

# *Prospectus*

**2024 ACFE AFRICA CONFERENCE PACKAGES**





ONE CONFERENCE. ONE GOAL. ONE FIGHT.  
WE ARE ONE.

## ABOUT THE ACFE SA

The South African Chapter of the Association of Certified Fraud Examiners is a collection of individuals from all industries and professions who have a single goal in mind: the reduction of fraud and white-collar crime in South Africa and Africa.

The Association of Certified Fraud Examiners is an international, professional organisation with offices in the US, South Africa, Europe and Japan, 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 training conferences designed to educate and prepare fraud examiners for the challenges they have to face.

# MESSAGE FROM THE ACFE SA

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With the industry expanding, professionalisation gaining more favour in both the private and public sectors, and more CFEs being trained, the ACFE SA is as determined as ever to set an example and pave the way for fraud fighters.

The ACFE SA's flagship event, the 17th Annual ACFE Africa Conference and Exhibition is taking place from 9-11 September 2024 at the Sandton Convention Centre. This conference is recognised as the largest anti-fraud gathering and Africa and it is getting bigger and better each year. During this event, attendees receive world-class training from experts and specialists in the field. Attendees have a rare opportunity to network with over 1 000 fellow fraud fighters who come together from across the globe.

The setting, the venue, the speakers, the topics and the layout of the agenda have all been meticulously planned to ensure that each attendee, speaker, sponsor, exhibitor and participant gets the most out of the event. Our aim is to ensure that each individual can take something back from the conference that can be applied in their working environment for the sake of the upliftment and progress of the industry. Our training is based on skills development, practical techniques, knowledge, insights and enrichment.

The only way in which to win the fight against fraud is by joining forces and standing together. Join us at the conference and become part of a community that is brought together as one by a common goal to foster an ethical society.

## THE ATTENDEES

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- Forensic Practitioners
- Investigators
- Internal Auditors
- External Auditors
- Forensic Accountants
- Accountants
- Legal Practitioners
- Ethics Officers
- Risk Officers
- Compliance Officers
- Directors

## THE DEMOGRAPHIC

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- South Africa
- Africa
- United States of America
- Europe
- United Kingdom
- Australia

## THE SECTOR

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- Public Sector
- Private Sector



# *General*

## CONFERENCE INFORMATION

The 17th Annual ACFE Africa Conference & Exhibition hosted by the ACFE SA is recognised as the largest anti-fraud event in Africa, and the second-largest in the world.

The 3-day conference programme is carefully structured to include presentations and workshops by leading experts on fraud, corruption, and related fields. This programme also allows you to attend sessions and earn up to 20 CPE/CPD points which are also claimable from our MoU partners.

We aim to bring more than a thousand anti-fraud professionals from across the world together! Our attendees have a shared desire to gain cutting-edge knowledge and explore the newest resources for fighting fraud to achieve their goals effectively. Fraud-fighting professionals need up-to-date solutions that can be understood and implemented quickly.

The ACFE is committed to providing these practical solutions at the Annual Anti-fraud Conference and Exhibition, and exhibitors have an unparalleled opportunity to do this during the conference. During this event, you will be able to interact with fellow attendees and ask questions to presenters.

The audience consists of ACFE members, 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. In addition, we expect large delegations from African countries, Europe and the United States.

# Premier Opportunity

Our sponsors and exhibitors are recognised as responsible corporates who are taking a stand against fraud. Participation on this level allows you to customise your marketing efforts for maximum impact and effectiveness to crucial decision-makers in the industry while expanding your client base.

## WHAT'S IN IT FOR SPONSORS?

- Increase your pre-conference exposure through marketing coverage (website / social media / mailers)
- Raise your Company profile above your competitors
- Increase recognition and drive traffic to your exhibition stand / website
- Marketing platform through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the industry and those that work in our industry
- Deliver a greater return on investment. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods.
- Contribute to the upliftment of the profession
- Increase your Company's perceived image – sponsoring such a big, professional and reputable event will provide the impression that your company is a reputable one
- Gain the respect and creditability of your target audience

## WHAT'S IN IT FOR EXHIBITORS?

- Launch new products to over 1000 delegates
- Strengthen current product popularity
- Generate sales leads
- Reach new specialist markets
- Be recognised as an ethical and responsible organisation
- Build brand trust: if you exhibit then you are more likely to be considered a serious business player
- Increase visibility through pre-conference, at conference and post-conference exposure
- Train, coach and motivate staff in communication skills while networking with over 1000 delegates
- Gain market intelligence
- Keep up on industry trends and products that complement your business

# Premium Packages

## PLATINUM SPONSOR

R200 000

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## GOLD SPONSOR

R175 000

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## SILVER SPONSOR

R150 000

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## BRONZE SPONSOR

R120 000

# Other Packages

- WELCOME RECEPTION - R150 000
- CONFERENCE DELEGATE BAGS - R100 000
- CONFERENCE DELEGATE BAG INSERT - R7 500
- LANYARDS / NAME BADGES - R15 000.00
- CONFERENCE APP
- REGISTRATION / CHECK-IN DESK
- SPEAKER GIFTS

# PLATINUM



Undoubtedly the premier profile, the Platinum 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 African Conference.

| R200 000 |

- Corporate logo in the marketing brochure (deadline dependent).
- Corporate logo on venue signage.
- Acknowledgement in all marketing material and brochures.
- Acknowledgement in the delegate handout (Logo and Corporate Profile - ± 200 words).
- Acknowledgement as the Platinum Sponsor at the Opening Ceremony and Awards Dinner.
- Opportunity to nominate one speaker, conditions apply (deadline dependent).
- Opportunity to run a competition/prize giving.
- Opportunity to add one brochure in the delegate bag at no additional cost.
- Opportunity to add one gift in the delegate bag at no additional cost.
- Receive 1 Gala & Awards Dinner table (10 seater).
- 5 complimentary conference tickets for clients or colleagues.
- A 27 m<sup>2</sup> (9m x 3m) exhibition stand. \*Please note that this is “space only” (i.e. there is no shell, floor space only).
- 3 tables and 6 chairs will be provided, should additional tables be required the ACFE SA should be informed in advance, if not, the Sponsor will be liable for the cost.
- 6 exhibition staff allowed in the exhibition hall. Strictly no access to the conference sessions.
- The company will receive a full page in the ACFE SA Veritas Magazine to advertise their company for 4 quarters, this will only come into effect once payment is received.
- **Additional exhibition booth staff tickets are available at R2 500.**
- **Exhibition staff and other company employees who wish to attend the conference get a discounted rate at R10 000 per ticket.**

# GOLD



Gold Sponsorship provides organisations 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 Conference.

| R175 000 |

- Corporate logo in the marketing brochure (deadline dependent).
- Acknowledgement in all marketing material and brochures.
- Acknowledgement in the delegate handout (Logo and Corporate Profile - ± 175 words).
- Acknowledgement as Gold Sponsor at the Opening Ceremony and Awards Dinner.
- Opportunity to run a competition/prize giving.
- Opportunity to add one brochure in the delegate bag at no additional cost.
- Opportunity to add one gift in the delegate bag at no additional cost.
- Receive 1 Gala & Awards Dinner table (10 seater).
- 4 complimentary conference tickets for clients or colleagues.
- A 18 m<sup>2</sup> (6m x 3m) exhibition stand. \*Please note that this is “space only” (i.e. there is no shell, floor space only).
- 2 tables and 4 chairs will be provided, should additional tables be required the ACFE SA should be informed in advance, if not, the Sponsor will be liable for the cost.
- 4 exhibition staff allowed in the exhibition hall. Strictly no access to the conference sessions.
- The company will receive a half page in the ACFE SA Veritas Magazine to advertise their company for 4 quarters, this will only come into effect once payment is received.
- **Additional exhibition booth staff tickets are available at R2 500.**
- **Exhibition staff and other company employees who wish to attend the conference get a discounted rate at R10 000 per ticket.**



# SILVER



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.

| R150 000 |

- Corporate logo in the marketing brochure (deadline dependent).
- Corporate logo on venue signage.
- Acknowledgement in all marketing material and brochures.
- Acknowledgement in the delegate handout (Logo and Corporate Profile - ± 200 words).
- Acknowledgement as the Silver Sponsor at the Opening Ceremony and Awards Dinner.
- Opportunity to run a competition/prize giving.
- Opportunity to add one brochure in the delegate bag at no additional cost.
- Opportunity to add one gift in the delegate bag at no additional cost.
- Receive 1 Gala & Awards Dinner table (10 seater).
- 3 complimentary conference tickets for clients or colleagues.
- A 9m<sup>2</sup> (3m x 3m) exhibition stand. \*Please note that this is “space only” (i.e. there is no shell, floor space only).
- 1 table and 2 chairs will be provided, should additional tables be required the ACFE SA should be informed in advance, if not, the Sponsor will be liable for the cost.
- 3 exhibition staff are allowed in the exhibition hall. Strictly no access to the conference sessions.
- The company will receive a quarter page in the ACFE SA Veritas Magazine to advertise their company for 4 quarters, this will only come into effect once payment is received.
- **Additional exhibition booth staff tickets are available at R2 500.**
- **Exhibition staff and other company employees who wish to attend the conference get a discounted rate at R10 000 per ticket.**

# BRONZE



Bronze Sponsors will enjoy excellent exposure throughout and leading up to the Conference. Along with many benefits, this is an excellent opportunity to network and brand your company among like-minded professionals.

| R120 000 |

- Corporate logo in the marketing brochure (deadline dependent).
  - Acknowledgement in all marketing material and brochures.
  - Acknowledgement in the delegate handout (Logo and Corporate Profile - ± 125 words).
  - Acknowledgement as Bronze Sponsor at the Opening Ceremony and Awards Dinner.
  - Opportunity to run a competition/prize giving.
  - Opportunity to add one brochure or one gift in the delegate bag at no additional cost.
  - Receive 1 Gala & Awards Dinner table (10 seater).
  - 2 complimentary conference tickets for clients or colleagues.
  - A 9 m<sup>2</sup> (3m x 3m) exhibition stand. \*Please note that this is “space only” (i.e. there is no shell, floor space only).
  - 1 table and 2 chairs will be provided, should additional tables be required the ACFE SA should be informed in advance, if not, the Sponsor will be liable for the cost.
  - 2 exhibition staff allowed in the exhibition hall. Strictly no access to the conference sessions.
  - The company will receive a quarter page in the ACFE SA Veritas Magazine to advertise their company for 2 quarters, this will only come into effect once payment is received.
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- **Additional exhibition booth staff tickets are available at R2 500.**
  - **Exhibition staff and other company employees who wish to attend the conference get a discounted rate at R10 000 per ticket.**

# The Exhibition

The setup and positioning of the exhibition area have been designed to maximise exposure and to provide opportunities for interaction, networking and relationship-building between delegates and exhibitors. The Annual ACFE Africa Anti-fraud Conference attracts anti-fraud professionals from a variety of industries who are committed to finding the best products and services to help them perform their job and overcome their daily challenges. Corporate retailers and professional service providers will be able to display, discuss and demonstrate their services and products to this upmarket target audience.

## DIRECT MARKETING PLATFORM

The objective of the exhibition at the Annual Anti-fraud Conference is to give exhibitors a platform for direct marketing to an upmarket target audience.

Benefits of Direct Marketing:

- Build strong customer relationships
- Generate leads that are highly measurable
- Targeted interaction with delegates and public
- Personalised
- Can prioritise information to suit customer needs
- Drive customer loyalty

- More than 1 000 attendees from around the globe
- Three days of demo opportunities
- To maximise your company's visibility, we have numerous activities in the Exhibition Hall, including:
  - Opening Ceremony
  - Arrival Coffee & Tea Stations
  - Refreshment Breaks & Lunches



# Exhibition Packages & Options

## **PREMIUM BOOTH R25 000**

### **INCLUDES:**

- 9 m<sup>2</sup>(3 x 3) Exhibition Stand
- Shell Scheme & Fascia Name Board
- Floor Space
- 1 Table, 2 Chairs
- 2 Exhibition Staff Tickets with Exhibition Hall access
- Discounted Conference Tickets for Exhibition Staff / Company Staff
- Full Marketing Exposure, i.e., pre-conference, at conference and post-conference exposure, logo display on marketing material, social media exposure, logo and profile in delegate handout.

## **STANDARD BOOTH R20 000**

### **INCLUDES:**

- 9 m<sup>2</sup>(3 x 3) Exhibition Stand
- Floor Space only (no shell scheme)
- 1 Table, 2 Chairs
- 2 Exhibition Staff Tickets with Exhibition Hall access
- Discounted Conference Tickets for Exhibition Staff / Company Staff
- Full Marketing Exposure, i.e., pre-conference, at conference and post-conference exposure, logo display on marketing material, social media exposure, logo and profile in delegate handout.

## **BASIC BOOTH R10 000**

### **INCLUDES:**

- 9 m<sup>2</sup>(3 x 3) Exhibition Stand
- Floor Space only (no shell scheme)
- 1 Table, 2 Chairs
- 2 Exhibition Staff Tickets with Exhibition Hall access
- Limited marketing exposure.

# Exhibition Schedule

3-DAY CONFERENCE PROGRAMME

## SUNDAY

8 SEPTEMBER 2024

12:00 - 18:00

Booth Set Up in Exhibition Hall

## MONDAY

9 SEPTEMBER 2024

07:30 - 19:00

Exhibition Hall

Conference breaks, lunches and Cocktail Evening

## TUESDAY

10 SEPTEMBER 2024

07:30 - 17:00

Exhibition Hall

Conference breaks, lunches

## WEDNESDAY

11 SEPTEMBER 2024

07:30 - 14:00

Exhibition Hall

Conference breaks, lunches

12:30 - 15:00

Exhibition Tear Down

# EXHIBITION HALL INFORMATION

## **THE VENUE: EXHIBITION HALL 1, LEVEL 0, SANDTON CONVENTION CENTRE**

The venue is carpeted, approximately 50m wide x 60 m long, with a 4 m high ceiling, serviced by heavy-duty freight elevators and an access tunnel.

Note that the floor plan given here is not to scale.

Exhibitors may indicate the stand of their choice, but should also indicate a second choice. Stand allocation will only be finalised once payment is received.

NOTE that the floor plan given here may change to accommodate the number of stands sold. In addition it is pending final approval by the COJ Health and Safety Inspector, who may demand changes. Should such changes influence your stand location we will inform you accordingly. When selecting your stand, please indicate clearly if the selection is based on any special factor, e.g. to be next to another exhibitor so that these preferences may be considered in the event that changes has to be made.

## **EXHIBITION FIRE REGULATION**

All materials used in the construction and decoration of exhibits must be flame retardant. Smoking is not permitted in the Sandton Convention Centre. No highly combustible material such as hessian, straw, paper, polyurethane, etc. may be used in the construction of a stand or within the exhibit display. No solid ceilings may be used without prior permission. No dangerous chemicals or gas cylinders may be used/displayed. In addition, no pyrotechnics in any form, open flames or electrical heat generated coils/plates are permitted. Fire exits may not be blocked by any object.

## **EXHIBITION LIGHTING AND ELECTRICITY**

No additional lighting is provided at exhibition stands/spaces, standard ambient room lighting is available. It is advisable to install exhibition stand lighting. Each stand area will receive a single 15-amp power point. Floor hatches spaced every 9 m give access to normal and three-phase electrical power, and telecoms links. It is, nevertheless, advisable to bring an electrical lead and multi plug, although there are many power points, it may just be situated inconveniently to your stand. Each stand area will receive a single 15-amp power point. Please inform Alex van der Walt in writing by e-mailing [alex.vanderwalt@inhousevtm.com](mailto:alex.vanderwalt@inhousevtm.com) if you expect to exceed a total power usage of 15 amps per stand unit, so that arrangements can be made to install appropriate additional distribution boards – at cost to the exhibitor. There will be an additional charge for the dedicated distribution board. An exhibitor who is found to be drawing too much power, who has not undertaken the above action will be required to turn off equipment until the power usage is at an acceptable level. All exhibition electrical equipment must comply with the South African Electrical Regulations and the Occupational Health and Safety Act, Act No. 85 of 1993. Should this not be the case, Sandton Convention Centre will remove the electrical equipment from the Centre at the exhibitor's cost. Only Sandton Convention Centre staff may make connections and disconnections to and from electrical power distribution systems. NOTE: A Compliance Certificate is required on completion of electrical installations done by exhibitors. If additional electrical supply is required please contact Katleho Seqapotsa with specifications of additional requirements not less than 10 days in advance of the setup date.

## **EXHIBITION SECURITY**

The organisers have arranged for an overnight security guard at the venue but Exhibitors are responsible for securing their entire display/exhibition, as the organisers cannot accept responsibility for damage to goods or loss of property. It is recommended that exhibitors lock up valuable items and insure property, as exhibitions will be displayed in a public area. Neither the organisers, venue nor any sub-contractor will accept any liability for any loss or damage to goods or property. It is therefore of vital importance that exhibitors take all the necessary precautions to avoid any losses from occurring. Particular attention must be taken with items such as cellular phones and laptop computers or any other small pieces of equipment and goods of value. We advise exhibitors to ensure that their products and equipment are covered by their own insurance. Additional security attendants/guards dedicated to specific stands may be arranged by contacting Katleho Seqapotsa at [katleho@acfesa.co.za](mailto:katleho@acfesa.co.za). All costs incurred are for the specific exhibitor's account.