

SPONSORSHIP PACKAGE

16TH ANNUAL PRIVACY & SECURITY CONFERENCE

*DATA @ LARGE: THE REAL WORLD
OF DATA, PRIVACY AND SECURITY*



PRE-CONFERENCE EDUCATIONAL SESSIONS: FEBRUARY 11, 2015

CONFERENCE: FEBRUARY 12-13, 2015

VICTORIA CONFERENCE CENTRE | VICTORIA | BRITISH COLUMBIA

CONFERENCE OVERVIEW

As our world evolves towards total digitization, the need to ensure security and respect privacy has become paramount. The Internet has allowed us to collect and store incredibly valuable data, providing both tremendous opportunity and responsibility. Never before has there been such an urgent need to have a conversation about privacy and security...The 16th Annual Privacy & Security Conference brings together global leaders and subject matter experts to discuss pressing issues and solutions for securing and protecting in the digital age.

Held in Victoria, British Columbia, Canada, this event is a 'must-attend' for those working in the privacy and security sector, attracting upwards of 800 delegates each year. Presented by the Office of the CIO, Government of British Columbia, this two-day conference is consistently recognized as one of the top tier events in North America.

The 16th Annual Privacy & Security Conference offers delegates in-depth training, unparalleled networking opportunities, and outstanding keynote, panel, and applied sessions.

Big Data is growing quickly. The potential to prosper from it relies on our ability to interact with data in a private, secure, and ethical way. Your participation in this event represents a step towards finding solutions to the most pressing issues in security, privacy and access to information.

THE OPPORTUNITY FOR YOUR COMPANY

The 16th Annual Privacy & Security Conference is an opportunity for your company to share your story with colleagues, customers and potential new clients. The Conference provides the perfect stage to showcase your successes and demonstrate your solutions. This is your opportunity to share your knowledge at an event that is consistently recognized across North America for top tier training and networking opportunities. Your participation ensures that your company will be represented as a frontrunner in the face-paced realm of privacy and security.

With the key decision makers from both private and public sector in attendance, you cannot afford not to be there!

WHO HAS SPONSORED IN THE PAST?

Over the past 16 years, the Annual Privacy & Security Conference has been sponsored by companies such as Symantec, CGI, Telus, Adobe, HP, RSA, Deloitte, Oracle, Websense, Bell, IBM, CISCO, F5 Network and many more.

Other companies and organizations such as Canadian Government Executive Magazine, IAPP, The Office of the Privacy Commissioner of Canada, Canadian Security and CAPAPA have all been involved in the promotion of the conference through in-kind sponsorships. For more information on in-kind opportunities please refer to the “Contact Us” section found on page 5 of this package.

WHO ATTENDS?

Public vs Private Attendees (2014)

Private Sector36%
Public Sector64%

Location (2014)

Canada 95%
 British Columbia 73%
United States and Overseas 5%

This event consistently attracts top tier decision makers and is a must-attend conference for anyone in the privacy, access or security field.

TARGET AUDIENCE

- Senior public and private sector officials
- Governmental and non-governmental agencies
- Technology experts and privacy advocates
- Academics
- Legal Professionals

ESTIMATED ATTENDANCE

850 - 1000 delegates

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TITLE SPONSOR - *EXCLUSIVE*

\$25,000

- Keynote Address
- Applied session
- Full page ad in conference program
- Recognition as the exclusive Title Sponsor on site and on all conference material
- Logo placement on conference website with hyperlink
- Five full conference delegate passes
- A 10x10 Networking Lounge Space located on the second floor
- Two exhibitor passes for Networking Lounge hosts

PLATINUM SPONSOR

\$20,000

- Concurrent Keynote Address
- Applied session
- Half page ad in conference program
- Recognition as a Platinum Sponsor on site and on all conference material
- Logo placement on conference website with hyperlink
- Four full conference delegate passes
- A 10x10 or 10x8 Networking Lounge Space located on the second floor
- One exhibitor pass for Networking Lounge host

GOLD SPONSOR

\$15,000

- Opportunity to place a subject matter expert on one major panel session
- Quarter page ad in conference program
- Recognition as a Gold Sponsor on site and on all conference material
- Logo placement on conference website with hyperlink
- Three full conference delegate passes
- A 10x10 or 10x8 Networking Lounge Space located on the second floor
- One exhibitor pass for Networking Lounge host

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VIP DINNER SPONSOR - EXCLUSIVE

\$12,500

- Company logo on personalized dinner invitations
- Opportunity to provide a welcome address and company overview at dinner
- Five VIP dinner tickets
- Recognition as a Sponsor on site and in conference program
- Logo placement on conference website with hyperlink
- Five full conference delegate passes
- A 10x10 or 10x8 Networking Lounge Space located on the second floor
- One exhibitor pass for Networking Table host

Create Your Own Sponsorship Package or Add to a Package Above

All packages come with one delegate pass, recognition as a sponsor on site and in conference program and logo placement on conference website with hyperlink. Additional passes can be added at a discounted rate or negotiated based on your final package.

SPEAKING OPPORTUNITIES

- Keynote Address | \$15,000
- Concurrent Keynote Address | \$10,000
- Panel Session Speaker | \$7,500
- Applied Session | \$5,000
- Pre-Conference Educational Sessions | \$5,000

Please note that all workshop rooms will include chairs, tables and water service. Audiovisual equipment and any food and beverage orders are the responsibility of the sponsor.

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SPECIFIC BRANDING OPPORTUNITIES

- Delegate Portfolio Sponsor | \$7,500 (EXCLUSIVE)
- Wi-Fi Sponsor | \$6,000 (EXCLUSIVE)
- Lunch Sponsor | \$5,000
- Lanyard Sponsor | \$3,500 (EXCLUSIVE)
- Coffee Sponsor | \$2,000
- Pen Sponsor | \$1,500 (EXCLUSIVE)

NETWORKING LOUNGE/TABLE OPPORTUNITIES

- Second Floor Networking Lounge (10x10 or 10x8) | \$8,500
- Second Floor Networking Table | \$6,500
- First Floor Networking Lounge (10x10 or 10x8) | \$4,500
- First Floor Networking Table | \$2,500

This is an exclusive opportunity for companies to purchase a networking space for the entire conference. This includes the opportunity to network during the conference and during the reception for all delegates Thursday evening (to be held in the second floor networking lounge). All packages include one exhibitor pass. Additional passes can be added at a discounted rate.

ADVERTISING OPTIONS

- Full page Ad in conference program | \$1,000
- Half page Ad | \$750
- Quarter page ad | \$500

CONTACT US!

For more information on available opportunities please contact:

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