



SOCIETY OF CORPORATE  
COMPLIANCE AND ETHICS

SCCE'S 9TH ANNUAL  
**COMPLIANCE &  
ETHICS INSTITUTE**  
SEPTEMBER 12-15, 2010  
CHICAGO, ILLINOIS | SWISSÔTEL CHICAGO

*Exhibitor / Sponsorship / Advertising*

**PROSPECTUS**



SCCE's Compliance & Ethics Institute provides vendors with high visibility and name recognition to compliance professionals across the country. Exhibition opportunities offer the unique ability to target this market in related, content-focused settings.

+1 952 933 4977 or 888 277 4977 | [www.corporatecompliance.org](http://www.corporatecompliance.org)

# SCCE's 2010 Annual Compliance and Ethics Institute

## Attendee Profile

SCCE Compliance & Ethics Institute attendees represent diverse industries. Attendees come to learn about the latest products, services, and strategies for successfully implementing and managing effective compliance and ethics programs.

### Conference attendees typically...

#### Include

- Audit managers
- Compliance and ethics journalists
- Compliance officers
- Compliance trainers and analysts
- Consultants
- Corporate executives, including CEOs and CFOs
- Ethics professionals
- 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

#### Represent

- Aerospace/Aviation/Defense
- Agriculture
- Banking
- Biotechnology and pharmaceuticals
- Computer Software
- Consulting Services
- Consumer Products
- Education
- Energy/Utilities
- Financial services
- Gaming
- Healthcare
- Hospitality/Tourism
- Insurance
- Manufacturing and production
- Municipalities
- Nonprofit
- Retail/Wholesale
- Telecommunications

#### Learn about

- Accurate books and records
- Antitrust
- Auditing and monitoring
- Working with boards of directors and CEOs
- Company resources
- Compliance
- Copyright issues
- Confidential information
- Conflicts of interest
- Corporate culture
- Discovery
- Discrimination
- 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



# SCCE's 2010 Annual Compliance and Ethics Institute

## Who Participates?

Aegis Compliance & Ethics Center, LLP

Allegiance, Inc.

American Compliance

Association of Certified Fraud Examiners

Axentis

BNA, Inc.

Business Controls, Inc.

Center for Ethical Business Cultures

Compliance 360, Inc.

Compliance Concepts, Inc.

Compliance Week

Comply Assistant LLC

Cooper Group LLC

Copyright Clearance Center

Corpedia Inc.

Corporate Secretary

CRSTL Solutions, Inc.

CURA Software Solutions

Daylight Forensic & Advisory

Deloitte

Easy I Inc.

ELI, Inc.

Environment IQ

Ernst & Young, LLP

EthicsAdvantage™

EthicsOne

EthicsPoint, Inc.

Florida Gulf Coast University

Global Compliance™

Huron Consulting Group

i-Sight

Integrity Interactive Corp

Kaplan EduNeering

Knowledge Mosaic

Language & Culture Worldwide

The Leonard Group

LP Software, Inc.

LRN

Mitratech

Motion Picture Licensing Corporation

National Hotline Services Inc

NEMEA Security Services, LLC

The Network

Orchestria



Ovations Management Solutions

Red Flag Group

SAI Global

SAIP Institute

Software Impressions, LLC

The Steele Foundation

Thomson Reuters

VisionPoint

WeComply, Inc.

Wolters Kluwer

Working Values, Ltd

# SCCE's 2010 Annual Compliance and Ethics Institute

## Develop Lasting Relationships

Take advantage of SCCE sponsorship, exhibiting, and/or advertising opportunities, and prepare to:

- Heighten your credibility through close association with the premier compliance & ethics association
- Develop relationships with new prospects and strengthen ties with existing clients
- Differentiate your company from your competition and traditional marketing methods
- Gain high visibility and name recognition

### Exhibiting and Sponsorship Pricing

Exhibitor 10' x 10'	\$1,995
Exhibitor Corner Booth 10' x 10'	\$2,195
Exhibitor 20' x 20'	\$7,980
Silver Sponsor	\$4,000 or more
Gold Sponsor	\$6,000 or more
Platinum Sponsor	\$8,000 or more

### Exhibitor Details

8' high backdrape/3' high side dividers	✓
7" x 44" exhibitor ID sign	✓
Post-conference attendee list for a one-time mailing	✓
Online logo and company description (75 words max) at <a href="http://www.complianceethicsinstitute.org">www.complianceethicsinstitute.org</a>	✓
On-site company description (75 words max) in the Program at a Glance	✓
Two exhibit staff badges ( <i>exhibit hall only</i> )	✓
Two reduced-rate attendee conference registrations (per company) at \$600 each	✓



### Sponsorship Details

	Silver	Gold	Platinum
Post-conference attendee list for a one-time mailing	✓	✓	✓
Online logo and company description (75 words max) at <a href="http://www.complianceethicsinstitute.org">www.complianceethicsinstitute.org</a>	✓	✓	✓
On-site company description (75 words max) in the Program at a Glance	✓	✓	✓
Company name/logo displayed at the conference	✓	✓	✓
Complimentary conference registrations	1	2	3
Complimentary ad placement on "Take One" table		✓	✓
Recognition during the opening General Session			✓
Company name/logo displayed on the conference brochure			✓
Company name/logo displayed inside the conference brochure	✓	✓	
Pre-conference attendee list for a one-time mailing			✓
Company name/logo on all conference e-mail correspondence			✓

# SCCE's 2010 Annual Compliance and Ethics Institute Sponsorship Opportunities

## **SCCE International Compliance Awards Dinner:**

On Sunday, September 12, we honor outstanding compliance officers from around the world. Be recognized as a sponsor of this event. We will include your logo on all promo materials for the event and place company information on the tables at that event. Contact Lizza Catalano at +1 952 933 4977 to discuss this opportunity.

**General Session Lunches:** General session luncheons are popular SCCE traditions and promise excellent visibility in an environment where the audience is focused on industry issues. *(Monday: \$10,000) (Tuesday: \$7,500)*

**Seated Massage Station:** At this massage station, attendees can be treated to an upperbody 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, which is redeemed at the Seated Massage Station, guaranteeing increased traffic for the sponsor. *(\$8,000)*

**Tote Bags:** Your name and logo will appear on the front of large canvas bags which are distributed to all conference attendees. Open to two sponsors—we will alternate which company's logo is on the front and back. *(\$8,000)*

**Internet Stations:** Your company name and logo will be set as the home page on a minimum of four computers that attendees can use to check their e-mail. *(\$8,000)*

**Exhibit Hall Receptions:** Exhibit Hall 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: \$4,000) (SOLD: Monday: \$6,000)*

**Refreshment Breaks:** Your company name will be displayed near the food stations during breaks. *(Monday: \$6,000) (Tuesday: \$4,000)*

**Folios:** Each attendee will receive a folio with an accordion-style file with card holders on the left and a 8 1/2" x 11" writing pad on the right. We'll print your logo on the front (one color) and place your business card (you provide) inside. *(\$6,000)*

**Conference Presentations CD:** All presentations will be placed on a CD-ROM. Your company logo will be printed on the CD, and your company information and a link to your Web site will be embedded in the CD. All attendees receive the CD-ROM. *(\$6,000)*

**Continental Breakfasts:** 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. *(SOLD: Monday: \$5,000) (Tuesday: \$5,000)*

**Notepads:** A notepad imprinted with your logo will be inserted in the attendee bag. *(\$5,000)*

**Water Bottles:** Your company logo and company information will appear on the bottle. Water bottles will be distributed in attendee bags. *(\$5,000)*

**Hotel Key Cards:** Get your name in the hands of all attendees staying at the host hotel with your company logo imprinted on conference hotel room keys. *(\$5,000)*

**Badge Holder Lanyards:** All registrants will wear your company name, website, and phone number around their necks. *(\$5,000)*

**Calculators:** Slim-style calculators will bear your company logo on the front. All attendees will receive the calculator. *(\$4,500)*

**Volunteer Project:** Your sponsorship will cover bus transportation, breakfast, lunch, and beverages. Remaining funds will be donated to the project. *(\$4,500)*

**Session Room Signage:** Every session room will have signage indicating the sessions in that room. Have your logo and booth number at the bottom of these signs that every attendee will see. *(\$4,000)*

SCCE requests that sponsorship orders and logos be received by July 16, 2010, to guarantee return recognition in the program book, conference materials, and on-site signage.



# SCCE's 2010 Annual Compliance and Ethics Institute Advertising Opportunities

## Specifications for Advertisements

### File Types Accepted

Print-ready PDF (preferred),  
Illustrator, or Photoshop

### Specs

- Ads must be 300 dpi at 100%
- Convert graphics to CMYK:  
no spot colors
- If sending a Photoshop or  
Illustrator file, please change all  
type to outlines
- Include a .125" bleed on all  
four sides of your ad

### Send

Send via e-mail (preferred) or on  
CD-ROM. E-mail files to:  
lizza.catalano@  
corporatecompliance.org

For questions about purchasing  
an ad, please contact Lizza  
Catalano at +1 952 933 4977 or  
888 277 4977 or lizza.catalano@  
corporatecompliance.org

## Advertising in the Conference Brochure

Ad space will be made available in our conference brochure, which will be distributed to nearly 100,000 compliance and ethics professionals internationally. All ads will be printed on four-color, glossy pages. Please include an additional .125" bleed on all four sides of your ad.

Ad Unit	Trim Size	Price
¼ page vertical	3.375" w x 4.875" h	\$1,000
½ page vertical	3.375" w x 10" h	\$2,000
½ page horizontal	8.5" w x 5.5" h	\$2,000
Full page	8.5" w x 11" h	\$3,500

**Deadline: Friday, February 5, 2010**

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## Advertising in the Program at a Glance

The Program at a Glance is where attendees find all information about the conference: room assignments, information about the exhibit hall, and other conference information. Attendees will be looking at the book throughout the conference. Ads are four-color glossy pages. Please include an additional .125" bleed on all four sides of your ad. Note that ads may bleed on the spine edge, but crucial information should not be placed within 0.5" of the spine, which will be punched and spiral bound.

Ad Unit	Trim Size	Price
½ page	6" w x 4.5" h	\$750
Full page	6" w x 9" h	\$1,000

**Deadline: Friday, July 16, 2010**

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## Attendee Tote Bag Insert

Place marketing material in all attendee tote bags  
(company to provide their marketing material)..... \$1,500

**Deadline: Friday, July 16, 2010**

# SCCE's 2010 Annual Compliance and Ethics Institute 2010 Exhibit Hall

The SCCE Exhibit Hall is designed strategically to draw in your target audience and keep them there. Two receptions, continental breakfasts, and refreshment breaks will take place in the exhibit hall.

## 10' x 10' Booth Package

10' x 10' booth.....	\$1,995
Corner premium .....	<b>SOLD OUT</b> \$2,195
20' x 20' booth.....	\$7,980
Additional exhibit staff badges ( <i>exhibit hall only</i> ) .....	\$350

### What is included:

- 8' high backdrapery/3' high side dividers
- 7" x 44" exhibitor ID sign
- Post-conference attendee list for a one-time mailing
- Online logo and company description (75 word max) at [www.complianceethicsinstitute.org](http://www.complianceethicsinstitute.org)
- On-site company description (75 word max) in the Program at a Glance
- Two exhibit staff badges, exhibit hall only
- Two reduced-rate attendee conference registrations (per company) at \$600 each



## Exhibit Set-Up Hours\*

Sunday, September 12..... 10:00 AM – 3:00 PM

## Exhibit Viewing Hours\*

Sunday, September 12..... 4:00 PM – 5:30 PM

Monday, September 13 ..... 7:00 AM – 12:00 PM  
1:00 PM – 7:00 PM

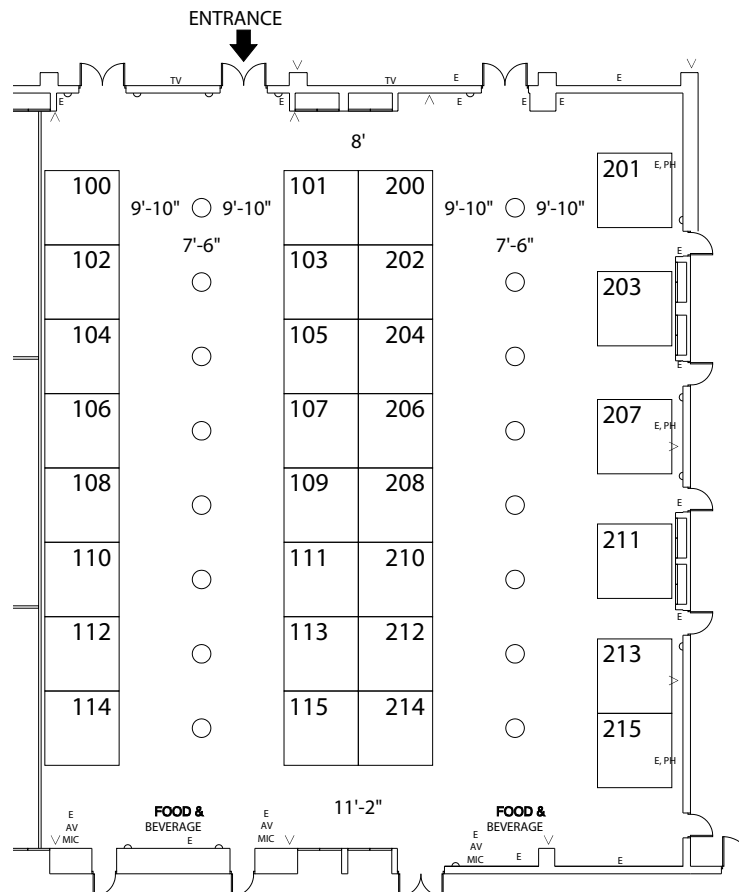
Tuesday, September 14 ..... 7:00 – 11:00 AM

## Exhibit Teardown\*

Tuesday, September 14 ..... 11:00 AM – 2:00 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.*

## Exhibit Hall Map



# SCCE's 2010 Annual Compliance and Ethics Institute Terms and Conditions

To ensure your exhibiting experience at SCCE's Annual Compliance and Ethics Institute is successful, read the following rules and regulations carefully. By submitting an exhibitor registration form you agree to abide by these and any other rules and regulations set forth for this event.

## Booth Space Assignments

Space assignments are based on a priority point system. Space assignments are based on the following criteria:

- Participation in past SCCE meetings
- Sponsorship of past SCCE meetings
- SCCE Corporate Membership
- Date SCCE receives your exhibitor application (tie-breaker)

A priority point list is created prior to each year's space assignments in descending order from highest point total. The company with the highest point total will be assigned first, followed by the consecutive companies in descending point total order for those exhibit registrations received by May 3, 2010. After May 3, exhibit space is assigned on a first-come, first-served basis (as orders are received).

**Exhibit orders are accepted at any time as space allows; however, early reservations receive more advance publicity.**

## Exhibit Staff

Each 10' x 10' exhibit space includes two exhibit staff badges. These badges provide access to the exhibit hall only. All exhibit staff must register and wear their badges for admission into the exhibit hall. Lunch is NOT provided, but continental breakfasts, refreshment breaks, and the receptions are held within exhibit hall, and exhibit staff is welcome to the served food and beverages during these events. Additional exhibit staff badges can be purchased for \$350 per person. Exhibitors are entitled to purchase up to two full conference registrations at the discounted rate of \$600 each. Name badge and registration forms must be received by SCCE no later than August 23, 2010, to ensure badges are printed prior to the event. Discounted registration forms will be included in your exhibitor services kits.

## Payment

A 50% deposit is required for each 10' x 10' booth space ordered. Remaining balance must be paid no later than August 23, 2010.

## Failure to Occupy

Space not occupied by the close of installation (unless previous written arrangements are made) will be forfeited by the exhibitor. SCCE may resell, reassign or use the space. If display equipment is available, SCCE may choose to have the exhibit erected at the exhibitor's expense. The exhibitor is not relieved of the obligation to pay the full exhibit price.

## Meeting Cancellation

It is mutually agreed that in the event of cancellation of the 2010 Compliance and Ethics Institute due to acts of God, war, terrorism, natural disaster, strikes, civil disorder, curtailment of transportation, government regulations, or other emergencies making it inadvisable, illegal or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated. SCCE shall determine an equitable basis for the refund of such consideration of expenditures and commitments already made.

## Cancellation of Booth Space

SCCE must be notified of exhibitor cancellation in writing. A cancellation fee of \$1,000 per 10' x 10' exhibit space will be charged to an exhibitor who cancels their contract before August 23, 2010. No refunds will be made after this date.

## Fire Protection

All exhibits must conform to fire laws, health regulations, electrical codes, and other ordinances of the local fire department. All materials used in the exhibit hall must be flameproof and fire resistant. All materials are subject to the inspection of the local fire department and their regulations shall govern. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Enclosed ceilings are not permitted in the exhibit hall. The hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the local fire department.

## Security

SCCE will employ a reputable security service and will take reasonable precautions to safeguard exhibitors' property. However, the SCCE, the Hotel and decorating company assume no liability whatsoever for the loss, theft or damage, of property belonging to any exhibitor, their agents, employees, business invitees, visitors or guests. Every exhibitor should have a certificate of insurance for general liability in their possession at the conference.

## Liability

Exhibitors shall protect, save and hold SCCE, and their officers, directors, employees, and agents; the Swissôtel Chicago in which SCCE meetings are being conducted and all agents and employees thereof; and show management and its officers, directors, employees and agents (hereinafter collectively called "Indemnities") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors and further, exhibitor shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs damages, liability, or expense (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 reasons of said exhibitor's occupancy and use of the facilities, or any part thereof.

# SCCE's 2010 Annual Compliance and Ethics Institute

# Terms and Conditions

## Certificate of Insurance

The SCCE does not provide insurance for exhibitor's property. Exhibitor must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.

## Exhibit Services Kit

SCCE will send each exhibiting company an exhibit services kit. Contents include exhibit equipment rental options, shipping, electricity, audiovisual, and other information related to administering your exhibit at the meeting.

## Damage to Property

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

## 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 American with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold SCCE harmless from and against any and all claims and expenses, including attorneys' fees and litigations 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 provision of the ADA.

## Conference & Hotel Accommodations

Swissôtel Chicago  
323 E. Wacker Drive  
Chicago, IL 60601

**Phone:** +1 312 565 0565

**Web:** [www.swissotel.com](http://www.swissotel.com)

**Reservations:** Call 888 737 9477 (toll-free U.S. and Canada) or 800 637 9477 (international) and provide the reservationist with the group name of SCCE.

A special rate of \$219.00 plus 15.4% tax (subject to change) per single/double per night has been arranged for SCCE Compliance & Ethics Institute attendees. When making your reservation, please provide the group name SCCE to receive the group rate.

The rate is good until Friday, August 20, 2010 or until the group block is sold out, whichever comes first. Reservations received after this date or after the group block is filled will be accepted based on space and rate availability. The Swissôtel Chicago requires a first night room deposit, guaranteed with a major credit card. Any reservation canceled within (72) hours of the arrival date, will be charged for (1) night's room and tax.



# PROSPECTUS

SEPTEMBER 12-15, 2010  
CHICAGO, ILLINOIS | SWISSÔTEL CHICAGO

## Contact Information (please print)

Mr.     Mrs.     Ms.     Dr.

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Sponsorship Opportunities

- General Session Lunch on Monday .....\$10,000
- General Session Lunch on Tuesday .....\$7,500
- Seated Massage Station .....\$8,000
- Tote Bags .....\$8,000
- Internet Stations .....\$8,000
- Exhibit Hall Reception on Monday .....**SOLD** ~~\$6,000~~
- Exhibit Hall Reception on Sunday .....\$4,000
- Refreshment Break Monday .....\$6,000
- Folios .....\$6,000
- Conference Presentations CD .....\$6,000
- Continental Breakfast on Monday .....**SOLD** ~~\$5,000~~
- Continental Breakfast on Tuesday .....\$5,000
- Notepads .....\$5,000
- Water Bottles .....**SOLD** ~~\$5,000~~
- Hotel Key Cards .....\$5,000
- Badge Holder Lanyards .....**SOLD** ~~\$5,000~~
- Calculators .....\$4,500
- Volunteer Project .....\$4,500
- Refreshment Break Tuesday .....\$4,000
- Session Room Signage .....\$4,000

Cost \$ \_\_\_\_\_

## Advertisements

Conference Brochure  
\_\_\_\_\_ (see rate sheet, page 5) Cost \$ \_\_\_\_\_

Program at a Glance  
\_\_\_\_\_ (see rate sheet, page 5) Cost \$ \_\_\_\_\_

Attendee Tote Bag Insert  
(\$1,500) Cost \$ \_\_\_\_\_

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

## Booth Rental

- 10' x 10' booth \_\_\_\_\_ @ \$1,995 \$ \_\_\_\_\_
- Corner premium booth \_\_\_\_\_ @ \$2,195 \$ **SOLD OUT**
- 20' x 20' booth \_\_\_\_\_ @ \$7,980 \$ \_\_\_\_\_
- Add'l exhibit staff badges\* \_\_\_\_\_ @ \$350 \$ \_\_\_\_\_  
(allows access to exhibit hall only)

\*You will be asked to provide the names and contact information of exhibit staff for the staff badges and registration using forms that will be included in your exhibitor kit.

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 (refer to the list of previous exhibitors on page 3 of this brochure, or visit [www.complianceethicsinstitute.org](http://www.complianceethicsinstitute.org) for an ongoing list):

## Billing Information

Total Amount \$ \_\_\_\_\_

Check enclosed

Charge my credit card:  AMEX  Visa  MC

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 by August 23, 2010. Cancellation fee for exhibit space is \$1,000 if cancelled before August 23, 2010. No refunds will be made after this date. Exhibitor fees are non-refundable.

Please initial and date here that you have read and understand the Cancellation and Refund Policy \_\_\_\_\_ / \_\_\_\_\_  
INITIALS DATE

## Make check payable to:

Society of Corporate Compliance and Ethics

Please return completed form with payment and company description:

ATTN: Lizza Catalano  
Society of Corporate Compliance and Ethics  
6500 Barrie Road, Suite 250, Minneapolis, MN 55435, United States  
+1 952 933 4977 or 888 277 4977 | Fax: +1 952 988 0146

E-mail your 75-word company description to Lizza Catalano at [lizza.catalano@corporatecompliance.org](mailto:lizza.catalano@corporatecompliance.org)