

2011 ACFE EXHIBITOR PROSPECTUS



Exhibitions

The ACFE is the world's largest anti-fraud organization and premier provider of anti-fraud training, education and resources. With nearly 55,000 members worldwide, ACFE events bring our exhibitors tremendous exposure to a highly targeted audience. We offer a range of opportunities to interact directly with key decision makers in the anti-fraud space at extremely affordable prices.

Address the challenges and critical issues faced by anti-fraud professionals during top-level educational sessions and participate in unparalleled networking opportunities with the premier practitioners and thought leaders in the fight against fraud. Our 2011 conferences are shaping up to be some of our largest gatherings to date. Below are a variety of sponsor and exhibitor packages for your consideration.

2011 Conferences and Seminars:

- 22nd Annual ACFE Fraud Conference and Exhibition, pg. 3
- 2011 ACFE European Fraud Conference, pg. 12
- 17th Annual ACFE Canadian Fraud Conference and Exhibition, pg. 14
- 2011 ACFE Pacific Rim Fraud Conference, pg. 16
- Over 50 ACFE Educational Seminars throughout the U.S., pg. 18



22nd Annual ACFE Fraud Conference and Exhibition

June 12 – 14, 2011 • San Diego, CA • San Diego Convention Center

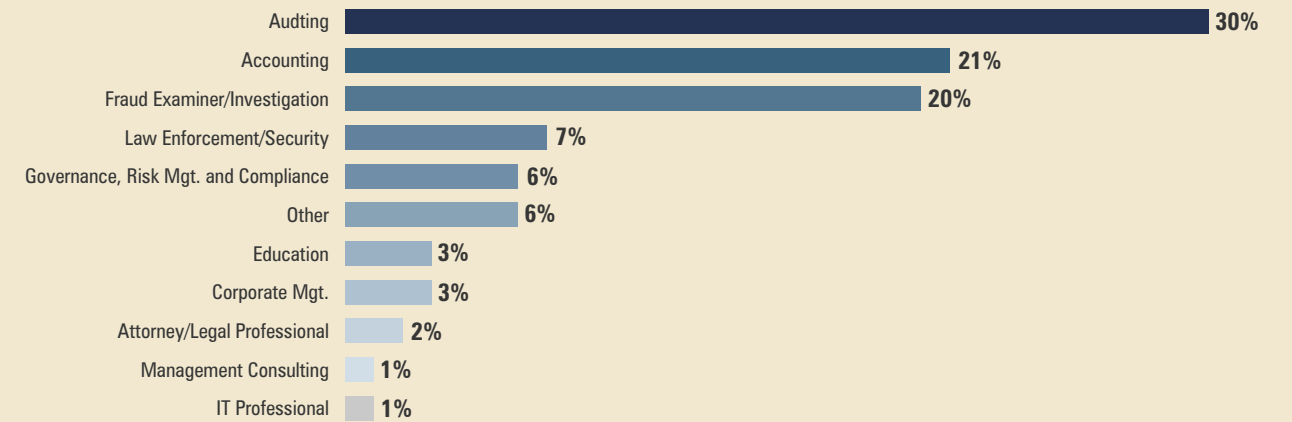


After selling out our 21st Annual conference, momentum has continued to build around our largest annual event and we are anticipating over 2,500 attendees from around the globe.

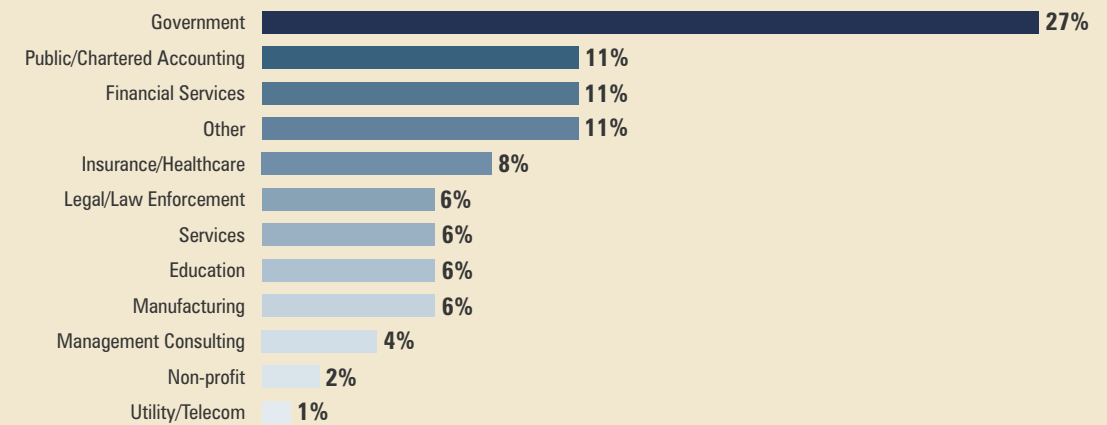
Attendee Profile

At last year's conference, 43 different countries were represented.

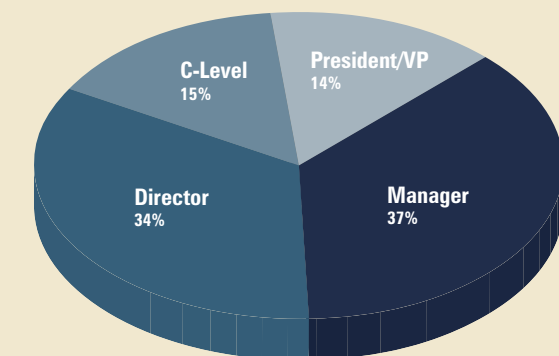
Attendees by Profession



Attendees by Industry



Of the attendees, 50% are categorized as manager or above. Of that group, the breakdown is as follows:



Pricing

	10'x10'	10'x20'
Exhibit Booth Package (before 4/23/11)*	\$3,500	\$4,250

*Customized booth sizes and island booths available.

Exhibitor Packages

All Exhibitor Packages Include:

- **Attendee Mailing List** — Each exhibitor receives a mailing list of all attendees registered by April 30, 2011 (one-time usage prior to the event). List includes name, company, title and address.
- **Conference Attendance** — One complimentary registration to attend all main conference sessions and events. Registration must be received by May 31, 2011. Three exhibit-only passes are provided and additional exhibit-only passes can be purchased for \$150 per person.
- **Choice of 10'x10' or 10'x20' exhibit booth piped and draped, with skirted 6' table, two chairs, a wastebasket and booth identification sign.** Customized booth sizes and island booths available. Please contact Ross Pry for more information.
- **Listing in Attendee Conference Program** — Single source of conference information distributed to all attendees onsite. Listing includes company logo, contact information and a company description.
- **Career Connection** — With nearly 2,500 attendees expected, this is the ideal opportunity for you to recruit knowledgeable professionals in fraud related fields. Conference attendees represent a variety of professions — from accountants to lawyers to university professors. By participating in our Career Connection you can recruit the right candidate for your job.
- **Sponsorship Opportunities** — With a variety of sponsorship opportunities to choose from, you are sure to find the right exposure for your company's products and services. Opportunities include sponsorship of the highly-visible Cyber Café, inserts in the Conference Attendee Bags and signage in the General Sessions. In addition, a limited number of exhibitors will have the opportunity to showcase anti-fraud products and services directly to conference attendees during 80-minute Exhibitor Educational Presentations. Please contact Ross Pry for more information.

[Download the Registration Form](#) to sign up today!

Please contact Ross Pry at (800) 245-3321 or +1 (512) 478-9000 or via e-mail at rpry@ACFE.com for more information.



Sponsorship Opportunities

Platinum Sponsorship — \$30,000

This sponsorship is an unparalleled opportunity to brand your company as a leader in the anti-fraud profession.

Sponsorship Benefits

- Island booth (20x20) in a prime location.
- (6) free educational passes for clients or colleagues, worth \$995 each.
- Unlimited exhibitor passes for exhibition booth staff.
- (2) hanging banners in the exhibit hall (to be produced by the ACFE).
- The opportunity to insert a free gift or brochure into the conference bags, given to all attendees upon arrival.
- A 250-word entry in the conference guide with color logo.
- Logo on signage in the main conference venue.
- Logo on the home page of the event website with a link to your company's website.
- Full page, 4-color conference guide ad.
- Logo on all conference promotional material including business publication advertising, the conference brochure (deadline dependent), e-mail communication and direct mail.
- 150-word company biography in the sponsor section of the event website.
- Logo on course material CD as well as a 250-word company biography in the sponsor section course materials.
- Exclusive sponsorship branding during the session breaks on the main conference auditorium screen (only available to Silver, Gold and Platinum sponsors).
- Opportunity to participate as a featured employer at the ACFE Career Connection.

The Platinum Sponsorship also includes your choice of one of the following:

- **Cyber Café** — The Cyber Café sponsorship provides an extremely high profile branding opportunity. Located in a prime central location in the Exhibit Hall and fully branded to your corporate colors, the continuous broadband Internet access along with wireless Internet access in the area will ensure a regular stream of traffic throughout the conference.
 - Signage within the café as lead sponsor.
 - Logos displayed on all visible bar areas.
 - Screen savers on all PC monitors.
- **Themed Networking Reception** — Sponsoring the Networking Reception is designed to finish the conference with a bang! The party will include music and copious amount of food and drink. The ACFE will work closely with you to ensure the event more than exceeds expectations and provides maximum exposure for your company.
 - Pre-event party promotion within the main conference brochure.
 - Officially branded party tickets given to all attendees.
 - Signage at the party location.
 - Tablecloths and napkins at the venue.
- **Conference-Themed Bags** — This exclusive sponsorship will allow your company to print your logo on the official conference bag. This sponsorship is limited to one (1) qualified applicant and must be reserved by February 18, 2011.
- **ACFE Fraud Museum Traveling Exhibit** — This popular addition to the exhibit hall includes over 40 unique pieces providing insight into the history of fraud. Limited availability — please call for details.

Gold Sponsorship — \$20,000

Gold sponsorship provides you with an excellent opportunity to gain greater visibility among key decision makers within the audience, and provides the perfect step up from the more basic exhibition-focused packages.

Sponsorship Benefits:

- The opportunity to insert a free gift or brochure into the conference bags, given to all attendees upon arrival.
- A 10x20 exhibition stand located in a prime position within the exhibition.
- (4) free educational passes for clients or colleagues, worth \$995 each.
- (4) additional exhibitor passes for exhibition booth staff.
- A 150-word entry in the conference guide with color logo.
- Full page, 4-color ad in the conference guide.
- Logo on all conference promotional material including business publication advertising, the conference brochure (deadline dependent), e-mail communication and direct mail.
- Logo on the home page of the event web site with a link to your company's website.
- Logo on signage within the main conference venue.
- Opportunity to participate as a featured employer at the ACFE Career Connection.
- Logo on course material CD as well as a 150-word company biography in the sponsor section course materials.
- Exclusive sponsorship branding during the session breaks on the main conference auditorium screen (only available to Silver, Gold and Platinum sponsors).

The Gold Sponsorship also includes your choice of one of the following:

- **Welcome Reception Benefits** — The opportunity to sponsor the Welcome Reception on Sunday, June 12 for all Annual Fraud Conference attendees. Taking place in the Exhibit Hall, the party is designed to welcome attendees and serve as an exciting opening to the conference! It will include copious amounts of food and drink. The ACFE will work closely with you to ensure that the event more than exceeds expectations, and provides maximum exposure for your company.
 - Pre-event party promotion within the main conference brochure and e-mail communication (deadline dependent).
 - Signage both in the registration area and at the party location.
 - Branded napkins at the venue.
- **Lanyards** — Given to every attendee as they register, this sponsorship opportunity ensures the sponsoring organization's brand is highly visible all day, every day for the duration of the event.
- **ACFE Career Connection** — Receive recognition within the conference general session and on Career Connection materials, direct company links and wallpaper/ mouse pads at Career Connection computer stations, signage within the Exhibit Hall and a jointly branded ACFE Career Connection kiosk.

Silver Sponsorship — \$15,000

ACFE conferences are a fantastic way to reach a captive audience of decision makers that have the same goal in mind — to learn more about the latest technologies and innovations.

Sponsorship Benefits:

- The opportunity to insert a free gift or brochure into the conference bags, given to all attendees upon arrival.
- A 10x20 exhibition stand located in a prime position within the exhibition.
- (2) free educational passes for clients or colleagues, worth \$995 each.
- (4) additional exhibitor passes for exhibition booth staff.
- A 100-word entry in the conference guide with color logo.
- Full page, 4-color ad in the conference guide.
- Logo on all conference promotional material including business publication advertising, the conference brochure (deadline dependent), e-mail communication and direct mail.
- Logo on the home page of the event website with a link to your company's website.
- Logo on signage within the main conference venue (where appropriate).
- Opportunity to participate as a featured employer at the new ACFE Career Connection.
- Logo on course material CD as well as a 100-word company biography in the sponsor section course materials.
- Exclusive sponsorship branding during the session breaks on the main conference auditorium screen (only available to Silver, Gold and Platinum sponsors).

The Silver Sponsorship also includes your choice of one of the following:

- **Working Lunches** — Sponsoring a conference lunch that features a renowned keynote speaker is a unique opportunity to gain exposure and recognition as a supporter of the anti-fraud profession. This is an exclusive sponsorship for one of the two lunches available during the conference.
- **Branded Water Bottles** — Inserted in each attendee's conference bag, this sponsorship offers a great branding opportunity for the duration of the event.



ACFE Career Connection

Located within the Exhibit Hall, the ACFE Career Connection represents an excellent opportunity to identify and recruit these highly sought after anti-fraud professionals.

ACFE Featured Employer *FREE to all Exhibitors*

- Featured employers will be identified and highlighted via booth signage and within materials disbursed to all conference attendees choosing to participate at the ACFE Career Connection main kiosk in the Exhibit Hall.
- In addition, featured employers will receive free job listings (a \$150 value) on the ACFE.com job board, accessible on computer stations surrounding the Career Connection kiosk. Through an interactive promotion, participants will be encouraged to identify their top companies and discuss opportunities directly.

Career Connection — Materials Insert *\$500*

- In addition to the online job listing, organizations may choose to provide company literature or detailed job opportunities directly into the folder of materials that Career Connection participants will receive.

Industry Table Sponsorship *\$750*

- To encourage networking throughout the conference, the ACFE will allocate tables to specific industries at the conference luncheon sessions. Attendees will be encouraged to join others to network and discuss current issues relevant to their industry. Table sponsorship includes both Monday and Tuesday lunches. Companies will be identified as the sponsor of the table with signage and be permitted to have representatives join participants or leave company materials for them.

Career Connection — Presentation *\$2,000*

- Limited Availability. Located on a stage in the Exhibit Hall, your organization may give a company or career-related presentation to participants. These sessions will be limited to 15 minutes in length. Please inquire if you are interested in longer presentations that will need to take place outside of conference hours.

Career Connection — USB Drives *\$2,500*

- As an additional incentive for conference attendees to take part in the ACFE Career Connection, companies may sponsor a USB drive for the first 100 participants. The USB drives will be screen printed with your company logo and may be pre-loaded with selected company collateral or job opportunities.

Career Connection — Naming Sponsorship *\$5,000*

- Receive recognition within the conference general session and on Career Connection materials, direct company links and wallpaper/mouse pads at Career Connection computer stations, signage within the Exhibit Hall and a jointly branded ACFE Career Connection kiosk.

Additional Marketing Opportunities

Post Conference Mailing List *\$1,000*

- Receive the full conference mailing list for all registered attendees. The list includes name, company, title and address for a one-time mailing.

Conference Guide Advertising *\$1,000 – \$2,250*

- The conference guide is used as a continuous reference tool throughout the days of the event.

Conference Attendee Bag Insert *\$2,500*

- Item supplied by sponsor and inserted in each attendee's conference bag.

Exhibition Area Banner *\$2,500*

- A great way to ensure event attendees see your brand from anywhere on the exhibition floor.

Branded Pens *\$3,500*

- Printed with the event and sponsoring company logo and given to all attendees in the conference bag. Additional pens will also be made available at the registration desk.

Refreshment Breaks *\$3,500*

- Give attendees their second wind after a long day of conference events. This sponsorship is for one of the two days.

Branded Water Bottles *\$5,000*

- Inserted in each attendee's conference bag, this sponsorship offers a great branding opportunity for the duration of the event.

Continental Breakfasts *\$5,000*

- Taking place in the exhibit hall this is an ideal way to increase visibility and booth traffic. Sponsorship includes up to three sponsors during the event.

Working Lunches *\$7,000*

- Sponsoring the conference lunch that features a renowned keynote speaker is a unique opportunity to gain exposure and recognition as a supporter of the anti-fraud profession. This is for one of the two available lunches.

Branded Note Pads *\$8,000*

- The high quality branded note pad will be given to all attendees within the conference bag and will prominently display your logo.

Lanyards *\$8,000*

- Given to every attendee as they register, this sponsorship opportunity ensures your organization's brand is highly visible all day, every day for the duration of the event.

Conference-Themed Travel Mugs *\$8,000*

- Given to every attendee at the event, this sponsorship opportunity ensures your organization's brand is highly visible for the duration of the event as well as after the event ends.



Welcome Reception
\$10,000

- Taking place in the Exhibit Hall, the Welcome Reception is designed to welcome attendees and serve as an exciting opening to the conference. The ACFE will work closely with you to ensure that the event more than exceeds expectations, and provides maximum exposure for your company.
 - Pre-event party promotion within the main conference brochure and e-mail communication (deadline dependent).
 - Signage both in the registration area and at the party location.
 - Branded napkins at the venue.

Themed Networking Reception
\$12,000

- The opportunity to sponsor the end of event Networking Reception on Tuesday, June 14. The party is designed to finish the conference with a bang! It will include music and copious amounts of food and drink. The ACFE will work closely with you to ensure that the event more than exceeds expectations and provides maximum exposure for your company.
 - Pre-event party promotion within the main conference brochure.
 - Officially branded party tickets given to all attendees.
 - Signage at the party location.
 - Tablecloths and napkins at the venue.

Conference-Themed Bags
\$12,000

- The bag sponsor will have their company logo printed on the official conference bag given to all registered conference attendees. This promotional item will be used during the event and long after the conference concludes, providing maximum marketing impact. This exclusive sponsorship opportunity is limited to one qualified applicant and must be reserved by February 18, 2011.

Cyber Café
\$20,000

- An extremely high-profile branding opportunity, the café is positioned in a prime location within the exhibit hall. Terminals will provide continuous broadband Internet access with stations set up to provide coffee, soft drinks and snacks
 - Signage by each terminal as lead sponsor.
 - Logos displayed on all visible bar areas.
 - Napkins at each serving area.
 - Screen savers on all PC monitors.

USB Drive with Conference Presentations
Call (800) 245-3321 for pricing

- Reinforce your impressions long after the conference has passed. This unique branded item is a cutting-edge way to stay visible. Your company logo branded on a USB memory stick will be distributed to all conference attendees.

Conference Details

Exhibition Schedule*

Sunday, June 12, 2011

11:00 a.m. – 4:00 p.m. Booth Set Up
7:00 – 9:30 p.m. Welcome Reception

Monday, June 13, 2011

7:30 a.m. – 3:30 p.m. Exhibit Hall Open

Tuesday, June 14, 2011

7:30 a.m. – 4:00 p.m. Exhibit Hall Open
4:00 – 7:00 p.m. Exhibit Tear Down

Conference Venue

San Diego Convention Center
111 West Harbor Drive
San Diego, CA 92101

Hotel Information

San Diego Marriott Hotel & Marina

333 West Harbor Drive
San Diego, CA 92101
Reservations: +1 (619) 234-1500
Room Rate: \$199 single/double
(limited gov't room rates available)**
Hotel Cut-Off: May 18, 2011

Westin Gaslamp Quarter Hotel

910 Broadway Circle
San Diego, CA 92101
Reservations: (800) WESTIN-1
Room Rate: \$195 single/double
(limited gov't room rates available)**
Hotel Cut-Off: May 18, 2011

*Exhibition schedule is subject to change.

**All hotels subject to availability. Room rate is subject to availability and exclusive of applicable taxes. Room rate will be honored until the contracted block of rooms has sold out or until the May 18, 2011 deadline has expired, whichever occurs first.

Omni San Diego Hotel

675 L Street
San Diego, CA 92101
Reservations: (800) THE-OMNI
Room Rate: \$199 single/double
(limited gov't room rates available)**
Hotel Cut-Off: May 18, 2011

Hard Rock Hotel San Diego

207 Fifth Avenue
San Diego, CA 92101
Reservations: (866) 751-ROCK
Room Rate: \$189 single/double
(limited gov't room rates available)**
Hotel Cut-Off: May 18, 2011



2011 ACFE European Fraud Conference

17-19 April 2011 • Brussels



Standard Booth Package €1,000

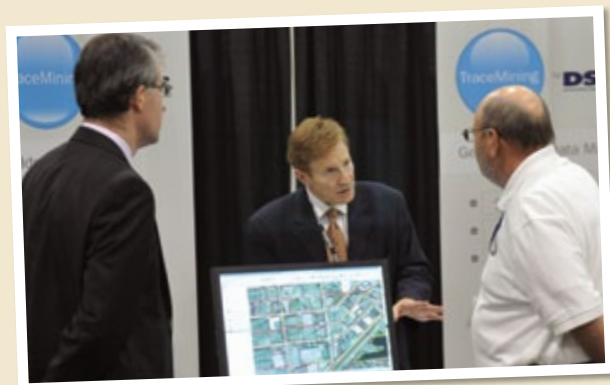
- Interact with conference attendees and display your products and/or services. This tabletop display includes a draped table, wastebasket and two chairs.

Exhibitor Package Includes:

- (1) Complimentary Pass to Attend the Main Conference Educational Sessions
- (3) Exhibit only passes for booth staff
- Attendee mailing list
- (1) 6' draped table
- (1) wastebasket
- (2) chairs

Benefits

- Attendee mailing list
- Sponsorship opportunities
- Capture qualified sales leads and increased market presence
- Educate customers and prospects about your latest innovations
- Two full days of demonstration opportunities
- Customize your marketing efforts for maximum impact and effectiveness with our attention-grabbing opportunities, including sponsorships, print and online advertising and much more
- With more than 150 attendees expected, you'll have the opportunity to spend quality time talking directly to decision makers



Sponsorship Options*

Conference Attendee Bag Insert €700

- Item supplied by sponsor and inserted in each attendee's conference bag.

Conference Pens or Highlighters €700

- Printed with the event and sponsoring company logo and given to all attendees. Additional pens will also be made available at the event registration desks.

Refreshment Breaks €2,500**

- Give attendees their second wind! After a long day of conference events, attendees look forward to this break to revitalize them for the final sessions of the day. This sponsorship is for one of the two days.

Continental Breakfasts €2,500**

- Start the day off right with continental breakfasts for conference attendees. Sponsorship includes up to two sponsors during the event.

Working Lunches €3,500**

- Sponsoring the conference lunch that features a renowned keynote speaker is a unique opportunity to gain recognition as a supporter of the anti-fraud profession. Sponsorship includes up to two sponsors during the event.

Networking Reception €3,500**

- This event is designed to finish the conference with of a bang! It will include music, beverages and hors d'oeuvres. The ACFE will work closely with you to ensure that the event more than exceeds expectations and provides maximum exposure for your company.

*All payments are subject to VAT (Value Added Tax) and credit cards will be charged the U.S. equivalent of the listed amount.

**This sponsorship includes the standard booth package.

17th Annual ACFE Canadian Fraud Conference and Exhibition

November 27-30, 2011 • Toronto



Standard Booth Package CAD 1,000*

- Interact with conference attendees and display your products and/or services. This tabletop display includes a draped table, wastebasket and two chairs.

Exhibitor Package Includes:

- (1) Complimentary Pass to Attend the Main Conference Educational Sessions
- (3) Exhibit only passes for booth staff
- Attendee mailing list
- (1) 6' draped table
- (1) wastebasket
- (2) chairs

Benefits

- Attendee mailing list
- Sponsorship opportunities
- Capture qualified sales leads and increased market presence
- Two full days of demonstration opportunities
- Educate customers and prospects about your latest innovations
- Customize your marketing efforts for maximum impact and effectiveness with our attention-grabbing opportunities, including sponsorships, print and online advertising and much more
- With more than 200 attendees expected, you'll spend quality time talking directly to decision makers

*Charged the U.S. equivalent.

Sponsorship Options

Conference Attendee Bag Insert CAD 700

- Item supplied by sponsor and inserted in each attendee's conference bag.

Conference Pens or Highlighters CAD 700

- Printed with the event and sponsoring company logo and given to all attendees. Additional pens will also be made available at the event registration desks.

Refreshment Breaks CAD 2,500*

- Give attendees their second wind! After a long day of conference events, attendees look forward to this break to revitalize them for the final sessions of the day. This sponsorship is for one of the two days.

Continental Breakfasts CAD 2,500*

- Start the day off right with continental breakfasts for conference attendees. Sponsorship includes up to two sponsors during the event.

Working Lunches CAD 3,500*

- Sponsoring the conference lunch that features a renowned keynote speaker is a unique opportunity to gain recognition as a supporter of the anti-fraud profession. Sponsorship includes up to two sponsors during the event.

Networking Reception CAD 3,500*

- This event is designed to finish the conference with of a bang! It will include music, beverages and hors d'oeuvres. The ACFE will work closely with you to ensure that the event more than exceeds expectations and provides maximum exposure for your company.

*This sponsorship includes the standard booth package.

2011 ACFE Asia-Pacific Fraud Conference

November 2011 • Singapore



Standard Booth Package \$1,250

- Interact with conference attendees face-to-face and display your products and/or services. This tabletop display includes a draped table, wastebasket and two chairs.

Exhibitor Package Includes:

- (1) Complimentary Pass to Attend the Main Conference Educational Sessions
- (3) Exhibit only passes for booth staff
- Attendee mailing list
- (1) 6' draped table
- (1) wastebasket
- (2) chairs

Benefits

- Attendee mailing list
- Sponsorship opportunities
- Capture qualified sales leads and increased market presence
- Educate customers and prospects about your latest innovations
- Two full days of demonstration opportunities
- Customize your marketing efforts for maximum impact and effectiveness with our attention-grabbing opportunities, including sponsorships, print and online advertising and much more
- With more than 150 attendees expected, you'll have the opportunity to spend quality time talking to directly to decision makers

Sponsorship Options*

Conference Attendee Bag Insert \$700

- Item supplied by sponsor and inserted in each attendee's conference bag.

Conference Pens or Highlighters \$700

- Printed with the event and sponsoring company logo and given to all attendees. Additional pens will also be made available at the event registration desks.

Refreshment Breaks \$2,500**

- Give attendees their second wind! After a long day of conference events, attendees look forward to this break to revitalize them for the final sessions of the day. This sponsorship is for one of the two days.

Continental Breakfasts \$2,500**

- Start the day off right with continental breakfasts for conference attendees. Sponsorship includes up to two sponsors during the event.

Working Lunches \$3,500**

- Sponsoring the conference lunch that features a renowned keynote speaker is a unique opportunity to gain recognition as a supporter of the anti-fraud profession. Sponsorship includes up to two sponsors during the event.

Networking Reception \$3,500**

- This event is designed to finish the conference with of a bang! It will include music, beverages and hors d'oeuvres. The ACFE will work closely with you to ensure that the event more than exceeds expectations and provides maximum exposure for your company.

*All payments are subject to tax and credit cards will be charged the U.S. equivalent of the amount listed.

**This sponsorship includes the standard booth package.

ACFE Seminars

The ACFE is perceived as providing the highest quality training seminars for anti-fraud professionals at all levels of experience. Our seminars provide excellent opportunities for company awareness, lead generation and networking throughout the year.

With an average of 70 to 75 seminars a year, ACFE seminars pull in over 3,500 attendees on an annual basis.

All courses are instructor-led and range from core/basic classes through advanced, which are applicable across a range of industries. We also offer specialized courses that will allow exposure to extremely targeted audiences, such as *Mortgage Fraud*, *Financial Institution Fraud* and *Healthcare Fraud*.

A seminar sponsorship allows for brand awareness and exposure through various marketing efforts of the seminar. As well as dedicated time to address the engaged audience at the event. [Contact us today](#) and we can develop the perfect strategy to bring your customers to you.

[View the 2011 ACFE Calendar of Events](#)

Maximize Your ROI and Meet Decision Makers!

[Contact Ross Pry](#) today to start selling your products and services and developing lasting relationships with top decision makers in the field.

Ross Pry

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Direct and Fax: +1 (512) 276-8168

Toll-free: (800) 245-3321

Association of Certified Fraud Examiners
World Headquarters • The Gregor Building
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Austin, TX 78701-2727
USA

About the ACFE

The ACFE is the world's largest anti-fraud organization and premier provider of anti-fraud training and education. Together with nearly 55,000 members, the ACFE is reducing business fraud world-wide and inspiring public confidence in the integrity and objectivity within the profession.



*Together, Reducing
Fraud Worldwide*

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