

SPONSOR PROSPECTUS

32<sup>ND</sup> 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 31, 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

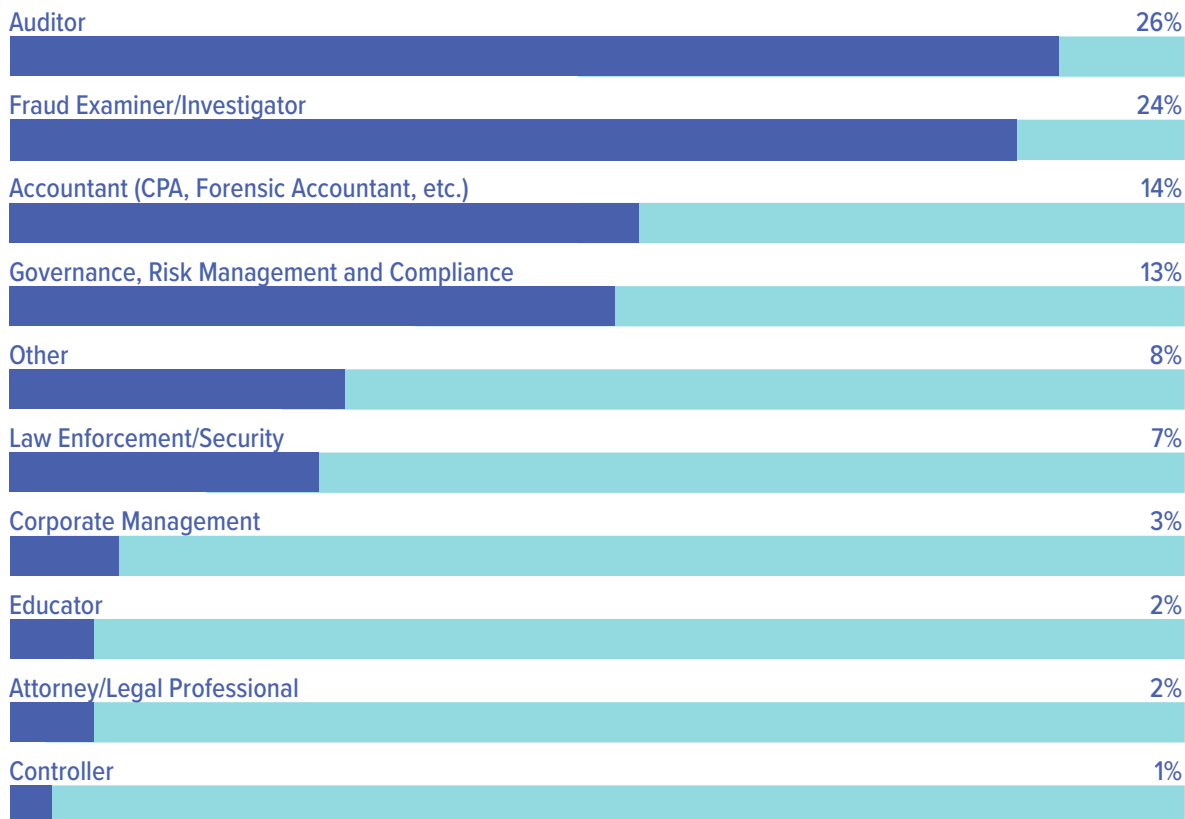
SAS  
Saudi Aramco  
Scanwriter  
Skopenow  
Social Security Administration  
Splunk  
Spycloud  
Stevenson University  
Surveilens  
TD Bank  
The Institute of Internal Auditors  
The Red Flag Group  
Thomson Reuters  
U.S. Securities and Exchange  
Commission  
Utica College  
Verafin  
Viveka Health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

# WHO ATTENDS

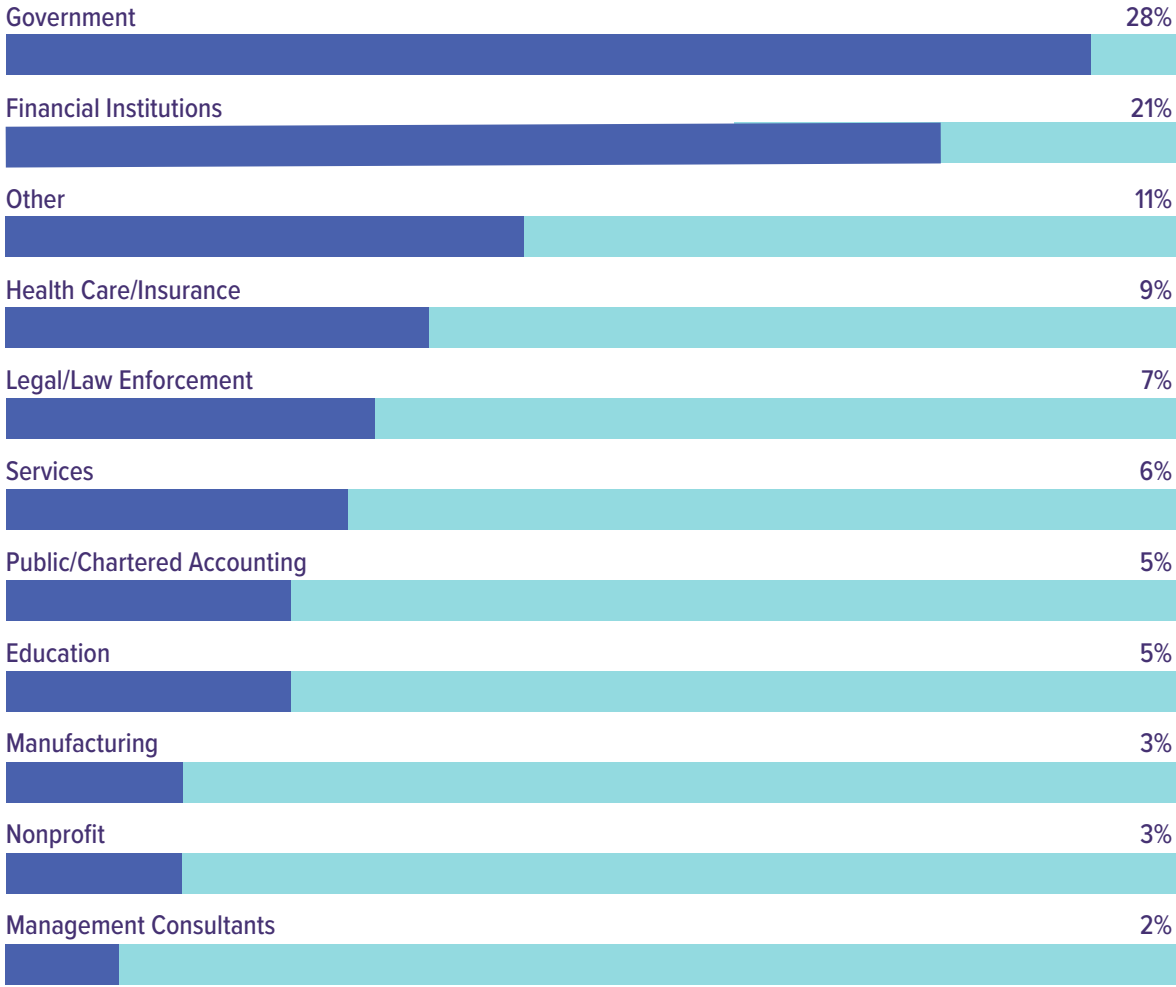
**More than 4,000 anti-fraud professionals** are projected to attend the *32nd Annual ACFE Global Fraud Conference* virtually, representing a diverse group of fraud prevention and detection roles:

- 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



# 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	
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"> <li>Virtual Yoga Class (\$20000)</li> <li>Swag Sponsorship (\$20000)*</li> <li>Sponsored Webinar (\$20000)*</li> </ul>	<ul style="list-style-type: none"> <li>Keynote Sponsorship (\$12500)</li> <li>Sponsored Mixology Session (\$10000)*</li> <li>Sponsored Music Break (\$10000)*</li> </ul>	<ul style="list-style-type: none"> <li>Conference-Themed Coffee Mugs (\$10,000)*</li> <li>Sponsored Mindfulness Session (\$8000)*</li> <li>Branded Water Bottles (\$10000)*</li> </ul>	<ul style="list-style-type: none"> <li>Branded Session Waiting Room (\$5000)*</li> </ul>
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### 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 31, 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 Travis Kolaja at [TKolaja@ACFE.com](mailto:TKolaja@ACFE.com) or +1 (512) 478-9000.

## READY TO RESERVE YOUR SPACE?

### CONTACT:

Travis Kolaja

ACCOUNT EXECUTIVE

[TKolaja@ACFE.com](mailto:TKolaja@ACFE.com)

(800) 245-3321 (toll-free)

OR

+1 (512) 478-9000, ext. 186



# 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 Exhibition, Advertising and Sponsorship information, contact:**

**Travis Kolaja**

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

Email: [TKolaja@ACFE.com](mailto:TKolaja@ACFE.com) | [ACFE.com](http://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
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**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/privacy-policy).