

SPONSOR PROSPECTUS

32ND ANNUAL ACFE GLOBAL
FRAUD CONFERENCE

Virtual | June 21-23, 2021



REACH MORE THAN



UNLIMITED
OPPORTUNITIES



The *ACFE Global Fraud Conference* is the world's largest anti-fraud event, attracting more than 4,000 industry leaders, decision-makers and influencers from around the world. In addition to more than 90 unique educational sessions, attendees gather virtually to discover the latest solutions from leading providers of anti-fraud software, services and more.



BENEFITS OF SPONSORING

As a sponsor, your organization will have a unique chance to promote your product or services to a highly targeted and qualified audience. Participation in the event gives you a variety of ways to engage with attendees, including:

- Position your company as a thought leader with a sponsored Exhibitor Education Session
- Positioning yourself as an industry-leading provider in the anti-fraud market
- Hosting an on-demand product or solution demonstration for attendees
- Increasing your brand awareness among this highly-relevant audience
- Designing your own conference participation with a custom package

IMPORTANT DATES TO REMEMBER

SPONSOR SESSION PROPOSALS DUE

January 15, 2020

TARGET PAGE MATERIALS DUE

May 3, 2021

KEYNOTE SPONSORSHIP CONTRACTS DUE

May 14, 2021

PROMOTIONAL ITEM SPONSORSHIP CONTRACTS DUE

March 5, 2021

NAME BADGE FORMS DUE

May 31, 2021

presented by



The Association of Certified Fraud Examiners is the world's largest anti-fraud organization and premier provider of anti-fraud training and education. Together with more than 85,000 members, the ACFE is reducing business fraud worldwide and inspiring public confidence in the integrity and objectivity within the profession. Learn more at [ACFE.com](https://www.acfe.com).

SEE WHAT OUR ATTENDEES THOUGHT OF OUR FIRST, ENTIRELY VIRTUAL CONFERENCE:

“This was the best conference ever!!!”

“As a result of COVID, I have had to attend several virtual conferences and feel that this was the best organized and delivered.”

“ACFE pulled it off!! I thought this was a great overall virtual conference. The speakers, materials, video technology, prompt feedback and conference pre/post work were outstanding. This virtual conference gets a 5 star rating!”

98%

OF ATTENDEES **WOULD RECOMMEND**
THE *ACFE VIRTUAL GLOBAL FRAUD CONFERENCE*
TO A COLLEAGUE

PAST EXHIBITORS AND SPONSORS

Alvarez & Marsal
APEX Analytix
AppZen
Arbutus Software
Attachmate
Audimation Services
BAE Systems
Bates Group
Bishops Services
Blackpeak
Brainspace
Carlow University
CaseWare Analytics
CohnReznick
Column Technologies
CRI Group
DataTree by First American
Datavisor
Dun & Bradstreet
Easy Solutions Inc.
EchoSec
eClerx Markets
Equifax

Ethoca
Excelerate Technology
Experto
EY
FBI
FEDS Protection
FINRA
Forestpin
Galvanize
Gemini Advisory
General Dynamics Information
Technology
Grant Thornton
H-11 Digital Forensics
ID Insight
i-Sight
IBM
In8 Development
InfoZoom
Integris International
Internal Revenue Service
John Jay College of Criminal
Justice

K2 Intelligence
Keesing Technologies
KPMG
LegalFiles Software
LexisNexis
Lextegrity
LifeRaft Inc.
Loyola University Chicago
Magnet Forensics
Mainardi & Company
Mindbridge Analytics
National Futures Association
NCIS
Neustar
NICE Actimize
NominoData
Nuance
Oracle
Paraben
PAYMINT AG
PerfectAudit
Pondera Solutions
Raytheon

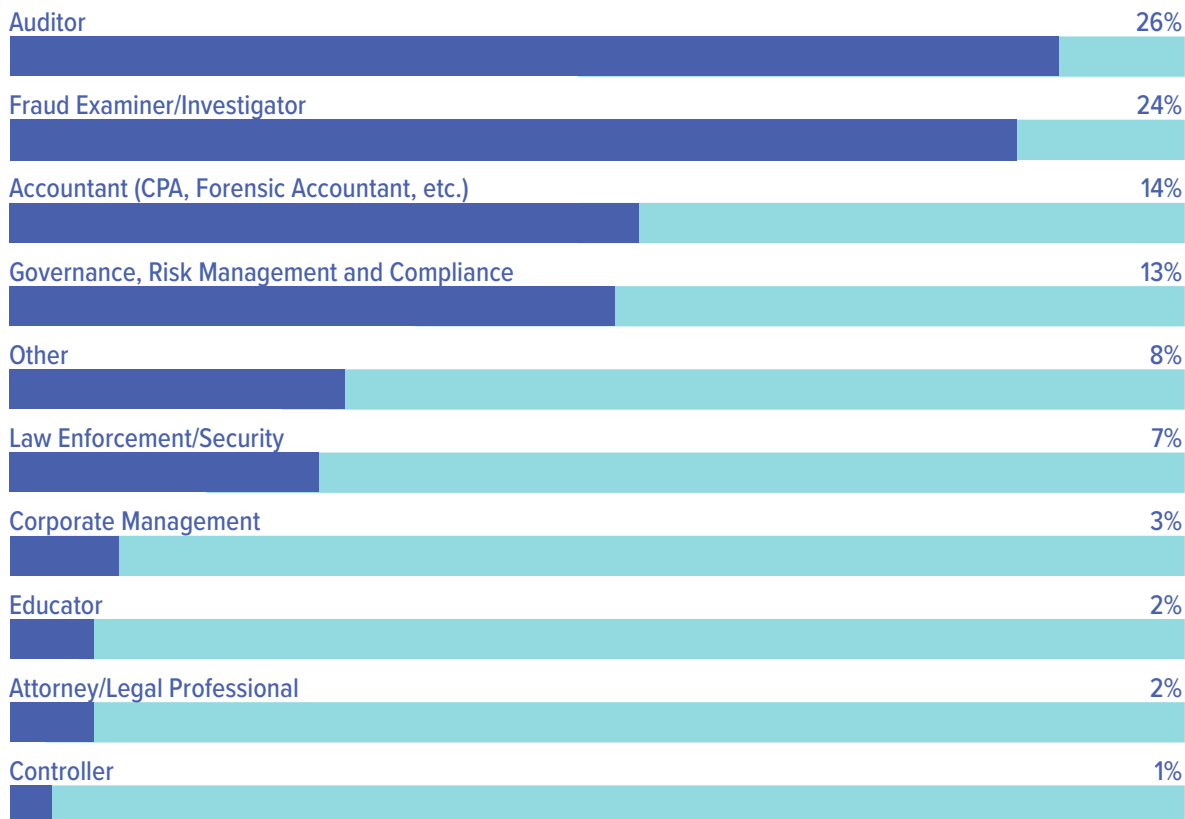
SAS
Saudi Aramco
Scanwriter
Skopenow
Social Security Administration
Splunk
Spycloud
Stevenson University
Surveilens
TD Bank
The Institute of Internal Auditors
The Red Flag Group
Thomson Reuters
U.S. Securities and Exchange
Commission
Utica College
Verafin
Viveka Health
West Virginia University
Whooster
Wolters Kluwer
Zumigo

WHO ATTENDS

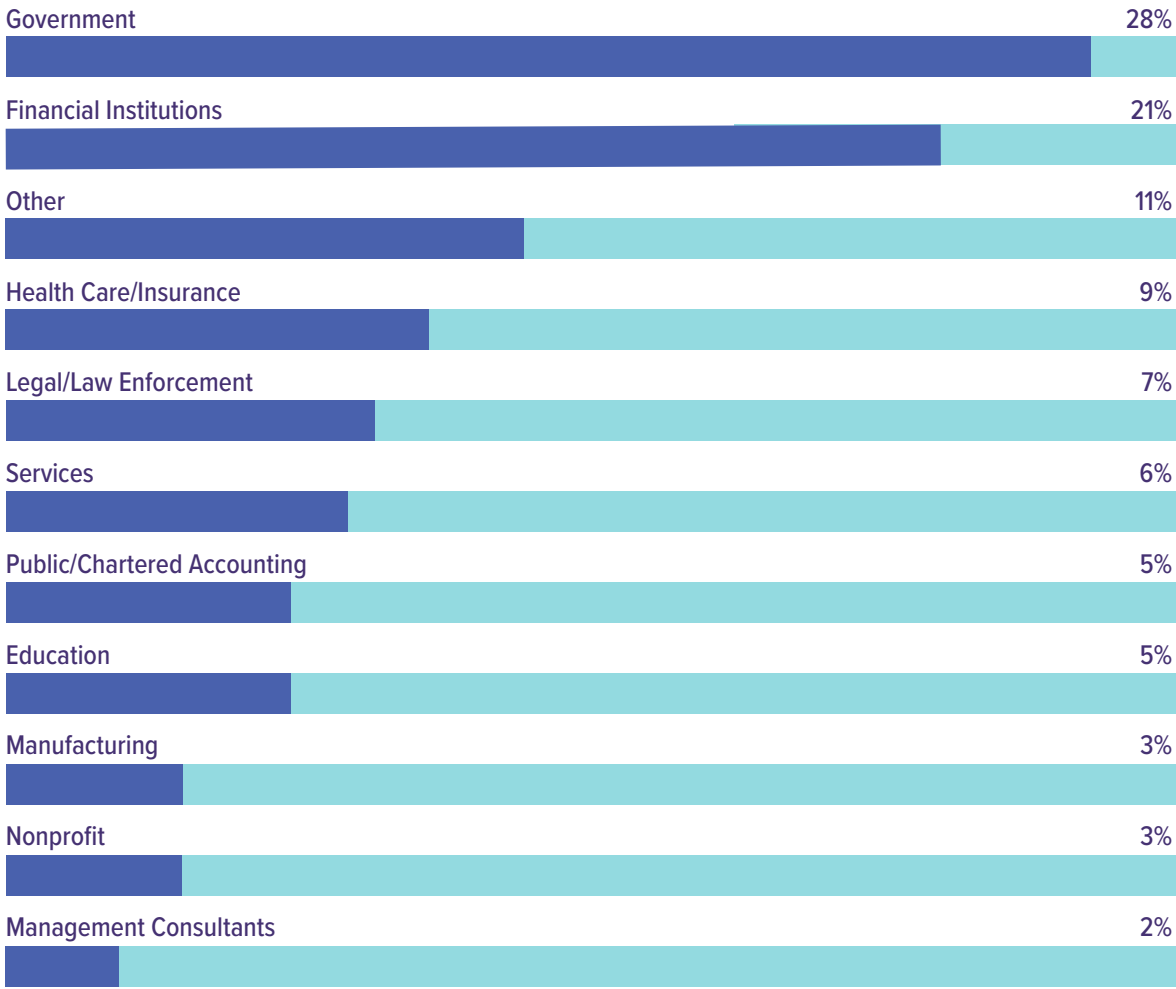
More than 4,000 anti-fraud professionals are projected to attend the *32nd Annual ACFE Global Fraud Conference* virtually, representing a diverse group of fraud prevention and detection roles:

- Certified Fraud Examiners and other anti-fraud specialists
- Business owners and managers of government entities
- Internal and independent auditors
- CFOs and audit committee members
- Corporate lawyers
- Business risk consultants
- Governance, risk and compliance professionals
- Risk managers
- Detectives and private investigators
- Corporate security managers
- Business professionals and educators interested in the field of fraud examination

ATTENDEES BY PROFESSION



ATTENDEES BY INDUSTRY

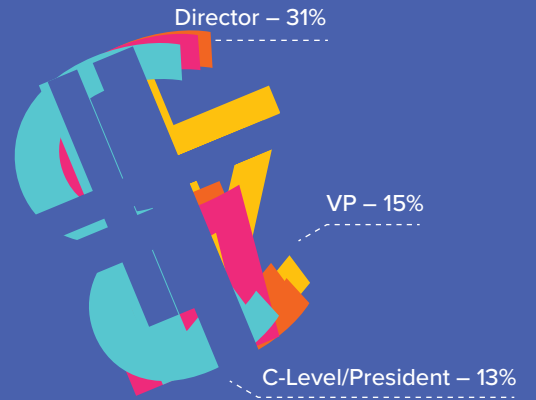


DECISION MAKERS



of attendees at last year's conference were **manager level or above**. Of that group, the breakdown is as follows:

Manager – 41%



SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSORSHIP (\$2750)

- ▶ **COMPANY BRANDED TARGET LANDING PAGE**
 - Company Logo, Description Link
 - Up to 4 pieces of hosted content (articles, brochures, whitepapers, etc.)
 - Contact CTA for Lead generation and tracking
- ▶ **TWO COMPLIMENTARY MAIN CONFERENCE REGISTRATIONS***
- ▶ **ACCESS TO CONFERENCE CHAT/NETWORKING PLATFORMS**
- ▶ **LINKED LOGO ON CONFERENCE HOMEPAGE**
- ▶ **HALF PAGE AD IN FRAUD MAGAZINE***

*This opportunity is deadline dependent.



EXPAND YOUR BRAND

FRAUD MAGAZINE

- ▶ **FULL PAGE AD (\$3,880)**
CONFERENCE-EXCLUSIVE RATE (\$2750)
- ▶ **SPONSORED ARTICLE**
(CONTACT FOR PRICING AND AVAILABILITY)

SPONSORED CONTENT BUNDLE

- ▶ **DIGITAL (\$7500)**
 - Sponsored Article in The Fraud Examiner Newsletter
 - Sponsored Blog Post
 - » Shared 3 times on Twitter
 - » Shared once on Facebook
 - » Shared once on LinkedIn
 - Advertising Placement in one ACFE Newsletter

SPONSORED WEBINARS

- ▶ (CONTACT FOR PRICING AND AVAILABILITY)

FRAUD-MAGAZINE.COM BANNER ADVERTISING

- ▶ **(\$940/MONTH)**
CONFERENCE-EXCLUSIVE RATE (\$840/MONTH)
 - 10,000+ impressions per month

E-NEWSLETTER ADVERTISING

- ▶ (CONTACT FOR PRICING AND AVAILABILITY)
 - Multiple newsletters ranging from 50,000-110,000 subscribers each month

ACFE PODCAST LIVE-READ ADVERTISEMENT

- ▶ (CONTACT FOR PRICING AND AVAILABILITY)

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. Choose one of our premium packages or create a custom sponsorship.

Sponsor Level	Diamond	Platinum	Gold	Silver
Package price	\$45000	\$35000	\$25000	\$15000
Package value	\$55000	\$42000+	\$30000+	\$17000+
Branded target landing page	✓	✓	✓	✓
Main Conference passes included*	10	8	6	4
Sponsored Breakout Sessions [†]	✓	✓		
Logo on signage web player console	✓	✓	✓	✓
Linked logo on the home page of the event website	✓	✓	✓	✓
Logo on Software showcase	✓	✓	✓	✓
<i>Fraud Magazine</i> full page, four-color ads	4	3	2	1
Pre Conference marketing package	100,000 impressions	70,000 impressions	35,000 impressions	
Post Conference Marketing Package	100,000 impressions	70,000 impressions	35,000 impressions	100,000 impressions
Company listing in ACFE Events app	✓	✓	✓	✓
Sponsored Blog Post	2	1		
Additional Individual Sponsorship*	Up to \$20000	Up to \$12500	Up to \$8,000	Up to \$5,000

INDIVIDUAL SPONSORSHIPS:

<ul style="list-style-type: none"> Virtual Yoga Class (\$20000) Swag Sponsorship (\$20000)* Sponsored Webinar (\$20000)* 	<ul style="list-style-type: none"> Keynote Sponsorship (\$12500) Sponsored Mixology Session (\$10000)* Sponsored Music Break (\$10000)* 	<ul style="list-style-type: none"> Conference-Themed Coffee Mugs (\$10,000)* Sponsored Mindfulness Session (\$8000)* Branded Water Bottles (\$10000)* 	<ul style="list-style-type: none"> Branded Session Waiting Room (\$5000)*
---	--	--	--

Additional Exposure:

- Sponsored Breakout Session (\$3000)[†]*
- Software Showcase (\$1500)

[†]Approved proposal required.

*This opportunity is deadline dependent. A schedule of deliverables will be provided with every sponsorship package. Artwork for branded sponsorships is subject to ACFE approval.

SPONSORED BREAKOUT SESSIONS AND SOFTWARE SHOWCASE

SPONSORED BREAKOUT SESSION (\$3000)

Position your company as a thought leader with a session during the **32nd Annual ACFE Global Fraud Conference**.

A limited number of sponsors will have the opportunity to present a session.

These 50-minute sessions allow your organization to share your expertise by addressing current anti-fraud challenges and providing proven solutions. Sponsored sessions are included as part of the Main Conference program and offer an unrivaled opportunity to interact closely with conference attendees. Sessions are recorded and archived as a part of our virtual conference, furthering the reach of your session.

Proposals are due **January 15, 2021**.

SOFTWARE SHOWCASE (\$1500)

Maximize your ability to show off your software solution to a highly targeted group of anti-fraud professionals. The Software Showcase is a special presentation area that allows you to demonstrate your technology solutions on demand.

Sessions will be available on a first-come, first-served basis, pending ACFE approval.

For more information on Sponsored Sessions or the Software Showcase, contact Sponsorships@ACFE.com or +1 (512) 478-9000.

READY TO RESERVE YOUR SPACE?

CONTACT:

Sponsorships@ACFE.com

(800) 245-3321 (toll-free)

or

+1 (512) 478-9000

ACFE GLOBAL FRAUD CONFERENCE



Virtual | June 21-23, 2021

Sponsor Registration Form

CONTACT PERSON

Contact Name				Title	
Address				Mail Stop/Floor	
City	State/Province	Zip/Postal/Routing Code	Country		
Phone (Ext.)	Fax	Email	Website		

COMPANY/ORGANIZATION

Organization Name (as it should appear in conference materials)					
Address				Mail Stop/Floor	
City	State/Province	Zip/Postal/Routing Code	Country		
Phone (Ext.)	Fax	Email	Website		

I am interested in learning more about speaking opportunities at ACFE conferences.

Exhibition Registration

- Supporting Sponsorship Package
- Silver Sponsorship Package
- Gold Sponsorship Package
- Platinum Sponsorship Package
- Diamond Sponsorship Package

Standard

- \$2750
- \$15000
- \$25000
- \$35000
- \$45000

For Advertising and Sponsorship information, contact:

Phone: (800) 245-3321 (toll-free) or +1 (512) 478-9000

Email: Sponsorships@ACFE.com | ACFE.com

Fax: +1 (512) 478-9297

Exhibit Subtotal: \$ _____

Sponsorship Registration

For the best return on your dollar and optimum exposure, please return this form together with your deposit at your earliest convenience.

Sponsorship Level/Package	Price
---------------------------	-------

TOTAL (Exhibit Subtotal + Sponsorship): \$ _____

Method of Payment

Charge my credit card for the full amount **or** Charge my credit card for the 50% deposit (Choose one. Cards charged in U.S. dollars):

Card Number	Cardholder Name (as shown on card — please print)	Expiration (MM/YYYY)		
Address	City	State	Zip/Postal/Routing Code	Country

Signature of Cardholder

Check or money order enclosed (payable to the Association of Certified Fraud Examiners)

To secure an exhibit booth and/or sponsorship, a deposit equal to 50% of the total cost must accompany this form. The balance is due on or before May 31, 2021. The deposit will be forfeited for cancellations after May 31, 2021. Subject to availability. This contract is voidable by the ACFE if payment schedule is not followed. The ACFE reserves the right to relocate exhibitor to space other than specified in registration.

ACFE GLOBAL FRAUD CONFERENCE

Virtual | June 21-23, 2021



Participation in the 32nd Annual ACFE Global Fraud Conference is conditional upon acceptance of the following terms and conditions:

VIRTUAL EVENT

ACFE will organize a virtual event ("32nd Annual ACFE Global Fraud Conference"). The 32nd Annual ACFE Global Fraud Conference will take place June 21-23, 2021. ACFE will be responsible for procuring the online platform and content for the 32nd Annual ACFE Global Fraud Conference that will feature live Continuing Professional Education (CPE), on-demand recorded sessions, networking opportunities, and virtual exhibition space.

SPACE AND INCENTIVES

The incentives are to be used solely for the Exhibitor/Sponsor whose name appears in this agreement and it is agreed that the Exhibitor/Sponsor will not sublet or assign any portion of the same without written consent of the Association of Certified Fraud Examiners, Inc. ("ACFE"). For Exhibitor/Sponsor to receive additional incentives (e.g., conference passes) agreed to by the parties, it must provide relevant information requested by ACFE within the allotted time. If the requested information is not provided by that time, such incentives shall be subject to availability.

DEVELOPMENT

The Parties will agree to a development timeline for delivery of content for the Branded Target Page.

INDEMNITY

The Parties shall indemnify and hold harmless each other from and against all claims, losses, damages, liabilities, costs or expenses, including reasonable attorneys' fees with respect to any third party claim against the other Party insofar as such claims arise out of the indemnifying Party's negligence, willful misconduct, or unauthorized use of intellectual property in performance of this agreement.

FORCE MAJEURE

In the event the exhibition is not held as a result of any cause not reasonably within ACFE's control (including, without limitation, acts of terrorism, unavailability of telecommunications services that prevent the occurrence of the exhibition, acts of God, war, civil disturbances, declaration of national emergency, accidents or labor disputes, fire, storms, etc.) then both parties will be relieved of performance of their obligations under this agreement (and any accompanying payment obligations) to the extent such performance is so directly limited or prevented, without liability of any kind.

EXHIBITOR/SPONSOR CONDUCT

ACFE reserves the right to prohibit any Exhibitor/Sponsor conduct or material that, in its sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the event.

TRADEMARKS

Exhibitor/Sponsor grants ACFE, 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 ACFE 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 promotion, merchandise, or collateral is subject to the prior approval of ACFE, which reserves the right to reject any Sponsor Artwork that, in ACFE's sole discretion, fails to meet the defined specifications or general standards of quality for ACFE events. Exhibitor grants the ACFE or anyone authorized by the ACFE, the right to use or publish, in print or electronic format, any images or video taken during the Event which contain images of Exhibitor/Sponsor's Branded Target Page, including any trademarks, logos, or other images displayed on the Branded Target Page, as well as any images or likenesses of Exhibitor's employees, contractors, subcontractors or agents attending the event.

By signing this Agreement, I certify that I have read, understand and agree to abide to the foregoing terms.

Signature

Printed Name

Date

The ACFE collects and stores your personal data in the U.S. to provide member services and fulfill transactions requested by you. For a full explanation of your rights regarding how we store and use your data, see: [ACFE.com/privacypolicy](https://www.acfe.com/privacypolicy).