

**ETHISPHERE**<sup>®</sup>  
GOOD. SMART. BUSINESS. PROFIT.™



THOMSON REUTERS

# 2014 EUROPE ETHICS SUMMIT

LEADERSHIP THROUGH ETHICS & GOVERNANCE

## SPONSORSHIP PROSPECTUS

24-25, SEPTEMBER 2014 | LONDON, UK



## ENGAGE SENIOR EXECUTIVES AND TOP GOVERNANCE PRACTITIONERS AT THE FIRST ANNUAL EUROPE ETHICS SUMMIT

On 24-25 of September, the Ethisphere Institute will host the 2014 Europe Ethics Summit in London. The summit will bring together more than 40 speakers and approximately 250 participants to discuss critical ethics and compliance issues across Europe. Participants will be representatives of large, multinational companies primarily in the ethics, compliance and legal fields.

### PREVIOUS SPEAKERS AT ETHICS SUMMITS INCLUDE:

Madeleine Albright,  
*Secretary of State,*  
**U.S. State Department**

Jim Carroll,  
*Director of Compliance,*  
**Ford Motor Company**

Brackett Denniston,  
*General Counsel,*  
**General Electric**

Dan Amos, *CEO,* **Aflac**  
Larry Thompson,  
*General Counsel,* **PepsiCo**

Andreas Pohlmann,  
*Chief Compliance Officer,*  
**SNC-Lavalin**

Daniel Trujillo,  
*Chief Compliance Officer,*  
**Walmart**

George Mitchell,  
*Majority Leader,* **U.S. Senate**

Tabaré Vasquez,  
*President,* **Uruguay**

Alan Yuspeh,  
*Chief Compliance Officer,*  
**HCA Healthcare**

Walter Massey, *Chairman,*  
**Bank of America**

Randal Milch,  
*General Counsel,* **Verizon**

Brian Miller,  
*General Counsel,* **AES Corporation**

Andy Hinton,  
*Chief Compliance Officer,* **Google**

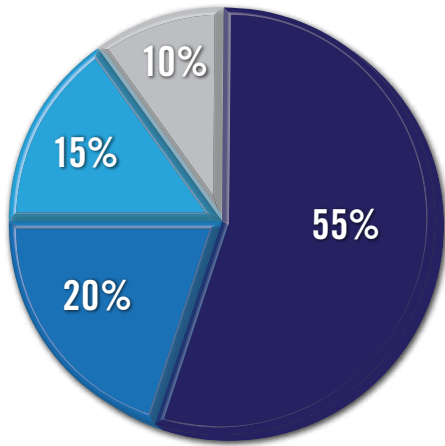
John Bogle, *Founder,*  
**The Vanguard Group**

### EXAMPLES OF COMPANIES THAT ATTENDED ETHICS SUMMITS IN 2013 INCLUDED:

ABB	CACI International	Dominion	Hewlett-Packard Company	Mitsubishi Corporation	Sotheby's International Realty
Abbott Laboratories	Canal de Panama	Dow Corning	Hexagon China Operation	Morgan Stanley	Standard Chartered Bank
ACADEMI LLC	CareFirst BlueCross BlueShield	DTE Energy	Hitachi Data Systems	Morrison Foerster	Starbucks
AECOM	Cathay Pacific Airways	Dun & Bradstreet	Holland America Line	National Australia Bank	Steelcase Inc.
AES Corporation	Cavium Inc.	Eastman Chemical Company	Hospital Corporation of America	Nestle Hong Kong	Symantec Corporation
Aflac	Celgene Corporation	Eaton Corporation	HP Financial Services Legal	New York University	T-Mobile
Air Products Asia, Inc.	Cementos Progreso	Ecolab Inc.	Hysan Development Co. LTD	NextEra Energy Inc.	Teradata Corporation
Alibaba Group	CH2M Hill	Elbit Systems of America	IBM	Nobel Biocare Asia	Tesoro Companies Inc.
Alliance Data	Chemtura Corporation	Emerson Electric Asia-Pacific	Ingersoll Rand Company	Nokia	The Boeing Company
Alyeska Pipeline	China Citic Bank International	Emory University	InsideCounsel	Novation	The Government of Hong Kong
Ameren Corporation	China Construction Bank CIPE	Encana Services Company Ltd.	Intel Corporation	Novo Nordisk A/S	The University of Hong Kong
American Bureau of Shipping	Cisco Systems Inc.	Ernst & Young LLP	International Paper	NYK Group Americas Inc	Under Armor
Amgen	Citibank Hong Kong	Esquel Group	ITT Corporation	New York Stock Exchange	Universal Music Group
Aon Hong Kong LTD	Citrix Systems	Federal Housing Finance Agency	J.P. Morgan Chase Bank	Office Depot Inc.	UPS
Applied Materials Inc.	Cleveland Clinic	U.S. Federal Trade Commission	Jones Lang LaSalle	Pandora	U.S. District Court, SDNY
Aramark	CMS Energy	Flextronics	Juniper Networks Inc.	Parsons Corporation	U.S. SEC
Arthur J. Gallagher & Co.	Coca-Cola	Fluor Corporation	Kao Corporation	PepsiCo	Verizon
ASIASAT	Colgate-Palmolive Company	Ford Motor Company	Kennametal Inc.	Pfizer	Walgreens
ACC	ComplianceWeek	Fordham University	Kimberly-Clark Corporation	PKN ORLEN S.A	Wall Street Journal
Avaya	ConAgra Foods	Forrester Research	Knights of Columbus	Ports Design LTD	Walmart International
AXA	Control Risks	Freescale Semiconductor	KPMG	Prudential Corporation Asia	Warburg Pincus
Baker & McKenzie	Convercent	FTI Consulting	Levi Strauss & Co.	PwC	Wisconsin Physicians Service
Baker Hughes	Corporate Governance	General Electric Company	LinkedIn Corporation	Quintiles	World Bank Group
Banco do Brasil SA	Crawford & Company	Gilead Sciences Hong Kong LTD	Lipscomb University	Red Flag Group	Xerox
Baptist Health South Florida	CREATE.org	Granite Construction	LOREAL	Rio Tinto	Yahoo!
Bechtel Group Inc.	CRI Group	Harsco	Louis Vuitton Asia Pacific	Salesforce.com	Zurich Insurance Company
Blue Shield of California	Cross Border Ltd.	Hasbro Inc.	ManpowerGroup	Schroders	
BMO Financial Group	Deutsche Bank	Health Care Compliance Strategies	Marriott International Inc.	Sempra Energy	
BNP Paribas Hong Kong Branch		Henry Schein	MassMutual Financial Group	Sidley Austin LLP	
Boeing			McKinsey & Company Incorporated	SNC-Lavalin	
			Microsoft	Sompo Japan Insurance Inc.	
				Sony Corporation	



## AUDIENCE BREAKDOWN



**55%** - Legal and Compliance Professionals

**20%** - White Collar Attorneys

**15%** - CEOs/Directors/Senior Executives

**10%** - Academics/NGOs

## SPONSORSHIP LEVELS

	EXHIBITOR	PARTICIPATING	PREMIER
<b>EVENT SITE EXPOSURE</b>			
Table Top Exhibit	✓	✓	✓ Premier
Speaking Opportunities		1	2
Peer-to-Peer Exchange			✓
Site & Brand Exposure	Available	Available w/discount	1 Included
<b>MARKETING</b>			
Logo in emails, brochure, website, conference app, signage, conference multimedia	✓	✓	✓
Company Description	25-word	50-word	75-word
Conference Booklet	1 page ad	1 page ad	2 page ad
Ethisphere Magazine Full-page Ad		✓	✓
Registration List	✓	✓	✓
<b>HOSPITALITY</b>			
Complimentary Registrations	3	4	5
Additional Attendee Discount	15%	20%	25%
	<b>\$7,500</b>	<b>\$12,500</b>	<b>Contact Ethisphere</b>

## EXHIBITOR - \$7,500

*An Exhibitor Sponsorship is appropriate for organizations that want to display materials and attend the event, but not speak on a panel or participate in a peer-to-peer exchange. The benefits for Exhibitor Sponsors include:*

### *Event Site Exposure*

- 1 tabletop exhibit

### *Marketing*

- Company representation in all marketing including emails, e-brochure, website, executive summary, signage and summit multimedia
- Company logo and 25-word company bio on website and program details page with link to your website
- 1-page ad in attendee summit book sponsor section
- Post-summit list including affiliations and titles and all contact information except email after the event
- Template email, press release & social posts

### *Hospitality*

- 3 complimentary registrations (for sponsor or unregistered clients)
- 15% summit discount for additional attendees

## PARTICIPATING - \$12,500

*A Participating Sponsorship is appropriate for organizations that are interested in sharing their thought leadership through speaking opportunities. Beyond Exhibitor Sponsor benefits, Participating Sponsors also receive:*

### *Event Site Exposure*

- 1 speaking opportunity

### *Marketing*

- Company representation in all marketing including emails, e-brochure, website, executive summary, signage and summit multimedia
- Company logo and 50-word company bio on website and program details page with link to your website
- 1-page ad in attendee summit book sponsor section
- Full-page ad in Q3 2014 Issue of *Ethisphere Magazine* (onsite at event plus distribution of over 23,000)
- Pre- and post-summit list including affiliations and titles prior to the event and all contact information except email after the event
- Template email, press release & social posts
- Ad included in delegate pack
- Discounts off additional site & brand exposure (see page 5)

### *Hospitality*

- 4 total complimentary registrations (for sponsor or unregistered clients)
- 20% conference discount for additional attendees



## PREMIER

*A Premier Sponsorship is appropriate for organizations that are interested in premium branding and thought leadership opportunities. Beyond Participating Sponsor benefits, Premier Sponsors also receive:*

### *Event Site Exposure*

- Premium location for tabletop exhibit
- 1 additional speaking opportunity (2 total)
- 1 site & brand exposure (see list in gray, first come, first served)
- Host Peer-to-Peer Exchange

### *Marketing*

- Company representation in all marketing including emails, e-brochure, website, executive summary, signage and summit multimedia
- Company logo and 75-word company bio on website and program details page with link to your website
- 2 page ad in attendee summit book sponsor section
- Full-page ad in Q3 2014 Issue of *Ethisphere Magazine* (onsite at event plus distribution of over 23,000)
- Pre- and post-summit list including affiliations and titles prior to the event and all contact information except email after the event
- Template email, press release & social posts
- Ad included in delegate pack

### *Hospitality*

- 5 total complimentary registrations (for sponsor or unregistered clients)
- 25% conference discount for additional attendees

**CONTACT ETHISPHERE FOR PRICING**

## ADDITIONAL SITE & BRAND EXPOSURE OPPORTUNITIES

### *Networking Breakfast Sponsorship (2 available)*

Tabletop signage with "Breakfast Sponsored by" and sponsoring companies logo will be placed around buffet tables. Also included in main presentation in conference center.

### *Networking Lunch Sponsorship*

Tabletop signage with "Lunch Sponsored by" and sponsoring companies logo will be placed around buffet tables. Also included in main presentation in conference center.

### *Cocktail Reception Sponsorship*

Tabletop signage with "Cocktail Reception Sponsored by" and sponsoring companies logo will be placed on cocktail rounds during reception. Also included in main presentation in conference center.

### *Break Sponsorship (3 available)*

Tabletop signage with "Break Sponsored by" and sponsoring companies logo will be placed on buffet tables. Also included in main presentation in conference center.

### *Wireless Internet Sponsorship*

Tent cards with "Wireless Internet Sponsored by" and sponsoring companies logo along with internet logins will be placed on each table and around the conference center.

### *Device Charging Station Sponsorship*

Charging station will have sponsoring companies logo displayed.

### *Lanyard Sponsorship*

Lanyards used for delegate name tags will be branded with sponsoring companies logo.

### *Pocket Agenda Sponsorship*

Provided to all attendees at registration, the accordion-style pocket agenda will have "Sponsored by" and sponsoring companies logo on the cover.

### *Hotel Keycard Sponsorship*

Provided to delegates upon check-in to the hotel, the keycards will include sponsoring companies logo and tagline or other messaging. (\*May be double sided and will use 4-color printing).

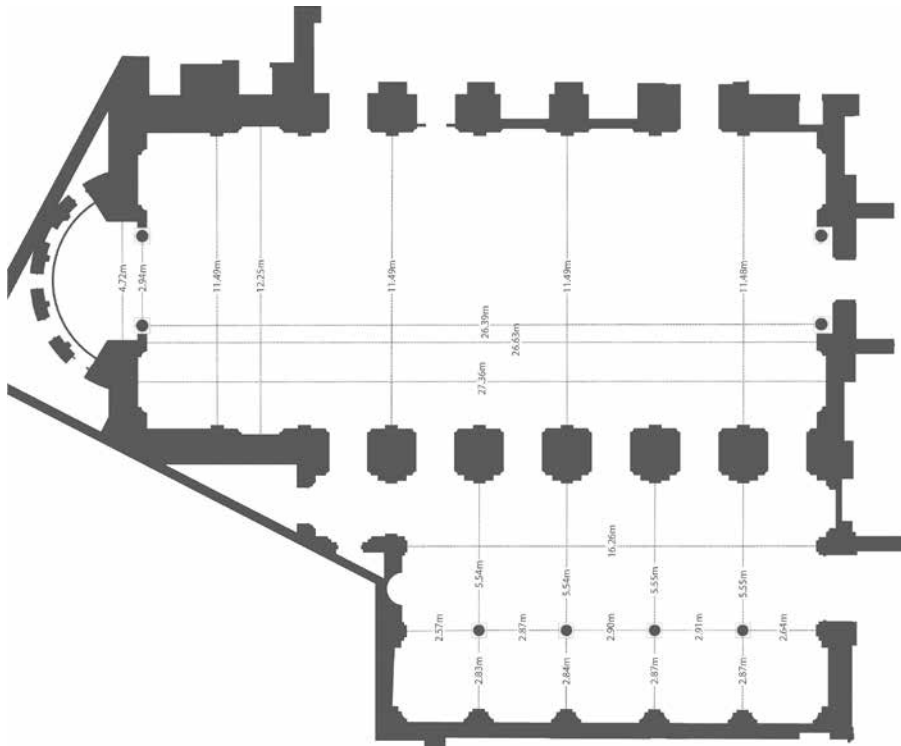
### *Tote Bag Sponsorship*

The tote bag will be handed to all delegates at registration and will have the sponsoring companies logo printed in white on one side.

*\*Availability is on a first-come-first-served basis.*



## The Old Billiard Room & Annex



### VENUE INFO

#### 8 Northumberland

8 Northumberland Avenue, London, WC2N 5BY

Tel: +44 (0) 203 263 1011

[www.8northumberland.co.uk](http://www.8northumberland.co.uk)





## HIGHLIGHTS FROM PAST EVENTS

See more photos at <https://www.flickr.com/ethisphere>



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## ABOUT ETHISPHERE

The Ethisphere® Institute is an independent center of research, best practices and thought leadership that promotes best practices in corporate ethics and compliance and enables organizations to improve governance, mitigate risk, and enhance relationships with employees, business partners, investors and the broad regulatory community. Ethisphere evaluates and benchmarks compliance and governance programs, honors superior achievement through its World's Most Ethical Companies™ recognition program, and publishes Ethisphere Magazine. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™.

## ABOUT THOMSON REUTERS

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 55,000 people and operates in over 100 countries. For more information, go to [www.thomsonreuters.com](http://www.thomsonreuters.com).

## OPPORTUNITIES

**Stefan Linssen**

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888.229.3207

## LEARN MORE

**Event Registrations**

[www.EuropeEthicsSummit.com](http://www.EuropeEthicsSummit.com)  
888.229.3207



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