

15th Annual

# COMPLIANCE & ETHICS INSTITUTE

SEPT. 25-28  
SHERATON  
CHICAGO

## PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

Exhibit Dates September 25-27, 2016

Reach more than 1,500 compliance professionals

**CHICAGO** 2016

A dark blue silhouette of the Chicago skyline, featuring various skyscrapers of different heights and shapes, including the Willis Tower. The skyline is positioned at the bottom of the page, above a bright green horizontal bar.

Questions: [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org)

# GET TO KNOW SCCE

## ABOUT SCCE

SCCE currently has over 5,400 members and more than 2,600 Certified Compliance & Ethics Professionals.

## 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

The vision of SCCE is to be the preeminent compliance and ethics association promoting lasting success and integrity of organizations worldwide.

## MAJOR FUNCTIONS

- 1 To promote quality compliance programs—their introduction, development, and maintenance
- 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 of current events in compliance
- Compliance job postings
- Discussion groups
- Annual European Compliance & Ethics Institute
- Cooperative programs with other national organizations
- Regional education
- Basic Compliance & Ethics Academy® (offered globally)
- *SCCenet*®, the online social network for compliance & ethics professionals
- Web conferences covering hot topics, for learning without leaving your desk
- SCCE Blog – your industry resource for compliance & ethics news
- Member discounts
- And more!

## PAST EXHIBITING COMPANIES INCLUDE:

- Aegis Compliance & Ethics Center LLP
- Assoc of Certified Fraud Examiners (ACFE)
- Baker & McKenzie
- Black Belt Compliance, LLC
- Blue Umbrella
- CEB
- Charles Schwab
- Click 4 Compliance, LLC
- Compliance Insider
- ComplianceLine, Inc.
- Compliance Science Inc
- Compliance Wave LLC
- Compliance Week
- Complí
- Convercent
- ConvergePoint
- CRI Group
- Datacert
- Dow Jones Risk & Compliance
- Emtrain
- Ethisphere
- GovDocs, Inc.
- Hiperos
- Hitec Labs
- Interactive Services
- International Screening Solutions
- I-Sight
- Klink & Co, Inc
- KPMG
- Kroll
- LexisNexis
- Loyola University School of Law
- LRN
- McGovern & Greene LLP
- MetricStream
- Modevity
- National Assoc of Corp Directors (NACD)
- Navex Global
- The Network, Inc.
- New England College of Business
- Northeastern University
- Novarete`
- NYSE Governance Services
- Osprey Compliance Software LLC
- PwC, Pricewaterhouse Coopers, LLP
- The Red Flag Group
- RISC Inc
- SAI Global
- Second City Communications
- SecurityMetrics
- Skillsoft
- SnapComms
- Steele CIS
- SurveilLens
- Syntrio Inc
- TerraNua
- Thomson Reuters Accelus
- TRACE International
- 319InSight Inc
- Whistleblower Justice Network, LLC
- Widener University Delaware Law School
- WingSwept

# ATTENDEE PROFILE

## 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

"The SCCE CEI is by far the best annual event for all compliance and ethics professionals. The CEI offers the most extensive and varied topics from which to choose over a 4-day span. This includes the pre- and post-conference workshops designed to provide more in-depth review and analysis of key compliance and legal risks faced by most compliance professionals on a daily basis. The opportunities to network with peers and colleagues during the conference are also a major benefit, as is the ability to stay current with the many offerings of vendors and suppliers of state-of-the-art compliance tools and services. The SCCE CEI is by far the best conference I have ever attended that is totally dedicated to Compliance and Ethics Professionals."

*– Al Gagne*

## 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

As the largest compliance conference in the US, attracting 1,500 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 across the country.

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

## 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.

Visit [www.corporatecompliance.org/events/CallforSpeakers](http://www.corporatecompliance.org/events/CallforSpeakers) for more information.

## DATES TO REMEMBER

---

### 2016 CALL FOR SPEAKERS

October 14–November 16, 2015

---

### Early bird registration ends

June 1, 2016

---

### Conference Guide ad space reservation due

August 12, 2016

---

### Conference Guide ad materials due

August 19, 2016

---

### Attendee tote bag insert delivery deadline

August 26, 2016

---

### Conference registration and exhibit-only forms due

September 2, 2016

---

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 passes \$400 each.

## EXHIBIT HALL HOURS

### SET-UP

Saturday, September 24 ..... 10:00 AM–5:00 PM  
(20' x 20' Booths Only)

Sunday, September 25..... 8:00 AM–3:00 PM

### EXHIBIT VIEWING

Sunday, September 25..... 4:30–6:00 PM

Monday, September 26 ..... 7:00 AM–7:00 PM

Tuesday, September 27 ..... 7:00–11:15 AM

### TEARDOWN

Tuesday, September 27 ..... 11:15 AM–5:00 PM

*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.*

## OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR

Freeman has been designated the official show contractor.

FREEMAN

CustomerSupport@freemanco.com

## 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 company 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.

Company name, logo, and description in SCCE's 2017 Resource Guide if application received by June 1, 2016.

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

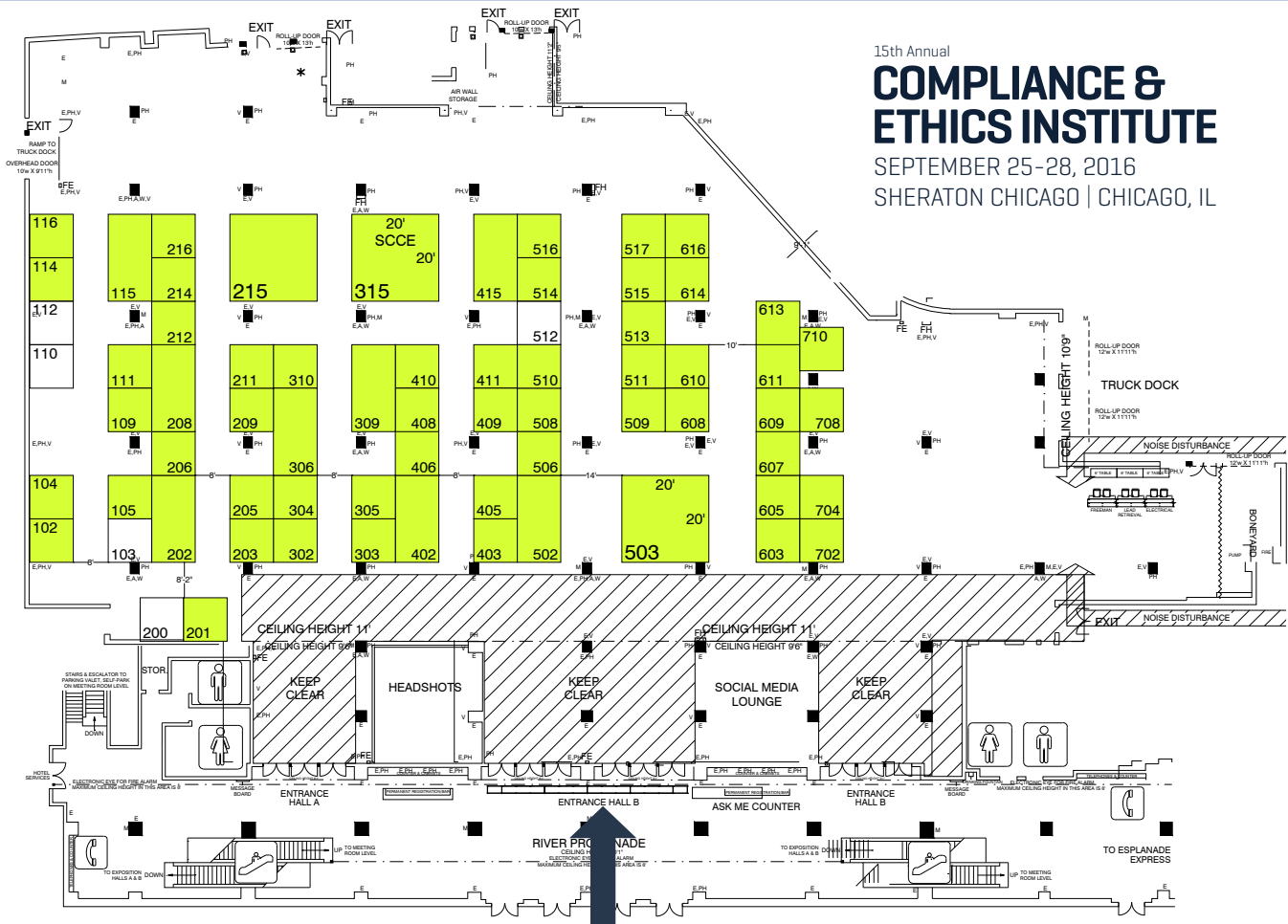
Company name and booth number included in Networking Bingo if application received by 9/02/16.

## 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 calls regarding exhibit requirements, freight, and shipments to Freeman.

# EXHIBIT HALL MAP

15th Annual  
**COMPLIANCE & ETHICS INSTITUTE**  
 SEPTEMBER 25-28, 2016  
 SHERATON CHICAGO | CHICAGO, IL



## MAIN ENTRANCE

ContractWorks	102	Loyola University Chicago	408
Resonate Pictures Inc.	104	International Screening Solutions, Inc.	409
LawRoom/EverFi	105	Aegis Compliance & Ethics Center LLP	410
Exiger	109	KPMG	411
BasisCode Compliance LLC	111	Kroll	415
Cordium	114	NAVEX Global	502
Compliance Wave LLC	115	The Red Flag Group	503
Chetu Inc.	116	MyComplianceOffice	506
Clear Law Institute	201	Skillsoft	508
Blue Umbrella	202	PwC [Pricewaterhouse Coopers, LLP]	509
Twist and Shout Media LTD	203	Convercent	510
Bureau Van Dijk	205	i-Sight Case Management	511
Morehead Compliance Consulting	206	Osprey Compliance Software LLC	513
LexisNexis	208	TeachPrivacy	514
TRACE International	209	Interactive Services	515
New England College of Business	211	Compli	516
V-Comply	212	ELM Solutions	517
Delaware School of Law	214	Compliance Week	603
Thomson Reuters Risk	215	CEB	605
Klink & Co, Inc.	216	ACFE	607
MetricStream	302	Syntrio	608
Second City Works	303	ID Experts	609
NYSE Governance Services	305	Kreller Group	610
Steele CIS	306	Ethisphere	611
SAI Global	309	Kantola Training Solutions	613
Charles Schwab	310	Hiperos	614
SCCE	315	SnapComms	616
LRN Corporation	402	Rethink Compliance	702
Palmtree - by Guidant Technology LLC	403	Arachnys	704
CRI Group	405	Workplace Answers	708
Helios Digital Learning, Inc.	406	Avaro	710

# SPONSORSHIP OPPORTUNITIES

INCREASE YOUR BRAND AWARENESS AMONG THIS HIGHLY RELEVANT AUDIENCE WITH A SPONSORSHIP PACKAGE.

## SPONSORSHIP LEVELS

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



## SPONSORSHIP BENEFITS

	SILVER	GOLD	PLATINUM
Company name/logo on all conference email correspondence			✓
Pre-conference attendee list for a one-time postal mailing			✓
Complimentary ad placement on "Take One" table		✓	✓
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	✓	✓	✓
Company name, logo, and description in SCCE's 2017 Resource Guide [in print version if received by May 13, 2016; online version only after that date]	✓	✓	✓
Post-conference attendee list for a one-time postal mailing	✓	✓	✓

SEE THE FOLLOWING PAGES FOR DETAILS OF THE SPONSORSHIP OPPORTUNITIES AVAILABLE.

SCCE requests that sponsorship orders and logos be received by July 21, 2016, to guarantee return recognition in conference materials, and on-site signage.

## 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 and TweetUp

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, September 24, and end at 12:00 PM on the post-conference day, Wednesday September 28. 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. Sponsorship of the TweetUp event is also included. (\$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 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 and where SCCE exhibits. (\$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)

### 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: \$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. 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 and booth number at the bottom of these signs that every attendee will see. (\$12,000)

### Luggage tags

Luggage tags promoting the 2016 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 2016, and wherever SCCE exhibits. (\$12,000)

### Microfiber cleaning cloth

Perfect for cleaning electronic screens and glasses. Promotes the 2016 Compliance & Ethics Institute and will be inserted into attendee tote bags and given out at all SCCE national and regional conferences and exhibits during 2017. Includes your company logo and web address. Measures 3" x 3". (\$12,000)



# SPONSORSHIP OPPORTUNITIES

## 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)



Previous sponsors have the first right of refusal.

### 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  
888-580-8373

## 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 .....\$1,500

**MATERIALS DUE: AUGUST 31, 2016 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: AUGUST 12, 2016**

**AD FILE DUE: AUGUST 19, 2016.**

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

## TAKE ONE TABLE

Place your company brochure or ad piece on the Take One Table located in the conference registration area (company to provide).  
Materials due in Minneapolis September 9, 2016 .....\$250

## 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 2016 Compliance & Ethics Institute in a full-page 4-color ad .....\$1,000

## 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]
- Full-page ads must include a bleed of 1/8" on all four sides.

**SEND YOUR AD** via email [preferred] or on CD-ROM.  
Email files to: [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org)

## ADVERTISING WITH SCCE

SCCE offers several avenues for advertising:

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

**Questions about advertising opportunities?** Please contact Lori Dahmes at 888-580-8373 or [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org)

## VOLUNTEER PROJECT

Join your colleagues and network with a purpose as you participate in the annual Volunteer Project on Saturday, September 24th from 11:00a-3:30p. The specific activity will be announced close to the 2016 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 [www.complianceethicsinstitute.org](http://www.complianceethicsinstitute.org) for all the details.

## SHERATON CHICAGO HOTEL

301 E North Water St, Chicago, IL 60611  
+1 877 242 2558 [www.sheratonchicago.com](http://www.sheratonchicago.com)

Make Hotel Reservations Online or call +1 877 242 2558 or +1 312 464 1000

The group rate is \$279 per night; rates quoted are for single/double occupancy plus tax (currently at 16.4% per room per night and subject to change). When making your reservation via telephone, please reference the group SCCE Compliance & Ethics Institute 2016 to receive the special rate. These rates are good until Friday, September 2nd, 2016 or when the group room block is full (whichever comes first). Reservation requests received after this cut-off date or after the group block is filled (whichever comes first), will be accepted on a space and rate availability basis only. Hotel accommodations are not included in your conference registration fee.

## 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 [patti.hoskin@corporatecompliance.org](mailto:patti.hoskin@corporatecompliance.org) to sign up!



Sheraton Chicago Hotel & Towers is the official conference hotel for the 2016 Compliance & Ethics Institute. SCCE does not call or contact our attendees to book hotel room reservations. If you receive a call or email from a hotel booking service requesting that you book your hotel reservation for the SCCE conference through them, please note that the organization is not affiliated with or contracted by SCCE. 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 the Sheraton Hotel & Towers directly either using the conference hotel booking site or by calling +1877 242 2558 or +1 312 464 1000.

# TERMS AND CONDITIONS

To ensure a successful exhibiting and/or sponsoring experience at the Health Care Compliance Association'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 2015 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 2016 SCCE Compliance & Ethics Institute is at the 2015 SCCE Compliance & Ethics Institute. This on-site selection is based on the SCCE Priority Point System.

Space assignments for the 2016 Compliance & Ethics Institute are based on a priority point system using the following criteria:

- One (1) point per 10'x10' space at the 2015 SCCE Compliance & Ethics Institute.
- Five (5) points for participation as a Platinum Sponsor of the 2015 SCCE Compliance & Ethics Institute.
- Four (4) points for participation as a Gold Sponsor of the 2015 SCCE Compliance & Ethics Institute.
- Three (3) points for participation as a Silver Sponsor of the 2015 SCCE Compliance & Ethics Institute.
- Three (3) points per Platinum Sponsorship of a national SCCE conference in 2015.
- Two (2) points per Gold Sponsorship of a national SCCE conference in 2015.
- One (1) point per Silver Sponsorship of a national SCCE conference in 2015.
- One (1) point per sponsorship or exhibit for each set of three (3) SCCE regional conference in 2015.
- 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.

# TERMS AND CONDITIONS

- 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.

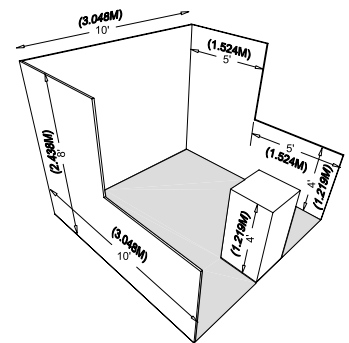
## 6. Cancellation

- (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. A 50% deposit is required for all booth rentals. Balance must be paid in full and received by SCCE by September 24, 2016 and 100% payment is due on all applications after September 10, 2016. Cancellation fee for exhibit space is the 50% deposit if cancelled before September 24, 2016. 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.

# TERMS AND CONDITIONS

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 policies 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 attendee name, title, company, work postal mailing address, work phone, fax and e-mail, as provided by the attendee. 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. 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. 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.

26. 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.

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

- Microfiber Cloth ..... \$12,000
- Session room signage ..... \$12,000

#### GOLD LEVEL

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

#### 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

#### TAKE ONE TABLE

- Company-provided marketing material at take one table: \$250

#### 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 [www.complianceethicsinstitute.org](http://www.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:  AmericanExpress  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. Balance must be paid in full and received by SCCE by September 24, 2016. Deposits are non-refundable.**

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)

CEI16

OFFICE USE ONLY

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



15th Annual

# COMPLIANCE & ETHICS INSTITUTE

SEPT. 25-28  
SHERATON  
CHICAGO



## SOCIETY OF CORPORATE COMPLIANCE AND ETHICS

6500 Barrie Road, Suite 250, Minneapolis, MN 55435 United States  
P +1 952 933 4977 or 888 277 4977 | F +1 952 988 0146  
[www.corporatecompliance.org](http://www.corporatecompliance.org) | [helpteam@corporatecompliance.org](mailto:helpteam@corporatecompliance.org)

# 2016 CHICAGO

Learn more at [www.complianceethicsinstitute.org](http://www.complianceethicsinstitute.org)