

PROMOTE YOUR BRAND TO  
**1800+** COMPLIANCE  
INDUSTRY LEADERS,  
DECISION MAKERS AND  
INFLUENCERS FROM  
AROUND THE WORLD



17th Annual Society of Corporate Compliance & Ethics

## COMPLIANCE & ETHICS INSTITUTE

OCTOBER 21-24, 2018 | LAS VEGAS, NV



EXHIBIT | SPONSOR

# MAKE MEANINGFUL CONNECTIONS WITH 1700+ COMPLIANCE PROFESSIONALS SO MUCH MORE THAN A CONFERENCE



Search SCCE’s Compliance & Ethics Institute on Twitter: [#SCCEcei](https://twitter.com/SCCEcei)

*\* 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.*

As the largest compliance conference in the US, SCCE’s Compliance & Ethics Institute offers a unique chance to promote your product or services to industry leaders, decision makers, and influencers from around the world. In addition to more than 100 unique educational sessions, attendees gather in the 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:

- Gain high visibility and build brand awareness with compliance professionals from around the world.
- Develop customer relationships with prospects and strengthen ties with existing clients.
- Heighten your credibility through close association with the largest organization of its kind.

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 20 . . . . . 10:00 AM–5:00 PM  
(20' x20' Booths Only)

Sunday, October 21 . . . . . 8:00 AM–3:00 PM

### Exhibit Hall Hours

Sunday, October 21 . . . . . 4:00–6:00 PM

Monday, October 22 . . . . . 7:00 AM–7:00 PM

Tuesday, October 23 . . . . . 7:00–11:00 AM

### Exhibit Hall Dismantle

Tuesday, October 23 . . . . . 11:00 AM–5:00 PM

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

# WHO ATTENDS THE INSTITUTE?

## Institute attendees are:

- 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.

## Attendees are interested in:

- Antitrust
- Auditing and monitoring
- Working with boards of directors and CEOs
- Compliance
- Copyright Issues
- Confidential information
- Conflicts of Interest
- Corporate Culture
- Document retention
- Education and training
- Enterprise risk management
- Ethics
- 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

## 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).

## 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 21, 2018 and 100% payment is due on all applications after September 21, 2018. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before September 21, 2018. No refunds will be made after this date. Deposits are non-refundable.



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 7, 2018, 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	✓	✓	✓

## 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. (\$14,000)

### Braindate

A networking opportunity that removes the barriers and helps make meaningful connections. Participants book one-on-one or small group conversations with other participants through the app. Your logo will appear in all Braindate promotional emails, in the Conference Guide, and on-site signage. Available to two sponsors. (\$14,000)

### 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)

### 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 2018. (\$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 2018, 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)

### Fitness Challenge

Sponsor the SCCE Fitness Challenge and encourage attendees to engage in healthy activities, some friendly competition, and win prizes. As the sponsor, your logo will be on 50 Step Trackers, within the Fitness Challenge app, on the leader board, at the onsite Fitness Challenge booth, and in the onsite Conference Guide. We will promote the Fitness Challenge prior to the conference via attendee emails which will include your logo as the sponsor. Available to 2 sponsors. (\$14,000)

## 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 2018 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)

### Note pads

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 2018, 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)

### Refreshment breaks

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



## Silver Level

### LinkedIn

Looking for help with your LinkedIn profile? Book a one-on-one meeting or attend a learning session with a knowledgeable expert to get best practices on how to elevate your professional profile. Your logo will appear in all LinkedIn promotional emails, in the Conference Guide, and on-site signage. (\$8,000)

### 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. (\$8,000)

### 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

2018 Call for speakers  
November 1–November 30, 2017

Early bird registration ends  
June 4, 2018

Conference Guide ad  
space reservation due  
September 7, 2018

Conference Guide ad  
materials due  
September 14, 2018

Mobile App E-bag insert ad  
materials due  
September 14, 2018

Attendee tote bag insert  
delivery deadline  
September 26, 2018

Conference registration and  
exhibit-only forms due  
September 28, 2018

# ADVERTISING OPPORTUNITIES

Exhibitors and Sponsors only

## 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)

Email files to:  
lori.dahmes@corporatecompliance.org

SCCE offers several avenues for advertising:

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

## 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 26, 2018 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 7, 2018

Ad file due: September 14, 2018

**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: September 14, 2018

**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 2018 Compliance & Ethics Institute in a full-page full-color ad

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

## Other opportunities

### Volunteer Project

Join your colleagues and network with a purpose as you participate in the annual Volunteer Project on Saturday, October 20 from 11:00 AM–3:30 PM. The specific activity will be announced close to the 2018 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 2018 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 6,500 members and more than 4,200 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

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

### 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)
- SCCEnet,<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:

- Accenture
- ACFE
- Aegis Compliance & Ethics Center
- Anti-Corruption Report
- Assent Compliance
- Blue Umbrella
- Broadcat
- Bureau of Economic Analysis
- Bureau van Dijk, a Moody's Analytics Company
- Chetu
- Clear Law Institute
- Compliance Wave LLC
- Compliance Week
- ContractWorks
- Convercent
- ConvergePoint
- Deloitte
- DeltaNet International Ltd
- Dow Jones
- Drexel University Online
- Emory School of Law
- Emtrain
- EQS Group
- Ethisphere
- EverFi
- GAN Integrity
- Gartner
- i-Sight
- ICT North America
- informed360 LLC
- Interactive Services
- Ivis Technologies
- Klink & Co., Inc
- MKPMG
- Kreller Group
- Kroll
- Learnings & Entertainments
- LexisNexis Risk Solutions
- LockPath
- LogicGate
- Loyola University Chicago
- LRN Corp
- Merit Leadership
- Mitchell Hamline School of Law Professional Legal Education
- Mitratech
- Morehead Compliance Consulting, LLC
- MyComplianceOffice
- NAVEX Global
- Neighborhood Watch<sup>™</sup> for Corporations
- NICE Actimize
- Onspring
- Opus
- Osprey Compliance Software
- Oversight Systems
- ProcessUnity
- PwC
- Resonate Pictures, Inc
- Rethink Compliance
- SAI Global
- Rethink Compliance
- SAI Global
- Second City Works
- Skillsoft
- SnapComms
- Spark Compliance Consulting Ltd
- Steele Compliance Solutions
- Syntrio
- The Red Flag Group
- Thomson Reuters
- TRACE International
- TraceSecurity
- Traliant
- True Office Learning
- Twist and Shout Media
- University of St. Thomas School of Law
- VComply
- VITAL FOR
- WhistleBlower Security
- WidenerUniversity Delaware Law School
- WorldWatch Plus

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

As a condition of being an Exhibitor and/or Sponsor at the Society of Corporate Compliance and Ethics' (the "Conference"), all Exhibitors and/or Sponsors agree to the following Exhibitor & Sponsor Terms and Conditions ("Terms and Conditions"). 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 the Conference, including any special requirements that are imposed by the facility at which the Conference will be held ("Facility"). Exhibitor and/or Sponsor agrees and understands that these Terms and Conditions are contractual in nature, and become part of the binding and legally enforceable agreement between the Exhibitor/Sponsor and SCCE relating to Exhibitor's/Sponsors attendance and exhibiting activities at the Conference.

**1. Eligibility to Exhibit.** Exhibitor's products and services must be relevant to the compliance profession. Exhibitor 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 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 2019 SCCE Compliance & Ethics Institute is at the 2018 SCCE Compliance & Ethics Institute. This on-site selection is based on the SCCE Priority Point System.

Space assignments for the 2019 Compliance & Ethics Institute are based on a priority point system using the following criteria:

- One (1) point per 10'x10' space at the 2018 SCCE Compliance & Ethics Institute.
- Five (5) points for participation as a Platinum Sponsor of the 2018 SCCE Compliance & Ethics Institute.
- Four (4) points for participation as a Gold Sponsor of the 2018 SCCE Compliance & Ethics Institute.
- Three (3) points for participation as a Silver Sponsor of the 2018 SCCE Compliance & Ethics Institute.
- Three (3) points per Platinum Sponsorship of the 2018 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2018.
- Two (2) points per Gold Sponsorship of the 2018 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2018.
- One (1) point per Silver Sponsorship of the 2018 SCCE European Compliance & Ethics Institute and/or a national SCCE conference in 2018.
- One (1) point per sponsorship or exhibit for each set of three (3) SCCE regional conferences from November 2017 - September 2018.
- 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 Exhibitor with the highest point total will select space first, followed by the consecutive Exhibitors 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 Exhibitor has a maximum of 5 minutes to select booth space from a live floor plan. Exhibitors must be ready to select their booth when the Exhibitor name is called or the Exhibitor will be passed. Prior to leaving on-site booth selection, Exhibitor's designated representative will receive a confirmation letter with Exhibitor's booth number. If an Exhibitor misses its scheduled selection 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 and/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 and Sponsor Code of Conduct.** All Exhibitors and Sponsors agree to abide by the following Code of Conduct, and agree to SCCE's right to take immediate action to restrict or evict Exhibitor/Sponsor 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/Sponsor 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/Sponsor 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/Sponsor 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/Sponsor personnel who engage in behavior which, in the sole discretion of SCCE, is determined to be objectionable to other Exhibitors, conference attendees, visitors 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 Exhibitors and Sponsors may host functions at the Conference. Functions may not be scheduled at times that conflict with conference sessions or receptions.

## 6. Cancellation

- **Conference Cancellation Policy.** The parties agree that if the Conference 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 or cancelled by SCCE, and the Exhibitor hereby waives any and all claims against SCCE for damages, reimbursement, refunds, or compensation.
- **Cancellation or Reduction of Booth by SCCE.** An Exhibitor's failure to submit payment in accordance with the terms and conditions of the applicable invoice from SCCE may result in the cancellation of the assigned space, in SCCE's sole discretion. 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 to any affected Exhibitor/Sponsor and agrees to negotiate in good faith toward refund or reduction of the exhibit or sponsorship fee. If any part of the exhibit area is damaged, or the Exhibitor is not permitted to occupy its 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 cancellation or reduction of an Exhibitor's booth pursuant to this provision.
- **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 March 8, 2019, and 100% payment is due on all applications after March 8, 2019. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before March 8, 2019. 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 provided by SCCE, 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 and Usage.

- **In-Line Booth.** 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 foursides. All other guidelines for linear booths apply. 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 at the Conference, please contact 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 services 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/Sponsor shall indemnify, defend and hold harmless SCCE & SCCE from and against all claims, losses and liabilities and causes of action, including reasonable attorney's fees, resulting from any claim, suit, fine, penalty action or proceeding arising from, or out of, or by reason of (a) Exhibitor's/Sponsor's breach of these Terms and Conditions, (b) Exhibitor or Sponsor's violation of any applicable law, regulation or ordinance, (c) any accident or bodily injury or other occurrences to any property, person, or persons, including the Exhibitor/Sponsor, its agents, employees, and business invitees, which arise from, or out of, or by reason of said Exhibitor's/Sponsor's participation at the Conference, or (d) any negligence, gross negligence or intentional misconduct by Exhibitor/Sponsor, or employee, agent or any other third party on behalf of Exhibitor/Sponsor in connection with the Conference. Exhibitor/Sponsor's indemnification obligation to SCCE & SCCE shall survive the termination of these Terms and Conditions.

**15. Exhibitor/Sponsor Insurance.** All property of the Exhibitor/Sponsor 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/Sponsor's conduct or property. Exhibitor/Sponsor shall carry Commercial 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 Exhibitors or Sponsors, the following rules will apply: one main contact will be designated by the purchasing company to SCCE, for all related correspondence and questions. The Exhibitor or Sponsor 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 cancellation policy set forth in these Terms and Conditions 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/Sponsor and any affiliate entities of Exhibitor/Sponsor, 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/Sponsors 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 pursuant to the terms of SCCE's 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. Any Advance/Post Mailing List remains the property of SCCE, and may not be sold or distributed by Exhibitor/Sponsor to third parties.

**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/Sponsor and SCCE acknowledge that any public performance of music during the Conference requires a license. Exhibitor agrees to secure all licenses required for all such performances which occur in any area of the Facility exclusively reserved for Exhibitor's/Sponsor's use, including in an exhibit booth or Sponsor area. Exhibitor/Sponsor 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/Sponsor use television, movies, video, or other media in its exhibit booth or Sponsor area (irrespective of whether music is incorporated in such media), Exhibitor/Sponsor 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/Sponsor, Exhibitor/Sponsor 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 after the Conference and after termination of these Terms and Conditions.

**26. Promotion During Conference.** Exhibitors/Sponsors 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.

Exhibitor/Sponsor has no right to use the name, logo or trademarks of SCCE & SCCE as a result of being an Exhibitor/Sponsor at the Conference.

## 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

- CEI mobile app ..... \$12,000
- Tweet wall ..... \$12,000
- Braintdate ..... \$12,000
- Coffee mugs ..... \$14,000
- Tote bags ..... \$14,000
- Folios ..... \$12,000
- Professional headshot station ..... \$12,000
- Pens ..... \$12,000
- Highlighters ..... \$12,000
- Seated massage station ..... \$12,000
- Gen. Session Attendee lunch: Monday ..... \$12,000
- Conference Guide ..... \$12,000
- Fitness Challenge ..... \$14,000
- Networking reception: Sunday ..... \$12,000
- Networking reception: Monday ..... \$12,000
- Session room signage ..... \$12,000
- Luggage Tags ..... \$12,000

Note pads ..... \$12,000

### Gold Level

- Microfiber Cloth ..... \$12,000
- Water bottles ..... \$10,000
- Continental breakfast: Mon. ..... \$10,000
- Continental breakfast: Tues. ..... \$10,000
- Badge holder lanyards ..... \$10,000
- Flat flashlights ..... \$10,000
- Hotel room keys ..... \$10,000
- Refreshment break (1 break) ..... \$10,000

### Silver Level

- LinkedIn ..... \$8,000
- Internet café ..... \$8,000
- 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

### Mobile App E-bag Insert ad

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

### 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 21, 2018. Deposits are non-refundable. Full payment is due on all applications received after September 21, 2018.**

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 \_\_\_\_