined on this form and in the service kit are part of the exhibitor's contract with SCCE.

**2. Space assignment.** All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. SCCE reserves the right to make such modifications as may be necessary to meet the needs of the Exhibitors and the exhibit program.

(a) The first opportunity to reserve booth space for the 2017 SCCE Compliance & Ethics Institute is at the 2016 SCCE Compliance & Ethics Institute. This on-site selection is based on the SCCE Priority Point System.

Space assignments for the 2017 Compliance & Ethics Institute are based on a priority point system using the following criteria:

- One (1) point per 10'x10' space at the 2016 SCCE Compliance & Ethics Institute.
- Five (5) points for participation as a Platinum Sponsor of the 2016 SCCE Compliance & Ethics Institute.
- Four (4) points for participation as a Gold Sponsor of the 2016 SCCE Compliance & Ethics Institute.
- Three (3) points for participation as a Silver Sponsor of the 2016 SCCE Compliance & Ethics Institute.
- Three (3) points per Platinum Sponsorship of the 2016 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2016.
- Two (2) points per Gold Sponsorship of the 2016 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2016.
- One (1) point per Silver Sponsorship of the 2016 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2016.
- One (1) point per sponsorship or exhibit for each set of three (3) SCCE regional conference in 2016.
- Date SCCE receives exhibitor application (tie-breaker).

A priority point list is created for each year's space assignments in descending order from highest point total. The company with the highest point total will select space first, followed by the consecutive companies in descending point total order. The order of selection will be based on the accrued priority points. The exhibitor with the highest number of acquired points will choose booth space first and so on. Each company has a maximum of 5 minutes to select booth space from a live floor plan. You must be ready to select your booth when your company name is called or you will be passed. Prior to leaving on-site booth selection, your company representative will receive a confirmation

letter with your booth number. If an exhibitor misses their scheduled meeting time, they will be accommodated as the booth selection schedule allows at the end of the scheduled time slot they arrive in.

(b) After on-site space selection, booth space reservations will be open to the public and space will be assigned on a first-come, first-served basis by the date the booth space contract and deposit are received. If an exhibitor's first selection of space has already been assigned, SCCE will allocate the next-best available space. Upon receipt of contract and deposit, space assignment(s) will be sent within five to seven business days. If the exhibit hall space is sold out, notification will be made immediately by phone and the organization applying to exhibit is placed on a waiting list. SCCE assumes that the exhibit space assignment is accepted unless SCCE receives a written denial within 7 days of notification. Assignments made within 30 days of the start of the conference are assumed to be final at the time that they are made. Date of notification is the date SCCE emails the notification. SCCE reserves the right to modify the floor plan or move the exhibitor's booth location to accommodate floor plan configuration or traffic flow.

**3. Exhibitor use of space.** Exhibitors may not assign, sublet, or apportion the whole or any part of their allotted space. In addition, exhibitors may not advertise or display products or services other than those manufactured or sold in their regular business. Exhibitor or Sponsor company descriptions in the on-site conference guide will be limited to one company name and identity listing. The distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by exhibitor only from within its space. The distribution of any article that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. This includes placement of display racks, banners, brochures or other items outside of the designated space rented by the exhibitor, as well as the offering of food or beverages.

**4. Exhibitor code of conduct.** All exhibitors agree to abide by the following code of conduct, and agree to SCCE's right to take immediate action to restrict or evict exhibitor and/or its personnel from the conference in the event of Code of Conduct violations. In the event of such eviction or restriction, exhibitor will forfeit all moneys paid for the conference, and may be subject to restrictions or prohibitions on attending future SCCE conferences.

- The exhibitor and its personnel shall conduct and operate its exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors, conference attendees, and visitors or SCCE staff.
- SCCE reserves the right to prohibit any exhibit and/or exhibitor that, in its sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
- SCCE reserves the right to remove, without compensation, any exhibit and/or exhibitor that, in SCCE's sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
- SCCE reserves the right to require the removal of any exhibitor personnel who engage in behavior which, in the sole discretion of SCCE, is determined to be objectionable to other exhibitors, conference attendees, and/or SCCE staff.
- Any demonstrations or activity that may result in obstruction of aisles or that prevent ready access to nearby exhibitors' booths shall be prohibited.
- The audio level of any playback equipment, audio, video and/or demonstrations must be at a level so as not to disturb or be heard by adjacent exhibitors and their patrons. SCCE reserves the right to restrict exhibits to a minimum noise levels.

**5. Exhibitor/sponsor-hosted functions.** Only exhibiting companies and sponsors may host functions at the conference. Functions may not be scheduled at times that conflict with conference sessions or receptions.

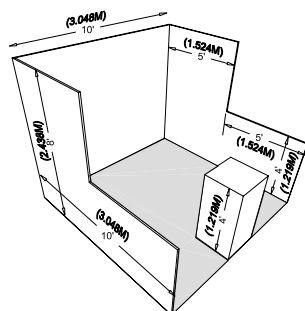
## 6. Cancellation

- (a) Cancellation or Reduction of Booth by SCCE. An exhibitor's failure to submit payment can result in the cancellation of the assigned space. In addition, SCCE has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. In the event of such an occurrence, SCCE will provide written notification and agrees to negotiate in good faith toward refund or reduction of the exhibit fee. If any part of the exhibit area is damaged, or the exhibitor is not permitted to occupy their assigned space, the exhibitor will be charged only for space that was actually occupied. SCCE is released from any and all claims for damages that may arise in conjunction with the above. In the event the meeting is cancelled due to disasters, strikes, government regulations, or causes preventing its scheduled opening or continuance, SCCE and its exhibitors agree that this agreement will be terminated. Considering expenditures and commitments already made, SCCE will determine refunds on an equitable basis.
- (b) Show cancellation policy. The parties agree that if the SCCE Compliance & Ethics Institute is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic or other event over which SCCE has no control, then the exhibitor contract may be immediately amended by SCCE, and the exhibitor hereby waives any and all claims against SCCE for damages, reimbursement, refunds, or compensation.
- (c) Cancellation by Exhibitor/Sponsor. A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full and received by SCCE by September 15, 2017 and 100% payment is due on all applications after September 15, 2017. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before September 15, 2017. No refunds will be made after this date. Deposits are non-refundable.

**7. Installation and dismantling of exhibit.** Installation must take place during the times indicated, unless SCCE has previously provided written approval for installation at other times. Space not occupied by the start of the conference returns to SCCE for discretionary use. Dismantling begins at the conference's close and must be completed by the time indicated. Exhibitors dismantling prior to conference close will lose all points accumulated in the previous twelve months. Note: The exhibitor assumes all financial responsibility for installation and dismantling of the exhibit.

**8. Booth construction.** An in-line booth is one or more standard 10' x 10' units arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8' is allowed on the back wall and the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8' includes signs, company name, logo, or product information.

Regardless of the number of in-line booths used (e.g., 10' x 20', 10' x 30', etc.) display materials should be arranged so they do not obstruct sight lines of neighboring exhibitors. Each in-line booth will have an 8'-high draped back wall and 3'-high draped dividers defining the sides of the space. The backside of an in-line booth must not be visible and must not be used for storage.



**Corner Booth.** A corner booth is a linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply.

**Island Booth.** An island booth is any size booth exposed to aisles on all four sides. All other guidelines for linear booths apply.

### Dimensions

An island booth is typically 20 feet by 20 feet

### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 feet to 20 feet (4.88 meters to 6.10 meters), including signage.

**9. Registration and housing.** Registration information will be available on the SCCE website. Exhibitors are encouraged to book their hotel rooms through the SCCE's room block at the conference venue.

**10. Meeting rooms.** To request meeting room space, please contact the SCCE.

**11. Exhibitor service kit.** All exhibitors receive an exhibitor service kit electronically, including order forms for ancillary services at the conference.

**12. Union.** Local union jurisdiction applies. Detailed information will be provided to exhibitors in the Exhibitor Service Kit.

**13. Security.** Although security guard service may be furnished, neither SCCE nor the Facility will be responsible for damage to, loss, or theft of property belonging to any exhibitor, sponsor, their agents, employees, business invitees, visitors, or guests. Security information will be available in the Exhibitor Service Kit.

**14. Indemnification.** Exhibitor or Sponsor shall defend, protect, indemnify, save, and hold SCCE, and its officers, directors, employees, and agents, the Facility in which SCCE meetings are being conducted, and all agents and employees thereof (hereinafter collectively called "Indemnitees") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor and/or its personnel, employees and agents, and further, exhibitor shall at all times defend, protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs damages, liability, or expenses (including attorney's fees) arising from, or out of, or by reason of any accident or bodily injury or other occurrences to any property, person, or persons, including the exhibitor, its agents, employees, and business invitees, which arise from, or out of, or by reason of said exhibitor's participation at the conference, the negligent or willful conduct of its personnel, employees and agents, and/or its occupancy and use of the facilities, or any part thereof.

**15. Exhibitor insurance.** All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. SCCE and the Facility do not maintain insurance covering exhibitor's conduct or property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws. A certificate of insurance shall be furnished if requested by SCCE.

**16. Facility rules.** Exhibitors and sponsors shall strictly comply with all conditions imposed by the Facility in its contract with SCCE, and with the rules and regulations of the Facility.

**17. Damage to property.** The exhibitor is liable for any damage caused to Facility floors, walls, columns, standard booth equipment, or other exhibitors' property. The exhibitor may not mar, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment

**18. Americans with Disabilities Act.** Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law;(ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall defend, indemnify and hold SCCE harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against SCCE, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

**19. Mergers.** In the event of a merger of two or more exhibiting or sponsoring companies, the following rules will apply: One main contact will be designated by the purchasing company to SCCE, for all related correspondence and questions. The exhibiting or sponsoring company will have one identity in the on-site conference guide. A courtesy listing (example: ABC Company, see WorldAlliance), within one year of the acquisition or merger, will be provided if requested in writing. The same cancellation policy of fees and dates will apply to mergers regardless of the ability of SCCE to resell the booth space. Priority Points will not be combined for companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.

**20. Market research and surveys.** Exhibitors and sponsors are not permitted to conduct surveys of conference attendees during the conference.

**21. Announcements.** No public announcement of door prize winners will be made.

**22. Attendee information distribution.** SCCE encourages exhibitor and sponsor efforts to communicate with SCCE attendees. However, in an effort to meet exhibitor needs and also protect the privacy rights of our attendees, the following provisions shall apply. Exhibitors may request either a business card or may scan attendee badge barcodes using lead retrieval equipment to obtain contact information for follow-up. For Barcode Lead Scans, SCCE agrees to release to the exhibitor, where it is authorized to do so, attendee name, title, company, work postal mailing address, work phone, fax and e-mail, as provided by the attendee. Unless otherwise individually agreed with each attendee, exhibitors shall (i) use attendee information in accordance with each attendee's reasonable expectations, (ii) limit the use of attendee information to contacting each attendee no more than twice and no later than within 30 days following the exhibition, (iii) put in place reasonable technical and organizational measures to ensure the security of attendee information, (iv) comply with the rights of attendees including any opt-out requests, (v) not transfer attendee information to any third party outside the exhibitor's group of companies, and (vi) comply with all applicable laws in relation to the use of attendee information. Regarding an Advance/Post Mailing List: SCCE may, at its discretion, also offer exhibitors the opportunity to communicate about their products and services through the pre-registered attendee postal address list and post-conference attendee postal address list, either or both of which may be available for purchase. This information is only provided to qualified SCCE exhibitors and sponsors on the terms of our Conference Attendee List One-Time Use License. Each list shall include attendee name, title, company and preferred postal mailing address as provided by the attendee. SCCE does not release attendee email addresses.

**23. Children.** Due to health and safety considerations, children under the age of 18 will not be admitted to the exhibit program or educational sessions.

**24. Picture taking, videotaping/audio taping.** Exhibitors are not permitted to photograph, audiotape or videotape sessions, exhibits, or any other part of the conference without express, written approval from SCCE.

**25. Music licensing.**

- (a) Exhibitor and SCCE acknowledge that any public performance of music during the Event requires a license. Exhibitor agrees to secure all licenses required for all such performances which occur in any area of the Hotel exclusively reserved for Exhibitor's use, including in an exhibit booth or sponsor area. Exhibitor shall also cause its subcontractors to secure all licenses for their public performances of music. For purposes of this provision, a public performance is one that occurs "in a place open to the public or at any place where a substantial number of persons outside of a normal circle of a family and its social acquaintances is gathered."
- (b) The foregoing provision applies to all public performances of music, including but not limited to live performances, as well as performances over television, radio, and by Internet or digital wireless service.
- (c) Should Exhibitor use television, movies, video, or other media in its exhibit booth or sponsor area (irrespective of whether music is incorporated in such media), Exhibitor shall also be required to secure all other licenses required by law for such performances.
- (d) If SCCE is contacted after the Event by a performing rights society or another entity seeking license fees for the unauthorized public performance of music or other media in an area exclusively used by Exhibitor, Exhibitor shall promptly either: (i) pay the applicable license fees within ten (10) days of notification; or (ii) contest the validity of the request for license fees, in which case Exhibitor shall indemnify, defend, and hold SCCE harmless from and against any claims, demands, judgments or liabilities arising from the failure to promptly pay all fees when due. This provision shall survive termination of this Agreement.

**26. Promotion During Conference.** Exhibitors are not allowed to place brochures, stickers, signs, pens, posters or marketing materials anywhere other than within their own booth space.

**27. Trademarks.** Exhibitor/Sponsor grants SCCE, without the right to sublicense, a nonexclusive, revocable, nontransferable, royalty-free, worldwide license to use and display Exhibitor/Sponsor's company name and logo on SCCE website(s), print materials, and in other marketing media solely for purposes of promoting the Event and future events, provided that such use is in accordance with Exhibitor/Sponsor's established brand guidelines. If Exhibitor/Sponsor elects to become a branded sponsor for any portion of the Event, the use of Exhibitor/Sponsor's logo, marks, or artwork (collectively "Sponsor Artwork") on any Event merchandise or collateral is subject to the prior approval of SCCE, which reserves the right to reject any Sponsor Artwork that, in SCCE's sole discretion, fails to meet the defined specifications or general standards of quality for SCCE events. Exhibitor grants SCCE or anyone authorized by SCCE the right to use or publish, in print or electronic format, any photographs or video taken during the Event which contain images of Exhibitor's booth or space, including any trademarks, logos, or other images displayed in or on Exhibitor's booth or space, as well as any images or likenesses of Exhibitor's employees, contractors, subcontractors, or agents in the Exhibit Hall or at the Event.

**28. Exceptions.** Any request for exceptions to these Terms and Conditions must be submitted in writing to the SCCE at least two weeks prior to the conference start date. The SCCE reserves the right to make exceptions to these Terms and Conditions in its sole discretion.

# Application

## Contact Information (please print)

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Authorized print name \_\_\_\_\_

Authorized signature \_\_\_\_\_

*This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted and signed by SCCE. By signing above, I hereby certify that I have read the cancellation policy on page 14 and will abide by the "Terms and conditions" in this prospectus.*

## Logistics Coordinator (please print)

Full name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## Sponsorship Opportunities

### Platinum Level

- Coffee mugs..... **sold** \$12,000
- Tote bags..... **sold** \$12,000
- Folios..... \$12,000
- CEI mobile app..... **sold** \$12,000
- Tweet wall..... \$12,000
- Highlighters..... \$12,000
- Internet café..... \$12,000
- Pens..... \$12,000
- Seated massage station..... \$12,000
- Gen. Session Attendee lunch:
- Monday..... **sold** \$12,000
- Professional headshot station..... **sold** \$12,000
- Networking reception:
- Sunday..... \$12,000
- Networking reception:
- Monday..... **sold** \$12,000
- Luggage Tags..... \$12,000
- Post it Notes..... **sold** \$12,000

- Conference Guide..... **sold** \$12,000
- Microfiber Cloth..... \$12,000
- Session room signage..... \$12,000

### Gold Level

- Continental breakfast: Mon..... **sold** \$10,000
- Continental breakfast: Tues.... \$10,000
- Refreshment break (1 break)... \$10,000
- Badge holder lanyards..... **sold** \$10,000
- Flat flashlights..... \$10,000
- Hotel room keys..... \$10,000
- Notepads..... \$10,000
- Water bottles..... **sold** \$10,000

### Silver Level

- Luggage ID grip..... \$8,000
- Mobile phone charging station..... \$8,000
- Volunteer project..... \$8,000

TOTAL \$ \_\_\_\_\_

## Advertising Opportunities

### Conference guide half-page ad

- Company-provided print-ready PDF: \$1,000

### Attendee Tote Bag Insert

- Company-provided marketing material in all attendee tote bags: \$1,500

### Pre-Registration List

- Pre-registration list (postal address only): \$500

TOTAL \$ \_\_\_\_\_

## Booth Rental (includes two Exhibit Hall badges per 10' x 10' space)

- 10' x 10' Booth Rental \_\_\_\_\_ @ \$2,395 \$ \_\_\_\_\_
- 10' x 10' Corner Booth \_\_\_\_\_ @ \$2,595 \$ \_\_\_\_\_
- 20' x 20' Island Booth \_\_\_\_\_ @ \$9,980 \$ \_\_\_\_\_
- Extra Exhibit Hall only badges..... @ \$400 \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## Booth Choice (see floor plan for location numbers):

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

4th choice: \_\_\_\_\_ 5th choice: \_\_\_\_\_ 6th choice: \_\_\_\_\_

Please list any companies you would rather not be near.

Check [complianceethicsinstitute.org](http://complianceethicsinstitute.org) for a list of current exhibitors:

## Billing Information

Today's Deposit \$ \_\_\_\_\_ (out of TOTAL \$ \_\_\_\_\_)

- INVOICE ME
- BY MAIL: Enclose application and check payable to SCCE:  
SCCE 6500 Barrie Road, Suite 250, Minneapolis, MN 55435
- BY FAX: +1 952 988 0146 – I authorize SCCE to charge my credit card

Due to PCI Compliance, **please DO NOT provide any credit card information via email.** You may email the application (without credit card information) and call SCCE at +1 952 933 4977 or 888 277 4977 with the credit card information.

CREDIT CARD:  American Express  MasterCard  Visa  Discover

Credit card account number \_\_\_\_\_

Credit card expiration date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

**50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full by September 15, 2017. Deposits are non-refundable. Full payment is due on all applications received after September 15, 2017.**

After your application has been processed, you will receive instructions to go online and create/update your company description (max of 700 characters including spaces) and print-ready and web-ready logos.

Questions? Email Lori Dahmes:  
[lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org)

CEI17

OFFICE USE ONLY

Date received \_\_\_\_ By \_\_\_\_