



# 2023 Sponsorship Opportunities



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## **About ECI**

We believe that when organizations operate with integrity, they generate long-term value, benefit their stakeholders, and better the world.

We conduct research to identify the drivers of integrity and ethical culture, provide benchmarks, and convene a best-practice community of organizations around the world that are committed to building and sustaining high-quality ethics & compliance programs. ECI's mission is to empower organizations to operate with integrity.

## **A Word from ECI Strategic Partnerships and Initiatives**

ECI is excited to add a full slate of in-person events to our 2023 calendar. Throughout 2023, ECI will host a lineup of in-person and virtual training, education, and networking events for E&C professionals of all levels. Sponsorship of one or more of ECI's 2023 opportunities allows you to maximize your company's exposure and create opportunities to connect with your key audiences, communicate your commitment to the E&C profession and support workplace integrity. These exclusive, limited sponsorships elevate your brand and offer you a connection to potential new sales leads, as well as an integrated business development approach that will keep your company in front of critically important audiences year round.

We are confident that our comprehensive programming will deliver knowledge-rich experiences that support learning and development in our industry. Continuing to capitalize on virtual opportunities while adding in-person events in 2023 will provide a dynamic experience for everyone. We hope you will join us as we embrace and plan for the opportunities of the upcoming year.

This prospectus outlines ways you can get involved through sponsorship packages, advertising, and exhibiting opportunities.

These packages are a starting place for conversation—if you have specific needs or additional ideas, let's talk! Contact me at [danw@ethics.org](mailto:danw@ethics.org).

We invite you to join the ECI community to connect with E&C professionals and build your brand throughout 2023.

Sincerely,

Dan Woltman  
Vice President of Membership Engagement and Strategic Partnerships  
ECI

# The Value of Sponsoring ECI Events

**Communications Strategy** - Marketing and communications efforts create maximum awareness and position the ECI events line-up as “must-attend” events for those working in the E&C sector. The strategy will combine and integrate the following aspects:

## Email Marketing

Promotion of products and services via email to registered attendees of events, subscribers to newsletters, and prospects in our database. Frequent emails include, thought-leadership, latest E&C industry trends, information on ECI’s programming, and highlights on speakers. This ensures attendees remain engaged in activities leading up to the conference and keeps your brand top of mind.

## Social Media

With more than 26,000 LinkedIn followers, ECI utilizes our audience to engage in important conversations, promote events and speakers, and share our strategic partnerships with industry experts whose products and solutions are essential to the E&C community. Through strategic messaging and social media best practices, we ensure your messaging is shared to create a more engaged audience.

## Relationship Building

Your commitment to E&C is evident when you sponsor ECI events. Sponsorship of ECI’s events highlights your commitment to the E&C community and adds a face to your brand. Thought leadership through our Best Practice Forums, sponsored webinars, and advertising solutions positions you as an essential part of the community, as a thought leader, and industry expert - creating and sustaining relationships with your target audience.

## Education

Learn what’s happening in the E&C industry and how you can be part of it. Your presence demonstrates your commitment to the E&C industry.

## Generate “Buzz”

Make a splash when releasing new products and solutions with a custom marketing campaign to ECI’s members—your target audience!

## Leads

ECI’s digital conference app allows you to secure, schedule, and communicate with your audience—all in one place and with first-class data analytics for follow up.

## ECI Events

EVENT	FREQUENCY	SPONSORSHIP DETAILS	INVESTMENT
<b>Fellows Meetings (in-person)</b>  January 24 and 25 DoubleTree, Crystal City, VA  July 12 & 13 Grand Hyatt, Washington, DC	2 meetings per year	1 sponsor per meeting	\$20,000 per meeting
<b>Best Practice Forums</b>	2 forums	2 sponsors per forum	\$10,000 per sponsor per forum <b>(in-person)</b> \$5,500 per sponsor per forum <b>(virtual)</b>
<b>IMPACT Annual Conference (in-person)</b> May 2-3 Hyatt Regency Jersey City, NJ	4 sponsor levels	Levels: · Platinum · Gold · Silver Sponsor · Exhibitor (10)	\$50,000 per sponsor \$40,000 per sponsor \$30,000 per sponsor \$10,000 per exhibitor
<b>ECI Partner Webinar Series</b>	4 virtual events	1 sponsor per event	\$4,500 per event
<b>2023 Ambassador Academy</b>	2 virtual events	3 sponsors per event	\$4,500 per sponsor
<b>2023 Investor Academy</b>	1 virtual event	3 sponsors per event	\$4,500 per sponsor

ADDITIONAL OPPORTUNITIES	FREQUENCY	SPONSORSHIP DETAILS	INVESTMENT
<b>Working Groups</b>	10 Groups	1 sponsor per group	\$5,000 per Group
<b>Advertising</b>	Varies	· ECI Monthly Member Newsletter · Sponsored Content ECI's Blog · ECI Daily Brief Newsletter	\$500–\$2,500
<b>"Talking the Walk" Case Study Series</b>	12 Cases	1 sponsor per case study released monthly to all ECI members and posted to website.	\$3,500 per Case



## **ECI's Annual Conference: IMPACT 2023**

**May 2-3, 2023**

**Hyatt Regency, Jersey City, NJ**

ECI's IMPACT Annual Conference is the premier event for ethics & compliance professionals, attracting hundreds of E&C professionals, industry leaders, decision-makers and organizations representing more than 125 companies from around the globe.

In addition to the multiple unique education sessions, attendees of the 2023 IMPACT Conference will gather to address the most compelling issues facing organizations today. Your brand is uniquely positioned to introduce innovative products and solutions to meet the needs of CECOs, General Counsels, Ethics Officers, and their teams. Your presence as a sponsor and/or exhibitor helps to keep them informed of the latest E&C software, training solutions, reporting platforms, and other resources to empower their Ethics and Compliance Programs.

Join senior executives from hundreds of companies from around the globe at this unique forum during which industry practitioners discuss the issues that keep them up at night. Sponsorship enables you to partner with the most trusted name in the E&C field to reach highly targeted, senior-level E&C professionals.

There are a variety of sponsorship opportunities that provide broad exposure with senior industry executives. Sponsorship provides your organization with a unique opportunity 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 the opportunity to:

- Position yourself as an industry leading provider in E&C Solutions
- Host a solution demonstration for attendees
- Increase exposure and awareness of your brand among this highly relevant audience
- Design your own conference participation with a custom package

Booths are limited - reserve yours today!

Contact Dan Woltman at [danw@ethics.org](mailto:danw@ethics.org).

# IMPACT 2023

## Sponsorships

	LEVEL			
	PLATINUM	GOLD	SILVER	EXHIBITOR
	Number Available			
	1	2	3	10
	\$50,000	\$40,000	\$30,000	\$10,000
	Includes			
Booth passes for staff (breakfast and lunch each day)	8	6	4	3
Full-conference registrations	6	4	3	2
Discount on additional conference passes	25%	20%	15%	10%
Exhibit booth	✓	✓	✓	✓
Speaking opportunity on main stage	✓			
Speaking opportunity breakout session		✓		
Welcome reception (Monday night)		✓		
Opening reception (Tuesday night)	✓			
Tuesday or Wednesday Lunch		✓		
Tuesday or Wednesday Breakfast			✓	
Chair Drop	Keynote	Keynote	Breakout	
Pre-event email to registrants	✓	✓		
Recognition on slide in opening and closing general sessions	✓	✓	✓	✓
Acknowledgement during keynote	✓			
Ad in event app	✓	✓	✓	✓
Booth passes for staff (breakfast and lunch each day)	✓	✓	✓	✓
Logo on the event website	✓	✓	✓	✓
Discounted conference rate for your clients	✓	✓	✓	
Prominent branding throughout the event	✓	✓	✓	✓
Conference Bag Insert	✓	✓	✓	✓
Thank you email prior to conference to all attendees with link to sponsor site	✓	✓	✓	
Dedicated social media post	✓	✓	✓	
List and contact information of qualified leads from among registrants	✓	✓	✓	✓

Additional Sponsorship Opportunities	Price
Wi-Fi sponsor for all conference attendees	\$18,000
Charging Station	\$6,000
Lanyard	\$5,000
Coffee Breaks (4 available)	\$2,500
Conference Bag Insert	\$1,500



## Attendee Demographics

- Over 300 attendees
- Attendees from around the world, including Canada, the Dominican Republic, India, Germany, Qatar, and South Africa
- 10% of attendees with C-level titles
- 12% of attendees with CECO or General Counsel title
- 47% VP/Director titles
- 23% of attendees with Management titles

*\*According to the ECI 2021 Member Satisfaction Survey and the 2019 IMPACT attendee report.*

We invite you and your organization to participate and network at ECI's annual IMPACT Conference. During IMPACT you will have opportunities to showcase your services and products and impact the world of Ethics and Compliance.

- Create new partnerships
- Discover emerging trends in Ethics & Compliance
- Participate in networking opportunities where you will meet directly with decision-makers, capture valuable insights, and drive business outcomes
- Launch new products, services, or programs
- Build your organization's brand recognition



## ECI's Centennial Gala at IMPACT 2023

May 4, 2023

Join us as ECI celebrates it's centennial year with an exclusive gala celebration. Over 200 VIPs will be invited to dine and network at this formal event. Sponsors have the opportunity to invite their own customers and prospects to this event.

Ellis Island will serve as the background for this momentous occasion, which will take place on May 4, 2023



<b>GOLD \$20,000</b>	<b>SILVER \$10,000</b>	<b>BRONZE \$5,000</b>
<ul style="list-style-type: none"> <li>• 8 seats</li> <li>• Priority seating</li> <li>• 2 VIPs at each table</li> <li>• Full page ad in Gala program</li> <li>• Priority logo placement on the stage screen(s)</li> <li>• Recognition from the event stage</li> <li>• Recognition in the printed program</li> <li>• Prominent recognition at the event</li> </ul>	<ul style="list-style-type: none"> <li>• 6 seats</li> <li>• Half page ad in Gala program</li> <li>• Logo placement on the stage screen(s)</li> <li>• Recognition in the printed program</li> <li>• Recognition at the event</li> </ul>	<ul style="list-style-type: none"> <li>• 4 seats</li> <li>• Quarter page ad in program</li> <li>• Company listing on the stage screen(s)</li> <li>• Recognition in the printed program</li> <li>• Recognition at the event</li> </ul>

### Additional Opportunities

30-second message clips to ECI	\$2,500
Champagne toast (Sponsor gives the toast)	\$5,000
Step-and-repeat Photographer for 3 hours, plus sponsor-branded take home frame with photo	\$2,500
Full page ad in program	\$2,500
Half page ad in program	\$1,400
Quarter page ad in program	\$ 800

## **ECI Events**

### **ECI Best Practice Forums: \$20,000**

#### ***In-person***

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.

### **Fellows Meetings: \$20,000**

#### ***Two in-person events***

**January 24-25 at the DoubleTree by Hilton, Crystal City, VA July 12-13 at the Grand Hyatt, Washington, DC**

ECI's Fellows meetings are an exclusive, invitation-only event for Chief Ethics and Compliance Officers and other senior-level E&C professionals. The Fellows Meetings provides a forum for in-depth discussions on emerging issues in the ethics and compliance community and ways to address the challenges faced by senior-level industry leaders.

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.

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.

### **ECI Working Groups: \$5,000**

#### ***Eight available***

ECI's Working Groups take a focused approach to studying a single issue or emerging topic that is important to the E&C industry and workplaces worldwide. Through the efforts of the working group, E&C professionals across the globe develop a report on best practices, tools and resources that are shared with the ECI community.

Working Group participation includes conducting independent research, online collaboration, and monthly conference calls. Working Group reports are seen as 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 a participant of the Working Group, that will be distributed internationally to those practitioners who seek to improve the strength and success of their E&C programs.

## ECI Events

### **Talking the Walk Case Studies: \$3,500**

*Ten available – 1 per sponsor*

*Talking the Walk (TTW)* is a case-study resource, which allows E&C teams to engage in meaningful ongoing professional development, with minimal additional work for managers and leaders. *TTW* cases focus on issues E&C professionals encounter in their work.

Each *Talking the Walk* includes an engaging and relevant scenario; discussion questions; and related statistics drawn from ECI research. Along with the cases, ECI has developed a Leader Guide to equip users with the tools they need to lead successful conversations with their teams.

### **ECI Partner Webinars: \$4,500**

*Four virtual in 2023*

ECI's sponsored webinars are a great opportunity for your company to connect to an eager audience, educate E&C teams, and drive leads to your sales staff. They allow attendees to tap into the cross-industry expertise and the broad perspective of a select number of consultants and solutions providers to deliver a multi-day education series on leading-edge issues vital to the E&C profession.

***ECI's Partner webinars*** are presented by solution providers and seasoned E&C practitioners who bring their expertise, thought leadership, and broad understanding of the E&C industry to cover timely issues facing business and the industry. Sponsorship offers your company the opportunity to put together a panel of industry experts, E&C practitioners, or thought leaders to provide a rich discussion that will educate and inform our members. There is no registration fee for attendees the ECI Partner Webinars.

## Advertising with ECI

	Reach	Cost
<b>Newsletter Ad – Banner – top placement</b> 1200 x 250	12,000	\$1,440
<b>Newsletter Ad – Square – top right placement</b> 350 x 350px	12,000	\$1,200
<b>Newsletter Ad – Square – bottom right placement</b> 350 x 350px	12,000	\$1,200
<b>Advertorial Blog Post with Distribution</b> Blog Post, 1000-2500 words; includes Newsletter abstract + LinkedIn post w/ 1200 x 1200px image	35,000	\$2,000
<b>Daily Brief – Banner Ad 1 – top placement</b> 1200 x 250px	65,000	\$3,250
<b>Daily Brief – Banner Ad 2 – middle placement</b> 1200 x 250px	65,000	\$2,600
<b>Daily Brief – Banner Ad 3 – text-based sponsored content</b>	65,000	\$1,950
<b>Dedicated Email Blast</b>	12,000	\$1,500

## SAVE with Bundles

Commit to multiple months of advertising and receive a discount.

Bundle	Savings
3-month bundle	15% off
6-month bundle	20% off
9-month bundle	30% off



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