



Higher Education Compliance Conference



Research Compliance Conference

JUNE 3-6, 2012 | AUSTIN, TEXAS

AT&T Executive Education Conference Center

Exhibitor/Sponsorship/Advertising

PROSPECTUS

MORE TRAFFIC AND REACH

This year the Higher Education Compliance Conference will occur at the same time and place as our Research Compliance Conference. We'll be offering one combined exhibit hall so that you'll be able to interact with attendees from both conferences. That means more booth traffic, greater exposure, and the opportunity to get leads from a much broader audience.

WWW.HIGHEREDUCATIONCOMPLIANCE.ORG

WWW.HCCA-RESEARCH-CONFERENCE.ORG

Sponsorship Overview

HCCA's Research Compliance Conference and SCCE's Higher Education Compliance Conference | June 3-6, 2012 | Austin, Texas

Take advantage of SCCE/HCCA sponsorship, exhibiting, and/or advertising opportunities, and prepare to:

- Heighten your credibility through close association with the premier compliance & ethics association, both health care and corporate
- Develop relationships with new prospects and strengthen ties with existing clients
- Differentiate your company from your competition and traditional marketing methods
- Gain high visibility and name recognition

Sponsorship Pricing

Silver Sponsor	\$3,000 or more
Gold Sponsor	\$5,000 or more
Platinum Sponsor	\$7,000 or more



Sponsorship Details

	Silver	Gold	Platinum
Post-conference attendee list for a one-time postal mailing	✓	✓	✓
Online logo and company description (75 words max) on the conference website	✓	✓	✓
Company logo in the Program at a Glance	✓	✓	✓
Company name/logo displayed at the conference	✓	✓	✓
Complimentary conference registrations	1	2	3
Complimentary ad placement on "Take One" table		✓	✓
Recognition during the opening General Session			✓
Company name/logo displayed on the conference binder			✓
Company name/logo displayed in the conference brochure			✓
Pre-conference attendee list for a one-time mailing			✓
Company name/logo on all conference e-mail correspondence			✓

Sponsorship Opportunities

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Continental Breakfasts: A continental breakfast will be provided for all attendees on Thursday and Friday. Your company name will be displayed on signs near the food stations. *(Monday: \$5,000) (Tuesday: \$5,000)*

Networking Lunches: Networking luncheons promise excellent visibility in an environment where the audience is focused on industry issues. *(Monday: \$6,000) (Tuesday: \$6,000)*

Refreshment Breaks: Your company name will be displayed near the food stations during breaks. *(Monday: \$4,000) (Tuesday: \$4,000)*

Exhibit Hall Receptions: Exhibit Hall receptions provide attendees the opportunity to greet old friends, make new acquaintances, and visit with exhibitors in a casual and festive environment. Signage will be displayed in the reception area. *(Sunday: \$6,000) (Monday: \$6,000)*

Tote Bags: Your name and logo will appear on the front of large canvas bags which are distributed to all conference attendees. Open to two sponsors—we will alternate which company's logo is on the front and back. *(\$8,000)*

Folios: Each attendee will receive a folio with an accordion-style file with card holders on the left and a 8 ½" x 11" writing pad on the right. We'll print your logo on the front (one color) and place your business card (you provide) inside. *(\$6,000)*

Notepads: A notepad imprinted with your logo will also be inserted in the attendee bag. *(\$5,000)*

Water Bottles: Your company logo and company information will appear on the bottle. Water bottles will be distributed in attendee bags. *(\$5,000)*

Hotel Key Cards: Get your name in the hands of all attendees staying at the host hotel with your company logo imprinted on conference hotel room keys. *(\$5,000)*

Calculators: Slim-style calculators will bear your company logo on the front. All attendees will receive the calculator. *(\$4,500)*

Session Room Signage: Every session room will have signage indicating the sessions in that room. Have your logo and booth number at the bottom of these signs that every attendee will see. *(\$4,000)*

Badge Holder Lanyards: All registrants will wear your company name, website, and phone number around their necks. *(\$3,000)*

Conference Presentations CD: All presentations will be placed on a CD-ROM. Your company logo will be printed on the CD, and your company information and a link to your Web site will be embedded in the CD. All attendees receive the CD-ROM. *(\$3,000)*

Internet Stations: Your company name and logo will be set as the home page on a minimum of three computers that attendees can use to check their e-mail. *(\$2,000)*

Attendee Tote Bag Inserts: Place marketing material in all attendee tote bags (company to provide their marketing material). *(\$500)*

Take-One Table Handouts: Your marketing material will be made available on a take-one table (company to provide their marketing material). *(\$250)*

SCCE/HCCA requests that sponsorship orders and logos be received by April 26, 2012, to guarantee return recognition in the program book, conference materials, and on-site signage.

Exhibit for Maximum Exposure!

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Exhibit Set-Up Hours*

Sunday June 3 2:00 – 5:00 PM

Exhibit Viewing Hours

Sunday, June 3 5:00 – 6:30 PM

Monday, June 4 7:15 AM – 6:30 PM

Tuesday, June 5 7:15 AM – 3:15 PM

Exhibit Teardown*

Tuesday, June 5 3:15 – 4:30 PM

**Times and layout are subject to change and will be confirmed prior to the conference. Exhibitors are not required to staff booths during times attendees are in session.*



Exhibitor Details

7" x 44" exhibitor ID sign	✓
Post-conference attendee list for a one-time postal mailing	✓
Online logo and company description (75 words max) on the conference website	✓
Company logo in the Program at a Glance	✓
Two exhibit staff badges (<i>exhibit hall only</i>)	✓
Two reduced-rate attendee conference registrations (per company) at \$350 each	✓

Hotel Accommodations

AT&T Executive Education Conference Center
 The University of Texas at Austin
 1900 University Avenue
 Austin, Texas 78705

A special rate of \$169/night plus tax (for standard rooms) has been arranged for this conference. Please make your reservations directly with the hotel via phone or online by following the instructions below. Reservations will be accepted at the group rate until May 13, 2012, or until the group block is sold out, whichever comes first. Reservations received after this date, or after the block is filled, will be accepted based on space and rate availability. Individual reservations may be cancelled up to 24 hours prior to arrival without charge. Cancellations after this time will result in room rate and applicable taxes being charged to the credit card on file of the party that made the reservation. This hotel offers free high-speed wireless internet at any location in the hotel.

Online reservations: Visit www.meetatatexas.com and enter the duration of your stay and room type. In order to receive the negotiated rate of \$169/night plus tax (standard room rate) or \$189/night plus tax (tower view room rate), you must enter HCCSCC0612 under "Step 1" of the reservation process.

Phone reservations: Call 877-744-8822 and mention the HCCA Research Compliance Group.

Terms & Conditions

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To ensure your exhibiting experience at the conference is successful, read the following rules and regulations carefully. By submitting an exhibitor registration form you agree to abide by these and any other rules and regulations set forth for this event.

Exhibit Staff

Each exhibit space includes two exhibit staff badges. These badges provide access to the exhibit hall only. All exhibit staff must register and wear their badges for admission into the exhibit hall. Lunch is NOT provided, but continental breakfasts, refreshment breaks, and the reception is held within the exhibit hall, and exhibit staff is welcome to the served food and beverages during these events. Exhibitors are entitled to purchase up to two full conference registrations at the discounted rate of \$200 each. Name badge and registration forms must be received by SCCE/HCCA no later than April 26, 2012, to ensure badges are printed prior to the event. Discounted registration forms will be included in your exhibitor services kits.

Payment

A 50% deposit is required for each booth space ordered. Remaining balance must be paid no later than April 26, 2012.

Failure to Occupy

Space not occupied by the close of installation (unless previous written arrangements are made) will be forfeited by the exhibitor. SCCE/HCCA may resell, reassign or use the space. If display equipment is available, SCCE/HCCA may choose to have the exhibit erected at the exhibitor's expense. The exhibitor is not relieved of the obligation to pay the full exhibit price.

Meeting Cancellation

It is mutually agreed that in the event of cancellation of the 2011 conference due to acts of God, war, terrorism, natural disaster, strikes, civil disorder, curtailment of transportation, government regulations, or other emergencies making it inadvisable, illegal or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated. SCCE/HCCA shall determine an equitable

basis for the refund of such consideration of expenditures and commitments already made.

Cancellation of Booth Space

SCCE/HCCA must be notified of exhibitor cancellation in writing. A cancellation fee of \$1,000 per exhibit space will be charged to an exhibitor who cancels their contract before April 26, 2012. No refunds will be made after this date.

Fire Protection

All exhibits must conform to fire laws, health regulations, electrical codes, and other ordinances of the local fire department. All materials used in the exhibit hall must be flameproof and fire resistant. All materials are subject to the inspection of the local fire department and their regulations shall govern. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Enclosed ceilings are not permitted in the exhibit hall. The hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the local fire department.

Liability

Exhibitors shall protect, save and hold SCCE/HCCA, and their officers, directors, employees, and agents; the Hyatt Regency Dallas in which SCCE/HCCA meetings are being conducted and all agents and employees thereof; and show management and its officers, directors, employees and agents (hereinafter collectively called "Indemnities") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors and further, exhibitor shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs damages, liability, or expense (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any property, person or persons, including the exhibitor, its agents employees and business invitees, which arise from or out of or by reasons of said exhibitor's occupancy and use of the facilities, or any part thereof.

Certificate of Insurance

The SCCE/HCCA does not provide insurance for exhibitor's property. Exhibitor must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.

Damage to Property

The exhibitor is liable for any damage caused to hotel floors, walls, or columns or to booth equipment or to other exhibitors' property. The exhibitor may not mar, tack, make holes or apply paint, lacquer, adhesives, or other coating to hotel columns and floors or to booth equipment.

Americans with Disabilities Act

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the American with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold SCCE/HCCA harmless from and against any and all claims and expenses, including attorneys' fees and litigations expenses, that may be incurred by or asserted against SCCE/HCCA, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provision of the ADA.

Promotion During Conference

Exhibitors are reminded not to place brochures, stickers, signs, posters or marketing materials anywhere other than within their own booth space. Likewise, exhibitors' representatives are not allowed to distribute brochures, invitations, etc, anywhere than within their exhibit space. This is unfair to the other Exhibitors and an inconvenience to visitors.

Infringement of Common Areas

All equipments, promotional material, furniture or exhibits are to be placed within the perimeters of Exhibitor's own booth/ space. Exhibitors are NOT allowed to put up any posters or promotional material in common areas; eg: pillars, walls, partitions, panel, tables, etc.

Sponsorship & Exhibiting Application

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Sponsorship Opportunities

- Continental Breakfast on Monday \$5,000
- Continental Breakfast on Tuesday \$5,000
- Networking Lunch on Monday..... \$6,000
- Networking Lunch on Tuesday \$6,000
- Refreshment Break on Monday..... \$4,000
- Refreshment Break on Tuesday \$4,000
- Exhibit Hall Reception on Sunday \$6,000
- Exhibit Hall Reception on Monday \$6,000
- Tote Bags \$8,000
- Folios \$6,000
- Notepads..... \$5,000
- Water Bottles \$5,000
- Hotel Key Cards..... \$5,000
- Calculators \$4,500
- Session Room Signage..... \$4,000
- Badge Holder Lanyards \$3,000
- Conference Presentations CD \$3,000
- Internet Stations \$2,000
- Attendee Tote Bag Inserts \$500
- Take-One Table Handouts \$250

Cost \$ _____

Do You Qualify for a Sponsorship Level?

- Silver Sponsor..... \$3,000 or more
- Gold Sponsor..... \$5,000 or more
- Platinum Sponsor \$7,000 or more

Exhibiting Opportunities

- Tabletop Exhibit _____ @ \$1,495 \$ _____
- Premium Tabletop Exhibit _____ @ \$1,695 \$ _____
- Add'l exhibit staff badges* _____ @ \$200 \$ _____
(allows access to exhibit hall only)

Two exhibit staff badges (exhibit hall access only):

1) Name _____

Title & E-mail _____

2) Name _____

Title & E-mail _____

Please contact Katie Burk at katie.burk@corporatecompliance.org or Melanie Gross at melanie.gross@hcca-info.org if there are any companies you would rather not be placed near.

Contact Information (please print)

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Contact Person _____

Authorized Signature _____

Billing Information

TOTAL \$ _____

Check enclosed

I authorize HCCA to charge my credit card (choose below)

CREDIT CARD: AmericanExpress Diners Club MasterCard Visa

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder's Name _____

Cardholder's Signature _____

50% deposit is required for all booth rentals. Balance must be paid in full by April 26, 2012. Cancellation fee for exhibit space is \$1,000 if cancelled before April 26, 2012. No refunds will be made after this date. Exhibitor fees are non-refundable. Federal Tax ID Number 23-2882664.

Please initial here that you have read and understand the Terms and Conditions herein _____

Make checks payable to:

Society of Corporate Compliance and Ethics

Questions?

Please contact Katie Burk at katie.burk@corporatecompliance.org or Melanie Gross at melanie.gross@hcca-info.org

Please return your completed form with payment and company description:

SCCE, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435, United States | FAX: +1 952 988 0146

E-mail your 75-word company description to Katie Burk at katie.burk@corporatecompliance.org