

EXHIBIT HALL RESERVATION

**Association of Certified Fraud Specialists
11th Annual National Fraud Conference
San Diego, California
October 26-28, 2010 (meeting dates)
October 26-27, 2010 (exhibit dates)**

About the Conference

If you only exhibit at one conference in the coming year, make it the Association of Certified Fraud Specialists (ACFS) 11th Annual National Fraud Conference for investigators, auditors, and risk management professionals in San Diego, California, on October 26-28, 2010.

As a 501(c)(3) non-profit organization, the ACFS' National Fraud Conference promotes best practices and information-sharing among its participants. The 2010 conference will offer technical how-to seminars and sessions on applied techniques designed to make white collar crime specialists more proficient. Attendees will find this conference an important venue to develop new skills and to learn more about topics impacting the anti-fraud profession.

The 11th Annual National Fraud Conference gives your company exposure to front-line decision makers and anti-fraud professionals from both the public and private sectors from across the country. This year's meeting is expected to attract **150 attendees** who will be eager to learn how state-of-the-art products and services that companies like yours provide will help them work smarter and perform their jobs more effectively.

Attendee Profile (based on previous cumulative attendance)

Auditors: 33%

Law Enforcement: 36%

Investigators/Risk Management (retail, banking, insurance, healthcare, etc.): 25%

Other: 6%

Interested in the level of purchasing decision maker at the ACFS event? A drill down effort on cumulative attendees revealed that 61% of previous ACFS Conference attendees represent either a buyer or influencer level of risk management product or service decision-makers in their respective organizations.

Maximizing your Exhibit Investment

We realize that getting your company's product or service message across is your primary objective. That's why we've improved our exhibit and sponsorship opportunities to make the most of your time and money.

In an effort to respond to the needs of both ACFS members and our exhibitors, we have developed a **focused exhibit hall schedule** that will give the exhibitors **more dedicated time** with the meeting attendees, and new programs that will take place directly on the exhibit hall floor to **ensure increased traffic**.

Exhibitor Exposure

This event will be aggressively marketed to more than 40,000 professionals in the vertical communities of law, accounting, law enforcement, and risk management, including:

- Enforcement personnel from local, state, and federal agencies,
- Security professionals in the private and public sector,
- Certified fraud specialists and examiners,
- Fraud investigators from federal, state, and local agencies,
- Auditors and loss prevention specialists,
- Corporate officials with detection and fraud prevention responsibilities,
- Attorneys,
- Prosecutors and crime prevention specialists, and
- Professionals in academia teaching sociology, criminology, accounting, and law.

Breaks and More in the Exhibit Hall

We all know that food and beverage encourages traffic. This year, all breaks will be co-located with our Exhibitors.

Exhibit Hall Gameboard Giveaways

Attendees will be given the opportunity to participate in prize drawings with the completion of our exhibit hall game board. Customized with exhibitor information, this custom game board will be included in each attendee bag and emphasized at registration. The game board will require a visit to each exhibitor for completion. Completed game boards will be eligible for an assortment of prizes ranging from ACFS gear to free tickets to next year's conference! *Only the first 24 exhibitors to register will be included in this special event!*

More Promotional and Advertising Opportunities

While ACFS has regularly provided many promotional and advertising opportunities, this year we've added more ways to get your company recognized. Below you will find a summary of the many new and exciting options available to you as an exhibitor.

Important Reasons Why Your Company Should be a Part of the 11th Annual National Fraud Conference

◆ VALUABLE LEADS

Where else can you reach hundreds of fraud prevention professionals with a fantastic West Coast location? ACFS' National Fraud Conference is the only show that gives it all back to its audience. The organization's non-profit nature keeps the cost of the event at a minimum while maximizing the learning experience of the attendee.

◆ NETWORKING OPPORTUNITIES

With two full days of exhibits, the 11th Annual National Fraud Conference offers unlimited opportunities to generate new contacts and re-establish old ones. Built in traffic builders give you quality time to meet and conduct new business.

◆ PRODUCT DEMONSTRATIONS

Educate decision makers about the latest technologies, products, and services related to successful fraud investigation and prevention methodologies. Showcase your company to hundreds of influential fraud investigators and auditors.

◆ NATIONWIDE CONNECTIONS

The ACFS National Fraud Conference allows you to be seen by decision makers from across the country, with an emphasis in the Western United States due to location. Last year, professionals from across the United States attended this distinguished meeting.

◆ YOUR COMPETITION WILL BE THERE

This is the time to go head-to-head with your competition. Don't let them have the field uncontested!

◆ BOTTOM LINE

In addition to exhibiting at the National Fraud Conference, ACFS offers a variety of advertising and sponsorship opportunities to help maximize your presence. Gain name recognition at the 11th Annual National Fraud Conference—it's a training event your future clients will be attending. You can't afford to miss it!



General Information

LOCATION

Kona Kai Resort
1551 Shelter Island Drive
San Diego, CA 92106
Tel: 619-221-8000

MEETING DATES

October 26-28, 2010

EXHIBITION DATES

Tuesday, October 26, 7:00 am – 5:00 pm (*)
Wednesday, October 27, 7:00 am – 3:00 pm (*)
*All times subject to minor change.

INSTALLATION OF EXHIBITS

Monday, October 25, 2:00 pm – 6:00 pm

DISMANTLING OF EXHIBITS

Wednesday, October 27, 3:00 pm – 5:00 pm

EXHIBITOR REGISTRATION

Monday, October 25, 2:00 pm – 6:00 pm
Tuesday, October 26, 7:00 am – 9:00 am

Floor Plan and ACFS Provided Services

- There will be 24 prime booths available.
- Booth set-up is conducive to tabletop displays measuring **8' X 8'**.
- One full conference registration will be provided for each paid booth.
- Additional booth personnel will be charged a reduced conference fee of \$200.
- Hotel will provide one 6' skirted table, one chair, and a waste basket for each booth.
- Logo, 50-word description, and company Web site will be printed in conference program
- Exhibit personnel will have access to all sessions and passes to all event-provided meals and receptions.

Not Included

The following items or services are NOT included in the booth reservation fee and will be provided at a cost either by the conference decorator (TBA) or the Holiday Inn Golden Gateway.

- Audio-visual equipment
- Electrical service
- Furniture rental
- Installation and dismantling
- Janitorial service
- Security of individual booths

Program and Exhibition Guide Description

Each exhibitor is asked to submit a fifty (50) word or less description of the exhibit with the Application and Contract to Exhibit for publication in the National Fraud Conference Onsite Program. Any description longer than 50 words will be edited at the discretion of the ACFS Show Manager, without final approval by the exhibitor. The description must be received no later than August 20, 2010, for inclusion in the program.

Cost – Early Bird Discount Available

Exhibit booth cost is **\$900** for each 8' x 8' space until March 1, 2010. After March 1, 2010, the booth cost is **\$1,200** for each 8' x 8' space.

Space Reservation

Complete and return the space reservation form with full payment for EACH 8' X 8' booth space requested in advance of the conference. Due to the popularity of our program, if payment is not received 30 days after an invoice is remitted, your reserved space will be released.

Space Cancellation

Payment in full is required to reserve space. Once booth space has been requested and assigned by the ACFS Exhibit Manager, any cancellation of a booth will result in forfeiture of cost for each unit in question. If notification from the Exhibitor of intent to cancel is received by the ACFS Exhibit Manager 60 days prior to event, sums paid by the Exhibitor will be refunded if space is resold and the exhibit hall is a sell-out.

EXHIBIT HALL RESERVATION FORM

Association of Certified Fraud Specialists
2010 National Fraud Conference

MEETING DATES
October 26-28, 2010
Kona Kai Resort
San Diego, California

Join the ACFS as an exhibitor in 2010!
Booth cost is \$1,200 for each 8' x 8' space.

Fee includes: one full conference registration, one 6' skirted table, one chair, and a waste basket, logo/ 50-word description, and company Web site printed in conference program, exhibit personnel granted access to all sessions and event meals and receptions.

Payment:

Invoice me

Credit Card: #

Expires: _____ / _____ / _____

Name on card: _____

Card Billing
Address: _____

Contact Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City/State/Zip: _____

Return Via FAX To:

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