

- Promote your products and services
- Connect with customers
- Generate new leads

Prospectus

20th Annual Compliance & Ethics Institute

September 19–21, 2021 • IN-PERSON/VIRTUAL
ARIA Resort & Casino, Las Vegas, NV

*“Thank you so much for an incredible experience
at the CEI. I had so much fun and met so many
people. I can’t wait for my next SCCE event.”*

— 2019 CEI exhibitor

Dear Business Partner,

You are invited to sponsor and exhibit at SCCE's 20th Annual Compliance & Ethics Institute. This year, we are offering our attendees an in-person, live event in combination with a virtual learning experience, and we are excited to share the sponsorship and exhibiting opportunities we have planned.

Throughout these pages, you'll find the information that matters most when considering an exhibitor and/or sponsorship opportunity for your organization. Please review the content provided here and if you have questions, reach out to me personally. I look forward to working with you!

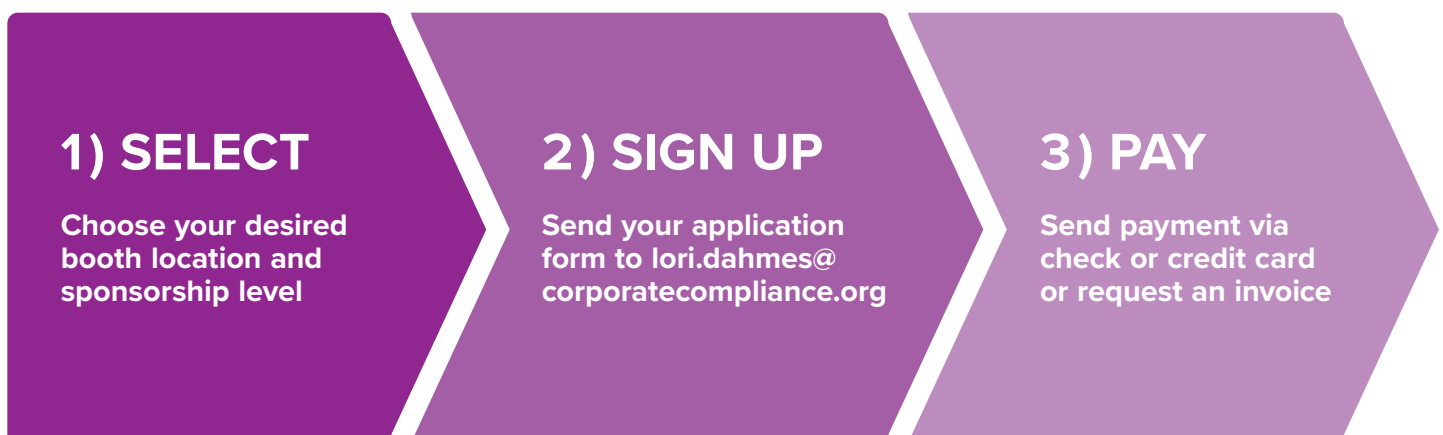
Sincerely,



Lori Dahmes
Exhibitor Account Executive
952.567.6213
lori.dahmes@corporatecompliance.org

SCCE is always looking for new and innovative ways for our partners to realize ROI on their sponsorship investments. If you don't see a sponsorship opportunity in this guide that fits your needs, and have a unique idea that you'd like to discuss, please reach out.

How to become an exhibitor and/or sponsor in three easy steps

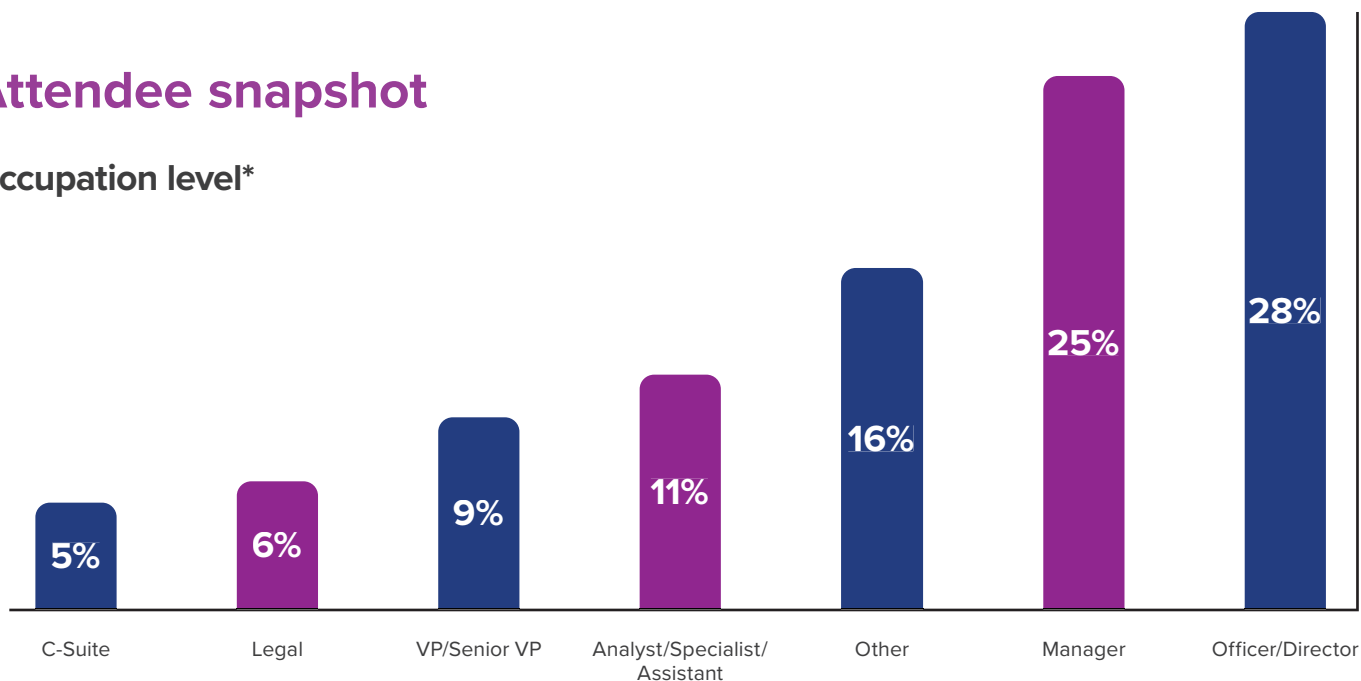


About the conference

SCCE's Compliance & Ethics Institute is an important educational and networking event for compliance and ethics professionals worldwide. Leading industry professionals cover real-world compliance issues, emerging trends, and practical applications.

Attendee snapshot

Occupation level*



* Data reflected from attendee data collected during the 2019 CEI.

Dates & Times

Exclusive exhibit hall hours

(with the exception of rooster sessions)

Sunday, September 19

Opening tailgate reception..... 4:30 – 6:00 PM

Monday, September 20

Continental breakfast..... 7:15 – 8:15 AM

Coffee break 9:30 – 10:30 AM

Lunch..... 11:30 AM – 1:00 PM

Coffee break 2:00 – 2:30 PM

Coffee break 3:30 – 4:00 PM

20th anniversary
networking reception 5:00 – 6:30 PM

Tuesday, September 21

Continental breakfast..... 7:15 – 8:20 AM
(rooster sessions)

Coffee break 9:30 – 10:30 AM

Lunch..... 11:30 AM – 1:00 PM

About SCCE

Society of Corporate Compliance and Ethics® (SCCE) is a member-based association for compliance professionals. Serving more than 6,000 members around the world, we're dedicated to enabling the lasting success and integrity of those working in, working with, or supporting corporate compliance and ethics programs.

Our services:

- 45+ local and virtual conferences per year
- Weekly webinars
- *Compliance & Ethics Professional*® (CEP), our monthly magazine for members
- *The Compliance & Ethics Blog* and *Compliance Perspectives* podcast
- *Corporate Compliance Weekly News (CCWN)*, our weekly email newsletter
- *SCCEnet*, our online social network

Why sponsor/exhibit

The average number of leads collected by those companies renting lead retrieval devices in 2019 was 86.

	Diamond	Platinum	Gold	Booth Only	Silver	Bronze
	\$12,000	\$9,000	\$6,000	\$2,300/ \$2,500	\$5,000	\$3,000
	In-Person	In-Person	In-Person	In-Person	Virtual Only	Virtual Only
Reach a targeted audience of compliance professionals	✓	✓	✓	✓	✓	✓
Access a post-conference attendee postal mailing list	✓	✓	✓	✓	✓	✓
Company listing and hyperlink on conference web page	✓	✓	✓	✓	✓	✓
Recognition in the conference welcome slideshow	✓	✓	✓	✓	✓	✓
Logo on all conference communications following sponsorship commitment	✓					
Conference registrations included	3	2	1		1	
Take advantage of several networking opportunities	✓	✓	✓	✓		
Design your Digitell virtual booth quickly and easily through a secure portal	✓	✓	✓		✓	✓
List your booth giveaways at the top of the exhibit directory with a hyperlink to your booth	✓	✓	✓		✓	✓
Reports available in real time of attendees who visited your booth and downloaded resources	✓	✓	✓	✓	✓	✓
Your company description and hyperlink to your website in a post-conference sponsor/exhibitor thank you email	✓	✓	✓	✓	✓	✓
Commercial break: your 30-second video (provided by sponsor) to play during one virtual coffee break	✓				✓	✓

In-person exhibitor benefits

- SCCE's Compliance & Ethics Institute exhibit hall is strategically designed to draw in your target audience; opening tailgate reception and the 20th anniversary networking reception, continental breakfast, lunches, and refreshment breaks will take place in the exhibit hall.
- 8' high backdrap / 3' high side dividers
- 7" x 44" exhibitor ID sign
- Two exhibit staff badges per 10' x 10' space (exhibit hall access only + lunch on Monday & Tuesday; additional staff badges may be purchased for \$450 each)
- Two reduced rate attendee conference registrations per 10' x 10' space purchased at \$899 each
- Company name, website address, and link to online company description (90 words max) on conference webpage under sponsors and exhibitors
- A virtual booth on the Digitell online platform that includes company description and banner, and the option to provide links to resources, videos, website hyperlink, and booth personnel emails and pictures
- Post-conference attendee list for a one-time postal mailing (does not include email addresses) with signature on List Use Agreement; post-conference list must be used within 45 days of the end of the conference

Exhibitor pricing

10' x 10' booth	\$2,300
10' x 10' corner booth.....	\$2,500
20' x 20' island booth	\$9,500

- Includes 2 exhibit hall and lunch passes per 10' x 10' space; Additional exhibit hall only passes \$450 each
- Includes a virtual booth in the online platform

Price guarantee

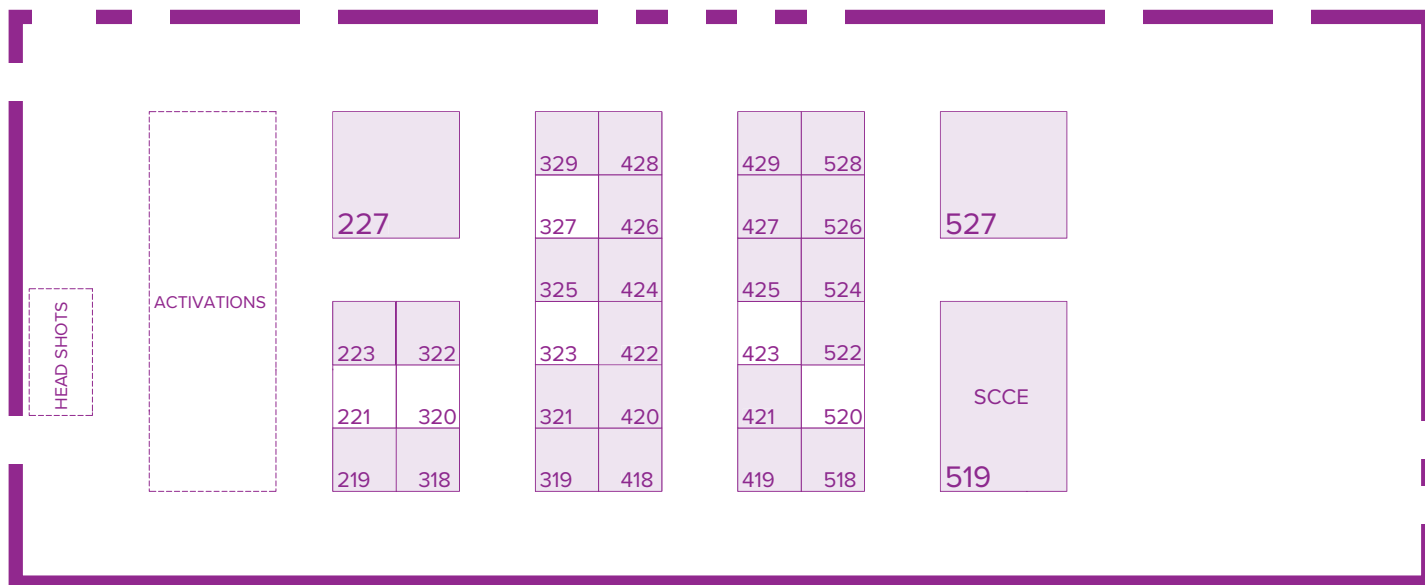
- 10% discount off listed pricing if less than 80% of 700 total participation
- 25% discount off listed pricing if less than 60% of 700 total participation
- 50% deposit due with the application. We will invoice for the final payment one week prior to the conference based on the number of paid attendees and speakers as of Monday, September 13 at 9:00 AM CDT.

Payment terms

A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full and received by SCCE by September 17, 2021. Cancellation fee for exhibit and/or sponsorships is the 50% deposit if cancelled before August 19, 2021. No refunds will be made after this date. Deposits are non-refundable.

Exhibit hall

ENTRANCE



Rethink Compliance LLC	219	True Office Learning	418	OneTrust LLC.....	429
Learnings & Entertainment	223	Blue Umbrella.....	419 & 421	Osprey	518
Convercent by OneTrust	227	TRACE	420	ComplianceLine	522
WhistleBlower Security Inc.....	318	Steel Patriot Partners	422	LRN	524
informed360 LLC	319	Kreller Group	424	Compliance Week.....	526
Loyola University Chicago.....	321	Risk Hero	425	Steele.....	527
Broadcat LLC.....	322	Sayari	426	Clear Law Institute.....	528
CyberTalons, LLC.....	325	Speeki Pte Ltd.....	427		
Syntrio	329	Dow Jones & Co.....	428		

Service and material handling contractor

Freeman has been designated the official show contractor.
FreemanLasVegasES@freemanco.com

ARIA exhibitor services

- Electrical and lighting
- Food and beverage
(All food and beverage must be ordered through the ARIA)
- Internet
- AV
- Rigging
- Plant and floral

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.

Exhibit hall set up

Saturday, September 18.....10:00 AM–5:00 PM
(20' x 20' only)

Sunday, September 19.....8:00 AM–3:00 PM

Exhibit hall hours

Sunday, September 19.....4:30–6:00 PM

Monday, September 20.....7:15 AM–6:30 PM

Tuesday, September 21.....7:15 AM–1:00 PM

Exhibit hall dismantle

Tuesday, September 21.....1:00–5:00 PM

Sponsorship/exhibitor opportunities

Choose one or more.						Audience Exposure	
	Diamond	Platinum	Gold	Silver	Bronze	In-Person	Virtual Only
Wi-Fi: See your logo in the conference guide and signage through the venue promoting access	\$12,000					✓	
Conference bags: See your logo on one side of the conference tote bag given to all attendees	\$12,000					✓	
Lanyards: Attendees will wear your company name/logo around their necks	\$12,000					✓	
Conference guides: The printed conference guide will feature your two full-page color advertisements (inside front and back covers)	\$12,000					✓	
Fitness challenge: Support and encourage in-person and virtual attendees to engage in healthy activities with some friendly competition through the Fitness App. Includes steps competition, in-app gratitude mindfulness, yoga, and group chat modules. See your logo in the Fitness Challenge app, on the custom-branded Challenge webpage, in daily Challenge emails, and on-site signage. Participants are driven to your booth to receive booster points. Open to two sponsors	\$12,000					✓	✓
Joy Squad video photo booth: Guests stand on a platform, creating 360° videos to share on social media. Includes custom branding on videos and emails. Share instantly via onsite sharing stands. Includes custom circular backdrop with custom printing on both sides. Backdrop sits in a 15' x 15' area and booth includes rotating ring light	\$12,000					✓	
Conference journals: See your logo debossed on the cover of a 6" x 8" soft faux leather journal distributed in the registration area	\$12,000					✓	
Portable phone chargers: See your logo and design on all phone charging units. Attendees pick up a charger at your booth or in the conference registration area and charge their devices while participating in the conference. Chargers are returned when device is charged		\$9,000				✓	
Networking break: Provide a snack for attendees. See your company logo displayed on signage near the food stations during the break and in the conference guide		\$9,000				✓	
Sunday tailgating welcome reception: See your company name on signage in the exhibit hall near food stations during the reception, in the conference guide, and in emails promoting the event		\$9,000				✓	
Reusable face mask: Your company logo on an Athleisure Face Mask or Pleated Face Mask		\$9,000				✓	
Hand sanitizing stations: Includes six stations custom branded with your logo placed throughout the conference space			\$6,000			✓	
Professional headshots: Includes signage with your company logo and recognition in the conference guide			\$6,000			✓	

Sponsorship/exhibitor opportunities (continued)

Choose one or more.							Audience Exposure
	Diamond	Platinum	Gold	Silver	Bronze	In-Person	Virtual Only
Starbucks coffee break sponsor: Send a \$5 Starbucks gift card electronically to all attendees who opt in on the second day of the conference. Includes your company name on the email and invitation to download gift card. Sponsorship available to two sponsors. Email with gift card link will include both sponsor logos. Maximum of 700 gift cards per sponsor. Opt-in names and emails provided to sponsor after the conference. Includes your 30-second commercial (provided by sponsor) to play prior to the start of one session.				\$5,000			✓
Virtual wellness center: Attendees can take a break from session content to relax and watch a variety of short, pre-recorded wellness videos, from yoga to chair stretches to learn-a-dance or meditation. Access through the Wellness icon on the virtual main conference page. Includes your 30-second commercial (provided by sponsor) to play prior to the start of one session.				\$5,000			✓
Full advertising on the Digitell virtual platform				\$5,000		✓	✓
Advertising on the Digitell virtual platform					\$3,000	✓	✓
Commercial: Your 30-second commercial (provided by sponsor) to play prior to the start of one session					\$3,000		✓

Virtual sponsors are responsible for providing all creative elements to the platform by 9/8/21. Sponsors have the ability to easily edit their platform presence.

Advertising opportunities

Conference guide

The 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.

Price: \$500

Due Date: 8/16/21

Conference guide ad specifications:

- Full color
- Print ready PDFs, 300 PPI at 100%
- No spot colors
- Half-page ad trim size: 5" wide x 3.75" high (no bleed)
- Email file to lori.dahmes@corporatecompliance.org

SCCE reserves the right to refuse ads received after the due date.

Dates to remember

8/16/21 — Conference guide ad due

8/19/21 — Exhibit/sponsor application due

8/23/21 — Freeman discount deadline

9/1/21 — Exhibitor conference registration forms due

9/17/21 — Full payment due

ARIA Resort & Casino

**3730 Las Vegas Boulevard South
Las Vegas, NV 89158**

The ARIA Resort & Casino is the official conference hotel for the 2021 Compliance & Ethics Institute. Rate and reservation information available at corporatecompliance.org/2021cei.

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 that you make reservations directly with the hotel using the phone number or link on the conference website. If you have concerns or questions, please contact +1 952.933.4977 or 888.277.4977.



Sponsor/exhibitor application

Compliance & Ethics Institute | In-person • September 19-22, 2021 | Virtual • September 20-22, 2021

Sponsor/Exhibitor Information

Organization _____

Street Address _____

City/Town _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____

Email _____

Contact Person's Full Name _____

Contact Person's Job Title _____

Billing Contact

Billing Contact's Full Name _____

Billing Contact's Job Title _____

Billing Contact's Email _____

In-Person Sponsorship Opportunities

DIAMOND LEVEL

- ☐ Wi-Fi \$12,000
- ☐ Conference bags ~~\$12,000~~ **SOLD**
- ☐ Tanyards ~~\$12,000~~ **SOLD**
- ☐ Conference guides \$12,000
- ☐ Fitness challenge \$12,000
- ☐ Joy Squad video photo booth \$12,000
- ☐ Conference journals ~~\$12,000~~ **SOLD**

PLATINUM LEVEL

- ☐ Portable phone chargers \$9,000
- ☐ Networking break \$9,000
- ☐ Tailgating welcome reception \$9,000
- ☐ Reusable face mask ~~\$9,000~~ **SOLD**

GOLD LEVEL

- ☐ Hand sanitizing stations ~~\$6,000~~ **SOLD**
- ☐ Professional headshots ~~\$6,000~~ **SOLD**

TOTAL \$ _____

Virtual Sponsorship Opportunities

SILVER LEVEL

- ☐ Starbucks coffee break \$5,000
- ☐ Virtual wellness center \$5,000
- ☐ Full platform advertising \$5,000

BRONZE LEVEL

- ☐ Platform advertising \$3,000
- ☐ 30-second commercial \$3,000

TOTAL \$ _____

Advertising Opportunity

- ☐ Conference guide half-page ad \$500

TOTAL \$ _____

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

- ☐ 10' x 10' Booth _____ @ \$2,300 \$ _____
- ☐ 10' x 10' Corner Booth _____ @ \$2,500 \$ _____
- ☐ 20' x 20' Island Booth _____ @ \$9,500 \$ _____

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 for a list of current exhibitors:

Payment

50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full by September 17, 2021. Deposits are non-refundable. Full payment is due on all applications received after August 19, 2021.

TODAY'S DEPOSIT \$ _____ (out of TOTAL \$ _____)

Mail to SCCE, 6462 City West Parkway, Eden Prairie, MN 55344 USA

Fax to 952.988.0146

Email to helpteam@corporatecompliance.org — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call SCCE at 888.277.4977 with payment information.

- ☐ Invoice me
- ☐ Check enclosed (payable to SCCE)
- ☐ Wire transfer requested
- ☐ Credit card: I authorize SCCE to charge my:
- ☐ Visa ☐ Mastercard ☐ Discover ☐ American Express
- ☐ 50% deposit ☐ Payment in full

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder Name _____

Cardholder Signature _____

Authorized Signature

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm. By signing below, I hereby certify that I have read and will abide by the exhibitor Terms and Conditions viewable at corporatecompliance.org/conferences/sponsoring-and-exhibiting/TandC, including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/or networking purposes. To see the full use of your information or if you wish to opt-out, visit corporatecompliance.org/privacy.

In addition, all participants of our in-person conferences will be required to agree to the Personal Accountability Commitment, the Assumption of Risk, and the Liability Waiver and Release, viewable at corporatecompliance.org/conference/tandc.

Authorized Signature _____

OFFICE USE ONLY

Date received _____ By _____ Invoice _____