

data privacy

Defining the right approach to data protection
and privacy in the US

September 18, 2019

National Press Club, Washington D.C. USA

A one day annual conference

Sponsorship Brochure

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www.forum-global.com

#DataUSA19

www.dataprivacy-conference.com

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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 maximizing 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 organization.

Introduction

In the wake of numerous well-publicized cases of data breaches and misuses, attitudes towards data privacy and protection are changing fast. Governments, domestically and abroad, have started responding to these challenges, fueling an intense debate around the need for a harmonized and federal approach to consumer privacy in the US.

Building on the success of the European edition - which has taken place annually since 2010 - The Data Privacy Conference USA 2019 will provide a top-level meeting space for the data protection community in the US and further afield to explore the current and future challenges in the area of data privacy, to debate the different governance strategies that have emerged and discuss how a framework for the collection and use of personal data can be designed so that it does not hinder competition and innovation but promotes responsible uses of data and safeguards users' trust.



Why sponsor the Data Privacy Conference USA 2019?

- > The chance to promote your organization to delegates including top-level policymakers and administration officials, key industry players, data privacy experts, and many others.
- > The opportunity to strengthen corporate and community relationships and an unrivalled platform to expose your organization to key decision makers.
- > Interact with delegates face to face during the numerous networking opportunities.
- > Benefit significantly from a highly sought-after platform to share your view to a keenly interested, relevant and, above all, influential audience.

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

Our Portfolio of Data Protection & Privacy Conferences

The European

DATA PROTECTION & PRIVACY CONFERENCE

The model for this conference is based on the highly successful **European Data Protection & Privacy Conference**, which has been held annually since 2010 attracting more than 250 stakeholders in the field each year and has become a staple in the data protection and privacy calendar in Europe.

Sponsors of The European Data Protection and Privacy Conference have included:



Past speakers have included

*Positions and organisations at time of contribution



Věra Jourová
Commissioner for Justice,
Consumers and Gender
Equality,
European Commission



Mariya Gabriel
Commissioner for Digital
Economy and Society,
European Commission



Peter Davidson
General Counsel,
US Department of
Commerce



Julie Brill
Commissioner,
Federal Trade
Commission



Yeong Zee Kin
Deputy Commissioner,
Personal Data Protection
Commission,
Singapore

Forum Europe and Forum Global organisers of the ICDPPC 2018

Hosted for the first time in its 40 year history by an EU-institution – the European Data Protection Supervisor – the International Conference of Data Protection & Privacy Commissioners (ICDPPC) was a unique and exceptional conversation focused on ethics, data and our shared digital future.

With its theme “Debating Ethics: Dignity and Respect in Data Driven Life”, the conference broke records of all kinds. In October 2018, over 1,000 policymakers, tech pioneers, prominent academics, philosophers, industry leaders and many more gathered in Brussels from all continents.



// I have already paid tribute to Forum Europe and will continue to do so. Thank you for your professionalism and successful ‘war machine’. Unanimous compliments around the world are self-evident. //

Giovanni Buttarelli, European Data Protection Supervisor

What we did:

- Week long event
- 2 day closed session reserved to accredited members
- 2 day public session with over 1000 delegates attending
- Gala Dinner for 900+ delegates with acrobatic performance
- Coordination of over 40 side events
- Side programme with welcome cocktails, evening receptions and dinners, social activities and sightseeing
- Stage management and VIP management
- Press relations including dedicated press conference

Speakers included:



Tim Cook
CEO,
Apple



Sir Tim Berners-Lee
Director,
World Wide Web
Consortium



Elizabeth Denham
Information
Commissioner,
UK Information
Commissioner's Office



Mark Zuckerberg
CEO,
Facebook



Sundar Pichai
CEO,
Google



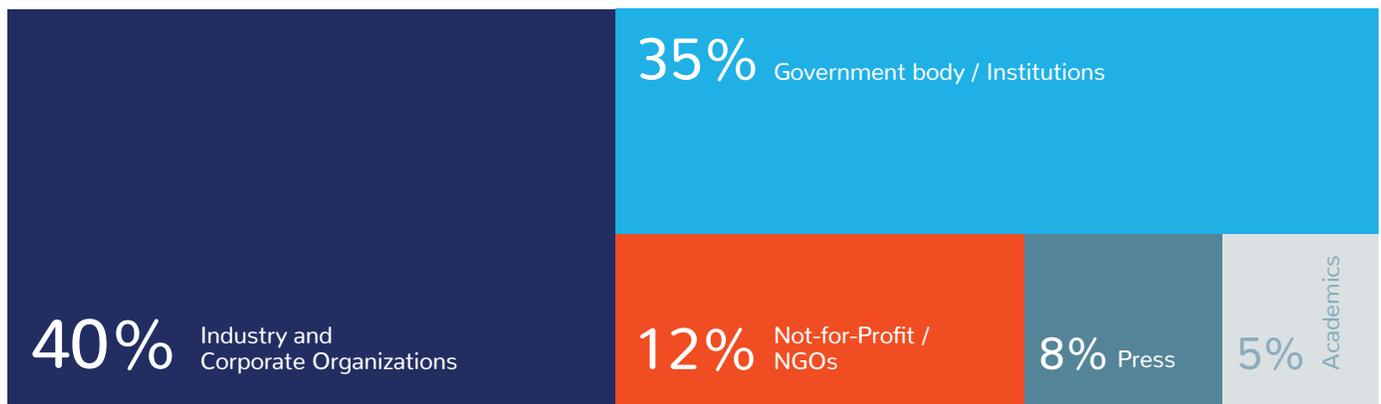
King Felipe VI
of Spain

The Data Privacy Conference USA 2019 Audience Breakdown

Forum Global has a successful track record of policy events in Washington D.C, including the Annual Internet of Things Global Summit, the Annual Americas Spectrum Management Conference and the Connected Cars Conference USA.

Based on attendance at these events and at the European edition of the conference, you will see below the expected breakdown of participants at The Data Privacy Conference USA 2019:

200+ delegates expected to attend the conference:



Past speakers at Forum Global's events have included:



Ajit Pai
Chairman,
United States
Federal
Communications
Commission



Anthony Foxx
United States
Secretary of
Transportation



Terrell McSweeney
Commissioner,
United States
Federal Trade
Commission



José Gontijo
Deputy ICT
Secretary,
Brazilian Ministry
of Science,
Technology,
Innovation and
Communications



Tom Power
Senior Vice
President and
General Counsel,
CTIA



Edith Ramirez
Chairwoman,
United States
Federal Trade
Commission

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	Silver
Speaking position for company representative	✓		
Places at the pre-conference VIP dinner reception	2	1	
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor (at selected level) in marketing emails and press releases	✓	✓	✓
Distribution of company materials at event	✓	✓	✓
Branding on main stage	✓	✓	✓
Exhibition Space	✓	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	3	2	1
Cost (excl. VAT)	\$14,000	\$11,000	\$8,000

Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner

\$11,000

One of the highlights of this summit is expected to be the invitation-only VIP & Speaker Dinner & Debate, which will take place on the eve of the main conference. With around 30 participants and taking place under 'chatham house' rules, the dinner-debate allows for an open and frank exchange amongst policy and decision makers, in addition to providing an excellent networking opportunity in an intimate environment with a small scale but high-level group.

- 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
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in program

Exclusive Sponsorship of Lunch

\$6,500

- 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 program
- 1 complimentary delegate place

Sponsorship of Cocktail Reception

\$6,500

- 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 program
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 per day)

\$5,000

- 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 program
- 1 complimentary delegate place

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

Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Global. 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

\$2000 + cost of production

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



Data Sticks

\$2000 + 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

\$1500 + 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

\$800

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.

Product Opportunities



Conference Badges

\$1500

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.

Advertise in the Delegate Handout

The delegate handout will be provided to all attendees at the event. Placing an advert in the handout is a quick, easy and cost-effective way of getting your message across to this high level and targeted list of participants.

Please note: All page sizes are US letter size

Color full page advert	Color half page advert	B+W full page advert	B+W half page advert
\$700	\$500	\$500	\$400

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Anne-Lise Simon.

We look forward to discussing the positive and high value promotion of your organisation.

Forum Global

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