

PIPA Conference 2010



Getting Through the Privacy Jungle How to See the Forest ...and the Trees

November 2 & 3, 2010

Hotel Arts, Calgary, AB



OFFICE OF THE
INFORMATION & PRIVACY
COMMISSIONER
— for —
British Columbia

Hosted by:



Office of the Information
and Privacy Commissioner
of Alberta

Sponsorship Prospectus

Introduction

Welcome to the 5th annual “*PIPA* Conference: Getting through the Privacy Jungle - How to see the Forest and the Trees”. Previously held in Vancouver, this year’s *PIPA* Conference will be held on November 2nd & 3rd, 2010 at the beautiful and unique Hotel Arts in Calgary, AB.

Our focus for this year’s *PIPA* Conference is on practical, real-world problems and solutions. This forum offers an excellent opportunity to hear from privacy regulators, stakeholders, and from business experts around the globe about managing personal information in the electronic age.

The *PIPA* Conference offers participants an opportunity to come together to help “Get through the Privacy Jungle”. This one-of-a-kind learning opportunity is ideal for businesses and non-profit organizations, whether your organization has built a detailed compliance program, is in the midst of implementing its strategy, or just getting started. The *PIPA* Conference provides organizations across British Columbia and Alberta the opportunity to enhance their privacy compliance programs by offering an exciting mix of case studies, plenary lectures, and expert-led sessions.

The *PIPA* Conference will be beneficial to representatives of those organizations who are governed by the *Personal Information Protection Acts (PIPA)* of Alberta and British Columbia, including:

- Trade unions
- Private schools
- Non-profit organizations
- Partnerships
- Corporations
- Unincorporated associations
- Professional regulatory associations
- Any individual acting in a commercial capacity
- Any individual acting on behalf of a corporation, unincorporated association, trade union or partnership
- Individuals who advise persons or organizations governed by *PIPA* such as chief privacy officers, legal counsel, privacy consultants and IT service providers.
- Any individual interested in the application of privacy principles in the private sector.

PIPA Conference 2010 will provide further insight for complying with *PIPA* and offer strategies to protect the privacy of individuals and maintain the confidentiality of personal information. We invite you and the members of your organization to join us for what we believe will be a highly informative, practical and engaging educational experience.

Some Facts About This Event

Over the course of the past four events, this one-of-a-kind Conference has attracted over 1000 participants from businesses, non-profit organizations, governments, and law firms from around the world, many of whom have returned every year. A true demonstration of the quality education and networking opportunities this event provides. A few more stats:

- The 5th Annual.
- Annually attracts more than 180 total participants.
- Every fortune 500 company with operations in British Columbia and/or Alberta has been represented at least once over the past 4 events.
- Too many international delegates to count.
- Provides professional development credits for members of numerous Professional regulatory associations.
- Delegate registration fees are comparably the lowest across Canada for like events, targeted at a similar audience.

Sponsorship Packages

Silver \$3,000	<ul style="list-style-type: none">• Demonstration space including draped table and two chairs (Up to 10'x'10')• Logo placement and web link on conference web site• 3 exhibitor passes• 1 conference VIP pass to attend all sessions, luncheons and refreshment breaks• Company listing in conference handbook <p>(\$4,050 value)</p>
Gold \$5,000	<ul style="list-style-type: none">• Demonstration space including draped table and two chairs (Up to 10'x'10')• 2 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks• 4 exhibitor passes• Logo placement and web link on conference web site• Company logo on printed conference material (where applicable)• 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)• 1 Refreshment break sponsorship <p>(\$6,850 value)</p>
Platinum \$9,000	<ul style="list-style-type: none">• Premium demonstration space including draped table and two chairs (Up to 10'x'10')• 3 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks• 4 exhibitor passes• Logo placement and web link on conference web site• 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)• Company logo on printed conference material including preferential placement (where applicable)• 1 Luncheon sponsorship, includes signage• Your logo on a place-card at each table <p>(\$11,250 value)</p>

For a comprehensive listing of all sponsorship opportunities see next page...

Call Sean Downey of Verney Conference Management (the conference organizers) at 613-226-8317 x221 for details on these or any other interesting offers!

Graphic design services also available for any of the above packages. Please contact Chris Lutz at 613-226-8317 x220 for details and pricing.

Custom Sponsorships

\$2500.00	<i>EXHIBIT SPACE</i> (10' across x 8' deep) Increase your visibility and interact with conference delegates during breakfast, coffee breaks, and lunches.
\$2000.00	<i>BREAKFAST</i> Start the morning off right by supporting a healthy continental breakfast to conference delegates. Your corporate name and logo will be notably displayed on all breakfast signage.
\$750.00	<i>COFFEE BREAKS</i> Breaks will be held between sessions in the morning and afternoon throughout the event. Your company name and logo will be prominent displayed on all coffee break signage for one or more.
\$4000.00	<i>LUNCH</i> All participants of the conference are invited for lunch on each day of the event. If you sponsor a lunch, your corporate name will be prominently displayed on signs outside the banquet hall and on tent cards at each table. Your organization will also receive a VIP table for your guests and an opportunity to give a brief welcome remark.
\$10,000.00	<i>GALA DINNER</i> This formal (or not) evening dinner is open to all conference delegates. Your company's logo will be prominently displayed as the corporate sponsor of the evening's festivities. Plus you will have the opportunity to take the microphone and say a few words. Aside from dinner, delegates will also receive two complimentary drink tickets.
\$1500.00 for one, or \$2500.00 for both	<i>TAKING NOTES</i> Aside from networking the single greatest activity a conference delegate partakes in at a conference is taking notes. As the "Taking Notes" sponsor your company will be branded on either the conference pen, notebook, or both. These are items that provide excellent marketing value because they will often stay with a delegate long after an event is finished.
\$1500.00	<i>HYDRATION STATION</i> As the hydration station sponsor you are given the opportunity to brand sports bottles and distribute them to all conference attendees. Attendees will then refill bottles with water at any of the water cooler stations located throughout the convention center. Build your brand through messaging on signage at all of the stations. This sponsorship item must be reserved 5 weeks in advance. Sponsor to supply water bottles.

<p>Price TBD</p>	<p><i>INTERNET CAFÉ</i> As the internet café sponsor, your company will have an opportunity to showcase its corporate name and logo at this office away from the office. Attendees will use the internet café to check e-mail and conduct business in a café-type setting. Computers in this area open to your homepage or screensaver. Bring branded mouse pads, pens or stationery for more impact! Two different pricing options are available. Please contact Sean Downey for details.</p>
<p>from \$300.00 - \$1200.00</p>	<p><i>CONFERENCE GUIDE</i> This useful guide will be referred to by delegates several times a day throughout the duration of the event. Sponsors can purchase a full page inside cover, full page, half page or quarter page advertisement.</p>
<p>\$3000.00</p>	<p><i>NAME TAGS/LANYARDS</i> Every delegate wears a badge/lanyard, therefore every delegate wears your company name/logo around their neck. Delegates will be walking sign boards for your corporate brand. This opportunity will ensure your organization receives the highest level of exposure during the conference.</p>
<p>\$1000.00</p>	<p><i>INSERT IN DELEGATE KIT</i> This sponsorship opportunity will allow five sponsors to insert their company marketing collateral such as a pen, travel mug, brochure etc. into every delegate registration kit. Please provide units of your pre-printed materials to the VCM and we'll take care of the rest. Restrictions may apply.</p>
<p>\$2000.00</p>	<p><i>ECO TOTE BAGS</i> Print your corporate name and logo on this eco tote bag. Each participant will be given an eco bag upon visiting the exhibitor area. Participants place conference materials in this bag and carry the tote with them throughout the duration of the conference. This is an EXCLUSIVE offer and must be reserved at least five weeks prior to the conference.</p>
<p>\$1000.00</p>	<p><i>REGISTRATION AREA</i> Be the first thing delegates see as they enter the conference. Your corporate name and logo will be prominently displayed on registration signage.</p>
<p>\$1500.00</p>	<p><i>HAND SANITIZER</i> This item provides two set-up options. The first option entails providing all delegates with mini hand sanitizers as part of their registration kit or in their delegate bag. For this option the sponsor must supply the lotion and arrange for the printing. The second option involves setting up hand sanitizer stations throughout the conference venue. Hand sanitizer stations will be provided within proximate distance from food and coffee break stations. VCM will take care of purchasing the lotion and printing costs.</p>