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# **Invitation to Participate**

## Dear Ethics & Compliance Partner:

#### STAY CONNECTED AND INFORMED WITH THE ETHICS & COMPLIANCE INITIATIVE'S (ECI's) lineup

of virtual events. In 2021, ECI will deliver multiple opportunities to maximize your company's exposure. Increase your opportunities to connect with key audiences throughout the year through sponsoring virtual events, website advertising, Daily Brief enewsletter and membership newsletter. These tools are the perfect solution for your needs and are designed to elevate your brand and ensure connection to new sales leads: an integrated approach that keeps your company front and center with high visibility all year long!

We anticipate there will continue to be restrictions on travel through 2021; therefore, all ECI events will be held virtually until 2022.

ECI demonstrates our strong connection with the E&C community, from senior level practitioners and thought leaders, supply chain partners, and training partners to internal clients through our events. We have adjusted to a world affected by this pandemic and our virtual events have allowed ethics & compliance professionals from around the globe the opportunity to meet virtually, share best practices and learn about the latest industry developments. We welcome back our long-term supporters and look forward to engaging with new organizations.

Our sponsors and partners are integral in providing participants with information, tools, and solutions that continue to lift the bar. ECI's year-long programming will provide opportunities to explore new ideas and hear from local and international experts, which will present the perfect forum to support the industry, connect with colleagues, and promote your business throughout the year.

We welcome back our long-term supporters and look forward to engaging with new organizations. There are various ways to be involved. This document outlines the developed sponsorship packages and opportunities to reach key decision-makers in the E&C industry.

I hope you can join us as we offer you new and exciting opportunities to connect with your clients and build your brand with ECI's 2021 programming and advertising solutions.

Sincerely,

Patricia Harned

Patricia Harned, Ph.D., LPEC Chief Executive Officer

## 2021 Sponsorship Opportunities

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Contact Nadine Ferlazzo, Strategic Partnerships Manager, nadinef@ethics.org / 571-480-4417 for sponsorships.

The Ethics & Compliance Initiative (ECI) empowers organizations to build and sustain High Quality Ethics & Compliance Programs (HQP®). ECI provides leading ethics and compliance research and best practices, networking opportunities and certification to its membership.

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# **About ECI**

#### **OUR HISTORY**

The Ethics & Compliance Initiative (ECI) is a best practice community of organizations that are committed to creating and sustaining high quality ethics & compliance programs. With a history dating back to 1922, ECI brings together ethics and compliance professionals and academics from all over the world to share techniques, research, and most of all, exciting new ideas.

ECI is the leading provider of independent research about workplace integrity, ethical standards, and compliance processes and practices in public and private institutions. Our research includes the longstanding Global Business Ethics Survey® (GBES) of workplaces in leading world economies. ECI is the leading provider of independent research about workplace integrity...

ECI assists organizations in building strong cultures and developing High-Quality Ethics & Compliance Programs (HQPs) that align with the

five pillars identified by the ECI Blue Ribbon Panel. Embracing these principles as our own operational standard, ECI provides organizations with tools and benchmarking services that enable them to assess the relative strength of their culture and program, identify areas for attention, and stay abreast of new developments and best practices.

### VIRTUAL PLATFORM

Moving 2021 events to a virtual platform increases participation and reach and allows ECI to continue developing the industry and encouraging thought leadership, while safeguarding the health and well-being of our members, staff and attendees. It also allows participants to stay informed and connected from any location. We are excited to embrace the opportunities offered by modern technology. Our virtual platform provides an advanced forum through which to share knowledge, research, innovative practices and case studies. ECI's 2021 events invite you to have have a seat at the table as industry experts discuss best practices by creating conversations that utilize live webinars, presentations, and interactive Q&A sessions.

### **BUILD YOUR NETWORK**

ECI's virtual forums attract E&C professionals, thought leaders and academics across every industry from around the globe. If you are looking to gain brand exposure and build relationships with professionals working in this sector, ECI's 2021 Virtual Events will be the perfect place to connect. Titles of registrants of our 2020 events included:

- Chief Compliance Officer
- Ethics Officer
- Chief Ethics and Compliance Officer
- Director of Compliance
- Senior Auditor
- Human Resources Director
- Compliance Manager
- Compliance Analyst
- Risk Manager
- Chief Risk Officer
- Chief Human Resources Officer



# **Sponsorship + Exhibition Benefits**

## BUILD RELATIONSHIPS

Put a face to your brand—the best way to create and maintain relationships with your target audience.

#### EDUCATE

Learn what's happening in the E&C industry and how you can be part of it.

#### PRESENCE

Show your commitment to the industry—support the community that supports your business.

#### • CREATE BUZZ

Launch a new product, service or marketing campaign—with the undivided attention of your target audience, there's no better way to make a splash!

#### **•** GROW LEADS

Our virtual platform allows you to secure, schedule, and communicate with your audience all in one place with first class analytics.

#### **INCREASE SALES**

Promote new services or demonstrate new products and equipment.

#### **•** STAY UP TO DATE

The ECI website is a pivotal marketing tool, this is the key source of information for all of ECI's 2021 events. It is continuously updated and refreshed for recurring attention and traffic.

#### HIGHLIGHT YOUR BRAND

Increase brand recognition with placements in marketing e-blasts, Daily Briefs, and blog content.

#### COMMUNICATIONS STRATEGY

Marketing and communications efforts will create maximum awareness and position ECI's 2021 lineup as "must-attend" events for those working in the E&C industry.

#### DIRECT MARKETING

Promotion of products and services via email blasts to registered attendees of events, subscribers to newsletters and prospects in our database. This ensures engagement leading up to event and/or launch dates.

#### MARKETING COLLATERAL

Share your blog, research or report with the industry as resources during an event or through advertising in our newsletters or on our website.

#### MEDIA COVERAGE

Press releases and industry trade and blog publications ensure maximum exposure to the right audiences.

#### **SOCIAL MEDIA**

Create excitement around the event and promote your company's involvement and sponsorship on social media channels such as LinkedIn, Facebook and Twitter.



## **ECI Best Practice Forum Sponsorship Opportunities**

#### THE EVENT

ECI's Best Practice Forums are unique and engaging events in which ECI addresses important issues and best practices currently facing Ethics & Compliance communities around the world.

These forums create an opportunity for participants to receive valuable input from industry peers and experts. Attendees of these events are looking for solutions to help strengthen their programs.





#### THE AUDIENCE

ECI's Best Practice Forums create conversations with senior level thought leaders in the E&C global community; practitioners, senior leaders, Chief Ethics and Compliance Officers (CECO), ECI members and more. Attendees are industry leaders who make decisions about which resources and partnerships will strengthen their programs.

#### THE VALUE

- Reinforce your brand and differentiate your organization from the competition
- Promote your products and services to your key audience.
- Develop valuable sales leads and new prospects.
- Strengthen relationships with existing customers.
- Better understand CECO needs to become a vital resource by providing products and services that improve the effectiveness of their E&C program.

#### SPONSORSHIP: \$5,000 Available per Best Practice Forum: 2

#### **BEST PRACTICE FORUM BENEFITS**

- Logo on the ECI website and virtual platform
- Virtual exhibit booth
- Recognition during welcome and closing
- Sponsor recognition slide during opening/closing remarks
- Speaking opportunity (e.g., moderator or speaker)
- Social media promotion and recognition across platforms
- Recognition in marketing and confirmation emails
- Access to pre-event and post-event registration lists
- Sponsor recognition in post-event email to attendees
- ...and more

#### **2021 BEST PRACTICE FORUM TOPICS\***

- Driving Ethics and Compliance Through the Performance Management System
- Learning From Afar: Innovations in Distance Learning for E&C
- The Current State of E&C in the Supply Chain
- Recruiting, On-Boarding and Advancement for Ethics and Values
- Embedding E&C in the business: Ethics Ambassador and Compliance Champion programs
- Succeeding in the E&C Profession
- Alignment of E&C with Environment Social Governance (ESG) program
- Supercharging E&C Communications
- What's Ahead for E&C in 2022?

\*Topics subject to change

## ECI Fellows Meetings Sponsorship Opportunities

#### THE EVENT

An exclusive, invitation-only event for Chief Ethics and Compliance Officers is an in-depth discussion of emerging issues in ethics and compliance community to address the challenges and success faced by high level industry leaders.

#### THE AUDIENCE

Senior practitioners and industry thought leaders with mature corporate programs, government organizations, non-profit and academic institutions engage in conversations to share their expertise and interest in organizational ethics.

#### THE VALUE

While the meetings are reserved for Fellows members only, one senior level practitioner from the sponsor's company will have a presence at the meeting and an opportunity to gain insights on what thought leaders are experiencing within their organizations.

#### **EXCLUSIVE SPONSORSHIP: \$7,500**

#### FELLOWS MEETING SPONSORSHIP BENEFITS

- Logo on website and virtual platform
- Virtual exhibit booth
- Recognition during welcome and closing
- Sponsor logo on opening/closing slides
- Speaking opportunity: 5-minute presentation
- Social media promotion and recognition across platforms
- Recognition in marketing and confirmation emails
- Happy hour networking host
- Sponsor recognition in post-event email to attendees

# **ECI IMPACT 2021 Sponsorship**



### NAVIGATING THE FUTURE TOGETHER.

#### **IMPACT 2021—A MUST-ATTEND INDUSTRY EVENT**

IMPACT 2021 is a 3-day virtual conference that showcases high-level experts, forward-thinking practitioners, the latest industry benchmarks, and best practices for leading high-quality E&C programs. IMPACT is attended by all levels of E&C practitioners, including CECOs, Chief Compliance Officers, compliance practitioners, ethics leaders and anyone who holds a vested interest in the continued success in ethics & compliance in their organization. The 2021 IMPACT Conference will offer you and your colleagues a valuable forum that brings together multiple opportunities to learn and network, which are crucial within the E&C Industry.

#### We invite you to participate at the IMPACT 2021 Global Virtual Conference. **Opportunities are limited so don't miss out!**

#### **IMPACT 2021 BENEFITS CHART**

LEVEL	Exhibitor USD \$1,500	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Platinum \$25,000
Available Opportunities	Unlimited	4	4	4	1
Acknowledgement as the PLATINUM EVENT SPONSOR during opening and closing remarks					•
Logo on opening and closing confernce slide deck					•
Daily conference welcome with premiere placement on virtual platform					•
Exclusive host of networking rooms					•
Sponsorship of the Fellows virtual happy hour					•
Sponsor of one keynote session				•	•
Speaking opportunity: All sponsor content must be approved ECI				•	•
Happy hour networking (host of rooms)				•	•
Post event data and leads report				•	•
Recognition in pre-conference email marketing				•	•

## **IMPACT BENEFITS CHART continued**

LEVEL	Exhibitor USD \$1,500	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Platinum \$25,000
Logo featured in pre-conference marketing materials				•	•
Recognition in social media campaign			•	•	•
Access to event registration list: Two weeks prior to event and three business days before			•	•	•
Sponsor mention in press releases			•	•	•
Pre-event e-mail blast to ECI databases to include conference related content (1 time use)		•	•	•	•
20% discount on additional conference passes: for use by your customers, partners, or colleagues		•	•	•	•
15 Minute Solution Provider presentation	Add-on	٠	•	•	•
<ul> <li>Exhibit Booth:</li> <li>Ability to post videos, demos, links, and files</li> <li>Chat directly wirh online attendees</li> <li>Capture leads and booth traffic data</li> </ul>	•	•	•	•	•
Logo on Website & Virtual Platform	•	•	•	•	•
Recognition in closing slide deck	•	•	•	•	•
Complimentary attendee passes: full access passes for your staff or customers	1	2	4	6	8
Sponsor recognition in post-conference thank you email to attendees		•	•	•	•
Post-event booth data and leads report	•	•	•	•	•

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

LEVEL ADD-ONS	Opportunities Available	Dates/Issues Available	Fee 1X placement	4X placement
Conference Daily Newsletter	6	1st Day (Morning/Evening) 2nd Day (Morning/Evening) 3rd Day (Morning only)	\$500	\$400 each placement
One-minute sponsor video on the IMPACT platform home page	6	Varies throughout conference	\$500	\$400
ECI Membership Newsletter • Digital ad (2) • Advertorial (2)	4	April 2021	\$500	\$400
Customized pop-up messages 6 V		Varies throughout conference	\$500	\$400

## ECI Working Groups Sponsorship Opportunities

ECI's Working Groups take a focused approach to a single issue or topic that is important to the ethics & compliance industry and workplaces worldwide. E&C professionals across the globe via online collaboration tools, and conference calls develop a report on best practices, tools and resources that is shared with the ECI community.

The report includes independent research, online collaboration, and monthly conference calls; and becomes an invaluable resource to CECO's and other ethics professionals. As a sponsor of the working group paper, you will have the opportunity to be part of a report that is distributed internationally to those practitioners who seek to improve the strength and success of their E&C programs.

SPONSORSHIP OF WORKING GROUP WHITE PAPER AND LIVE WEBINAR: \$5,000 SPONSORSHIP OF WHITE PAPER: \$2,500 Available: Two per Working Group Paper

#### WORKING GROUP PAPER BENEFITS

- Recognition in working group paper
- Marketed to 7,000+ E&C professionals around the world
- Social media promotion and recognition across platforms
- Report and data presented in webinars and presentations (TBD)

#### **ADVERTISING OPPORTUNITIES FOR 2021\***

Available Opportunities	Description	Cost
E-blast	One time email to list of 7,000 E&C professionals	\$1000
Daily Brief	Appears daily for 5 business days to 2K subscribers	\$500
Monthly E-newsletter (members/non- members)	Distributed to 7,000 E&C professionals	\$500
Combo Package	Maximize your exposure by pairing your dedicated e-blast with 5 days in the Daily Brief	\$1,250



Unconscious Bias: Increasing Awareness, Providing Training and Mitigatim the Impact of Bias in Workplace Investigations



### ECI WORKING GROUPS 2020/2021\*

- Racism, discrimination & the abuse of power
- What's next for training?
- Environmental, social and governance (ESG) reporting
- Third-party risk/Extended risk management
- E&C considerations in remote work environments
- Positioning E&C as a strategic leader during times of organization change/stress\*
- Best practices in E&C metrics and data visualization
- E&C challenges for multinational organizations in E&C

\*With new additions throughout 2021

Contact Nadine Ferlazzo - Development Manager, nadinef@ethics.org, 571-480-4417 for sponsorships.

\*Subject to availability and approval

Contact: Nadine Ferlazzo, Strategic Partnerships Manager nadinef@ethics.org 571-480-4417

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