



The 5th Annual European Data Protection & Privacy Conference



Sponsorship Prospectus

9th December 2014 / The Management Centre Europe . Brussels

Organised by



Contact - Jessie Atkinson

T. +44 (0)2920 783 029 / jessie.atkinson@forum-europe.com

www.forum-europe.com

www.dataprotection2014.eu

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.



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Introduction

The European Data Protection and Privacy Conference is held annually and is an important event in the Brussels calendar for lively and interactive discussion on the future of Data Protection regulation.

With over 350 attending each year, it has become a must attend event for privacy professionals and other stakeholders involved in this debate, bringing top level speakers and delegates from a variety of industries together with senior policy makers and regulators from the EU and beyond. For more details of the speakers and delegates who have participated at past European Data Protection and Privacy Conferences, please see the next page.



Sponsorship of the 5th Annual European Data Protection & Privacy Conference

Now entering its 5th year, this well-established conference will once again bring together senior policy-makers, industry representatives and other important stakeholders to discuss progress in reforming the European data protection framework.

As the European Regulation approaches its conclusion, this year's conference will be timed at a key point in European Council negotiations, looking forward to what will soon need to be done in terms of implementation of the reforms.

This respected and reputable conference presents the ideal platform for active involvement in the debate.

Further details of the sponsorship opportunities can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact:

Jessie Atkinson at jessie.atkinson@forum-europe.com or call +44 (0) 2920 783029.



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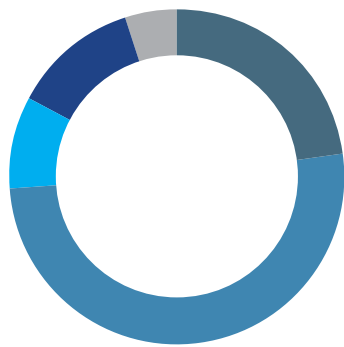
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Previous Events



A total of 350 delegates attended last year's conference

- **23%** EU Institutions
- **51%** Industry
- **9%** National Governments & Regulators
- **12%** Not-for-profit
- **5%** Press

Previous delegates have included representatives of the following organisations

Amazon
Apple
Article 29 Data Protection Working Party
BAE Systems
BBC
BEUC
Bloomberg
BNP Paribas Personal Finance
Bouygues SA
British Telecom

BSA | The Software Alliance
CEPS
Citi
Council of Europe
Dell
Deutsche Telekom
DIGITALEUROPE
EDiMA
ETNO
European Broadcasting Union

European Commission
European Investment Bank
European Parliament
Facebook
Google
GSMA
HP
Hunton & Williams LLP
IAB Europe
IBM
ICOMP

Intel
KLM Royal Dutch Airlines
MasterCard Europe
Microsoft
Motion Picture Association
Nielsen
Nymity
OECD
OFCOM
Oracle Corporation
Park Legal LLC

Qualcomm
Renault
SAS
Symantec
Telecom Italia
Telenor
U.S. Department of Commerce
U.S. Mission to the EU
Van Bael & Bellis
Vodafone
Yahoo!

Previous speakers have included

EU and National Governments



Viviane Reding
Vice-President & Commissioner for Justice, Fundamental Rights & Citizenship



Jan Philipp Albrecht MEP
Rapporteur, General Data Protection Regulation



Peter Hustinx
European Data Protection Supervisor



William E. Kennard
US Ambassador to the EU



Julie Brill
Commissioner, Federal Trade Commission, US Government



Jacob Kohnstamm
Chairman, Article 29 Data Protection Working Party

Industry



Peter Fleischer
Global Privacy Counsel, Google



David Hoffman
Director of Security Policy & Global Privacy Officer, Intel Corporation



Pat Walshe
Director of Privacy, GSMA



Richard Allen
Director of Policy for EMEA, Facebook



John Vassallo
Vice President for EU Affairs, Microsoft



Claus-Dieter Ulmer
Group Data Protection Officer, Deutsche Telekom

Other Organisations



Daniel Drewer
Data Protection Officer, Europol



Anna Fielder
Trustee and Chair, Privacy International



Udo Helmbrecht
Executive Director, ENISA (European Network & Information Security Agency)



Michael Donohue
Senior Policy Analyst, OECD



Kostas Rossoglou
Senior Legal Officer, BEUC



Joe McNamee
Executive Director, European Digital Rights

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Sponsorship Packages

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

| Benefits | Platinum | Gold |
|--|-------------------|---------------|
| Exclusive speaking position for company representative <i>(subject to suitability to programme)</i> | ✓ | |
| Corporate identity on conference website with link to company website | ✓ | ✓ |
| Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases | ✓ | ✓ |
| Recognition as sponsor <i>(at selected level)</i> in Forum Europe newsletters | ✓ | ✓ |
| Inclusion of company materials in delegate bags | ✓ | ✓ |
| Branding on main stage | Priority Branding | ✓ |
| Exhibition Space in refreshments / networking area | Prime Location | ✓ |
| Advert in delegate handout | Full Page | Half Page |
| Complimentary delegate places | 5 | 3 |
| Cost (excl. VAT) | €10,000 | €7,000 |



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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner €5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Lunch: €2,500

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: €3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 refreshment breaks): €1,800

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.

Prices listed do not include VAT.



Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Conference Badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference

Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production



Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

Prices listed do not include VAT.

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor Gold Sponsor

I am interested in the following Catering Packages (please tick box):

Cocktail Reception Lunch VIP & Speaker Dinner Refreshments

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Conference Badges Lanyard & Badge Package

Data Sticks Conference Pens & Pads Insert in Delegate Packs

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Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact **Jessie Atkinson** to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 029 . Fax: +44 (0) 2920 020 432 . Email: jessie.atkinson@forum-europe.com

Forum Europe, Second Floor, Castle House, 1-7 Castle Street, Cardiff, CF10 1BS, UK.



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Exhibit at Data Protection 2014

Stand Size: 2.5m x 3m / Cost: €1500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during The 5th Annual European Data Protection & Privacy Conference.

This 1 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands can be prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.dataprotection2014.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors will be advised in advance of a convenient time to prepare their stand.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020 432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.



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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation or email to jessie.atkinson@forum-europe.com

Organisation Name:

Contact Person:

Address:

City: Country:

Postcode: Email:

Tel: Fax:

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Jessie Atkinson on +44 (0) 2920 783 029.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 5th Annual European Data Protection & Privacy Conference on 9th December 2014, The Management Centre Europe, Brussels and accepts the terms and conditions stated above.

Signature Date



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