



Association of Certified Fraud Examiners
South Africa Chapter

11th ANNUAL CONFERENCE & EXHIBITION

24, 25, 26 August 2009

Sandton Convention Centre, Johannesburg

Exhibitor Prospectus

and

Sponsorship Opportunities



ENQUIRIES

For information on Exhibition and
Marketing Opportunities or to Register

Please contact the ACFE Conference Administrator

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About the ACFE

The Association of Certified Fraud Examiners is an international, professional organization dedicated to fighting fraud and white-collar crime. With offices in the US and Europe and chapters around the globe the Association is networked to respond to the needs of anti-fraud professionals everywhere. Our members support our mission of reducing the incidence of fraud and white-collar crime through prevention and education. As fraud becomes increasingly more prevalent and complicated in the 21st century, the Association of Certified Fraud Examiners is continually researching and developing new publications, self-study products and cutting-edge fraud training conferences designed to educate and prepare fraud examiners for the challenges they face. The South African Chapter of the Association of Certified Fraud Examiners is a collection of individuals from all industries and professions who all have a single goal in mind; the reduction of white-collar crime in South Africa.

The Premier Selling Opportunity of the Year

The 11th Annual ACFE SA Fraud Conference aims to bring together **350 - 500 anti-fraud professionals** over three days, all with a shared desire to gain leading-edge knowledge and explore the newest resources for fighting fraud to achieve their goals more effectively. Fraud-fighting professionals need the most up-to-date solutions that can be quickly understood and implemented. The ACFE is committed to providing these practical solutions at the Annual Fraud Conference and Exhibition, and exhibitors will have an unparalleled opportunity to do the same. This important event allows you to interact with an attentive audience eager to learn how their company can apply your solutions effectively.

The Conference program has been carefully structured to include presentations and workshops by leading experts on fraud and corruption, and related fields. The content is topical, relevant and exciting.

It is our privilege to invite your support to our event by selecting from the marketing opportunities listed in this document to promote your services and products.

Demographics

The audience will consist mainly of members of the ACFE SA, which include major organisations such as large accounting and law firms, insurance companies and banks; internal auditors, executive and operational managers and investigators in the public and private sectors, forensic specialists, and consulting firms. We expect large delegations from African countries and Europe. The marketing brochure will be communicated to approximately 2 500 potential participants.

Venue

The event takes place at the Sandton International Conference Centre in Johannesburg. This is the premier conference venue in the region, situated in close proximity to various hotels and guesthouses, with easy access to shopping centres, the airport and entertainment areas. The exhibition area is in Ballrooms 2, 3 and 4. This room will also host the Welcome reception, and include the area where refreshments as well as the lunches are served.

Who should sponsor or exhibit

Potential exhibitors and sponsors at the conference will include

- Business risk and assurance service providers
- Computer software suppliers
- E-business service providers
- Companies specialising in fraud and corruption mitigation
- Risk management organizations
- Security / Data protection service suppliers
- Publishers
- Recruitment consultancies
- Organisations / Departments that wish to demonstrate their commitment to the profession
- Entities wishing to target general products at professionals

EXHIBITOR OPTIONS

The objective of the exhibition at the Conference is to enable corporate retailers and professional service providers to display, discuss and demonstrate their services and products to their target market. The conference setup and positioning of the exhibition area has been designed to maximize exposure and to provide opportunities for interaction and communication between delegates and exhibitors. The Annual ACFE Fraud Conference & Exhibition attracts anti-fraud professionals from a variety of industries who are committed to finding the best products and services to help perform their job.

General Benefits of Exhibiting:

- 350 - 500 attendees expected
- 3 full days of demo opportunities
- Talk directly to decision makers
- Capture qualified sales leads
- Educate customers and prospects about your latest innovations

Exhibition Schedule

Sunday, 23 August	17:00 p.m. – 22:00 p.m.	Booth Set Up
Monday, 24 August	7:30 a.m. – 17:00	Exhibition Hall Open
	17:00 – 19:30 p.m.	Welcome Reception
Tuesday, 25 August	7:30 a.m. – 17:00 p.m.	Exhibition Hall Open
Wednesday, 26 August	7:30 a.m. – 15:00 p.m.	Exhibition Hall Open
	15:00 – 18:00 p.m.	Exhibit Tear Down

*Exhibition schedule is subject to change.

To maximize your company's visibility, we have numerous events in the Exhibition Hall, including:

- Opening Night Reception
- Refreshment Breaks & Lunches

Pricing

Standard Exhibitor ACFE SA Member	Standard Exhibitor Non Member	Economy Exhibitor ACFE SA Member	Economy Exhibitor Non Member
R 10 000	R 12 000	R 6 000	R 7 500
<i>Includes one free conference registration</i>	<i>Includes one free conference registration</i>	No access to conference training	No access to conference training

Standard Exhibitor

Standard Exhibition booths will allow you to receive exposure throughout the ACFE SA 2009 Conference.

- 9m² (3m x 3m only) floor space with standard venue carpeting and lighting
- Corporate logo in exhibition venue (own branding)
- Acknowledgement in the delegate handout. (Logo and Company Profile (100 words))
- The right to run a business card draw competition
- 1 x exhibition staff ticket. Additional staff tickets available at R 600 per person for the duration
- One complimentary registration to attend all conference sessions and events per booth.
- Registration of selected delegate must be received by August 14, 2009.

Economy Exhibitor

Economy Exhibition booths are created to allow smaller organisations the opportunity for exposure at the ACFE SA 2009 Conference, or where the exhibitor does not want to attend the training sessions.

- 9m² (3m x 3m only) floor space with standard venue carpeting and lighting.
- Corporate logo in exhibition venue (own branding)
- Acknowledgement in the delegate handout. (Logo and Company Profile (100 words))
- The right to run a business card draw competition
- 1 x exhibition staff ticket. Additional staff tickets available at R 600 per person for the duration

SPONSORSHIP & MARKETING

Maximize Your ROI and Meet Decision Makers

The Association of Certified Fraud Examiners offers opportunities to increase your company's presence by meeting with influential decision makers. Customize your marketing efforts for maximum impact and effectiveness with our attention-grabbing opportunities.

Platinum Sponsorship — R 100,000

Platinum Sponsorship offers an individual organization unrivalled access to the most influential decision makers at the conference. Undoubtedly the premier profile the Platinum-leveled sponsorship is an unparalleled opportunity to brand your company as a leader in the industry. As a Platinum Sponsor your company will receive superior exposure and recognition leading up to and throughout the ACFE SA Conference.

Sponsorship Benefits

- A (9 x 3) exhibition stand located in a prime position within the exhibition. Value of R 21 000
- 4 free conference passes for clients or colleagues — worth R 6 000 each.
- 4 additional exhibitor passes for exhibition stand staff.
- 2 banners in the exhibit hall (to be supplied by the sponsor).
- Logo on course material (CD / flash drive)
- Exclusive sponsorship branding on e-brochure and marketing material (only available to Platinum level Sponsors). **Deadline dependent.**
- 2 banners in the main plenary venue (to be supplied by the sponsor).
- Corporate logo in the registration brochure
- Corporate logo in the delegate handout
- Specific mention of Platinum Sponsors in the opening and closing ceremonies
- Opportunity to insert one brochure into the delegate bag
- Opportunity to insert one gift into the delegate bag
- The right to run a business card draw competition

Gold Sponsorship — R 75,000

Gold Sponsorship provides organizations 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. As a Gold Sponsor your company will receive superior exposure and recognition leading up to and throughout the ACFE SA 2009 Conference.

Sponsorship Benefits

- A (6 x 3) exhibition stand located in a prime position within the exhibition. Value of R 14 000
- 3 free educational passes for clients or colleagues — worth R6 000 each.
- 3 additional exhibitor passes for exhibition stand staff.
- 1 banner in the exhibit hall (to be supplied by the sponsor).
- The opportunity to insert a free gift or brochure into the conference bags, given to all attendees upon arrival.
- Logo on course material CD
- Corporate logo in the delegate handout
- Specific mention of Gold Sponsors in the opening and closing ceremonies
- Opportunity to insert one brochure or gift into the delegate bag
- The right to run a business card draw competition

Silver Sponsorship — R 50,000

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. Silver Sponsorship delivers direct access to a targeted group of professionals.

Sponsorship Benefits

- A (6 x 3) exhibition stand located in a prime position within the exhibition. Value of R 14 000
- 2 free educational passes for clients or colleagues — worth R6 000 each.
- 2 additional exhibitor passes for exhibition stand staff.
- The opportunity to insert a free gift or brochure into the conference bags, given to all attendees upon arrival.
- Logo on course material CD
- Corporate logo in the delegate handout
- The right to run a business card draw competition

Bronze Sponsorship — R 25,000

As a Bronze Sponsor you will enjoy excellent exposure leading up to and throughout the Conference as detailed below.

- A (3 x 3) exhibition stand located in a prime position within the exhibition. Value of R 7 000
- 1 free educational pass for clients or colleagues — worth R 6000.
- 1 additional exhibitor passes for exhibition stand staff.
- Corporate logo in the delegate handout
- The right to run a business card draw competition

Welcome Reception R 50 000

The opportunity to sponsor the Welcome Reception on Monday 24 August 2009, for all Annual Fraud Conference attendees. Taking place in the exhibition hall, the party is designed to welcome attendees and serves as an exciting opening to the conference! The reception will include refreshments and food for the delegates. The organizers will work closely with the sponsor to ensure that the event more than exceeds expectations, and provides maximum exposure for the company.

Welcome Reception Benefits

- Pre-event promotion within the main conference brochure and e-mail communication (deadline dependent 30 June 2009).
- Signage at the party location.
- Opportunity to supply Branded gifts at the event. (manufacturing cost of gift not included)
- Right to supply MC for the event
- A (3 x 3) exhibition stand located in a prime position within the exhibition. Value of R 7 000
- (1) Free educational passes for clients or colleagues — worth R 6 000.
- (1) Additional exhibitor pass for exhibition stand staff.

Other Sponsorship & Marketing Opportunities

Conference Bags

R 50 000.00

Exclusive Bag Sponsor will have the opportunity to have their company logo printed on the official conference bag which is handed out to all registered conference attendees. This is a promotional item that will be used during the event and long after the conference concludes, providing maximum marketing impact. This exclusive Sponsorship opportunity is limited to 1 qualified applicant and must be reserved by July 24th, 2009.

USB Drive with Conference Presentations

R 50 000.00

Reinforce your impressions long after ACFE Fraud Conference has passed. This unique branded item is a cutting edge way to stay visible. Your company logo branded on a USB memory stick distributed to all conference attendees. This exclusive Sponsorship opportunity is limited to 1 qualified applicant and must be reserved by July 24th, 2009.

Lanyards

R 5 000

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. This exclusive Sponsorship opportunity is limited to 1 qualified applicant and must be reserved by July 24th, 2009.

Branded Material

The chapter will provide each delegate to the conference with at least one ACFE branded item to the value of R 60.00 rand. Sponsors are invited to improve the quality of this item(s) by raising the value to at least double and adding their branding. Items may include printed shirts, pens, etc. Sponsors are welcome to suggest items.

Sponsorship of delegates

As part of the ACFE SA drive to increase forensic investigation skills in the Public and Police Service we challenge private companies to sponsor participation of any number of delegates from this sector. The chapter will match this by sponsoring an equal number of delegates. The participation fee of sponsored delegates will be on the full discounted rate of R 4 500 per delegate, and the 10% discount on groups of 3 or more will apply.

Conference Attendee Bag Insert

R 2500.00

Item supplied by Sponsor inserted in each attendee's conference bag. (insert can include: note pads, pens, water bottles, specialty items, flyers/ brochures)

Prizes, Gift Vouchers

During the event there will be opportunities for "lucky draws" and fun prizes. We will appreciate any donations towards this, in any form; from gift vouchers to gift baskets to promotional items.

Contact Susan Swart at 012 3441133 or on susan@acfesa.co.za to plan your sponsorship package today.

Terms and conditions

- The ACFE SA reserves the right of admission of an organization to sponsorship and / or exhibition opportunities.
- Sponsors acknowledgement and arrangements will begin once booking and payment for the sponsorship has been received
- The ACFE SA reserves the right to approve any giveaways / materials that are to be included in the delegate bags
- It is the sponsor's responsibility to ensure that material deadlines are adhered to. If materials are not received by specified deadlines, the ACFE SA reserves the right to exclude the material. Such exclusions will not render the sponsorship agreement invalid