

**SPONSORSHIP PACKAGE**

# 18<sup>TH</sup> ANNUAL PRIVACY & SECURITY CONFERENCE

*#PrivacySecurity #StrongerTogether*



**PRE-CONFERENCE EDUCATIONAL SESSIONS: FEBRUARY 8, 2017**

**CONFERENCE: FEBRUARY 9-10, 2017**

VICTORIA CONFERENCE CENTRE | VICTORIA | BRITISH COLUMBIA



[rebootcommunications.com/events/privsec2017](http://rebootcommunications.com/events/privsec2017)



Ministry of  
Finance



Ministry of  
Technology, Innovation  
and Citizens' Services

## **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 18th Annual Privacy & Security Conference brings together global leaders and subject matter experts to discuss pressing issues and solutions for privacy and security 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 and Ministry of Finance, Government of British Columbia, this two-day conference is consistently recognized as one of the top-tier events in North America.

The 18th Annual Privacy & Security Conference offers delegates in-depth training, unparalleled networking opportunities, and outstanding keynote, panel, and applied sessions.

## **THE OPPORTUNITY FOR YOUR COMPANY**

The 18th 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 to miss it!

## WHO HAS SPONSORED IN THE PAST?

Over the past 18 years, the Annual Privacy & Security Conference has been sponsored by companies such as IBM, TELUS, Deloitte, Trend Micro, F5 Networks, Microsoft, Oracle, Gemalto, Optiv, Fortinet and many more.

Other companies and organizations such as Canadian Government Executive Magazine, ISACA, CIPS, 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 (2016)

Private Sector .....	32%
Public Sector .....	68%

### Location (2016)

Canada .....	95%
British Columbia .....	85%
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

800 - 900 delegates

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## **TITLE SPONSOR** - *EXCLUSIVE*

**\$25,000**

- Keynote Address
- Applied Session
- 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
- 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 8x10 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
- 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 8x10 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
- Four VIP dinner tickets
- Recognition as a Sponsor on site and on all conference material
- Logo placement on conference website with hyperlink
- Four full conference delegate passes
- A 10x10 or 8x10 Networking Lounge Space located on the second floor
- One exhibitor pass for Networking Lounge host

## **VIP RECEPTION SPONSOR** - *EXCLUSIVE*

**\$5,000**

- Company logo on personalized dinner invitations
- Opportunity to provide a welcome address and company overview at reception
- Three VIP dinner tickets
- Recognition as a Sponsor on site and on all conference material
- Logo placement on conference website with hyperlink
- Three full conference delegate passes
- A 10x10 or 8x10 Networking Lounge Space located on the second floor
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## Create Your Own Sponsorship Package

*All packages come with one delegate pass, recognition as a sponsor on site and on conference materials 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 | \$5,000
- Applied Session | \$5,000
- Pre-Conference Educational Sessions\* | \$5,000

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

### **SPECIFIC BRANDING OPPORTUNITIES**

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

*\*To be provided by sponsor.*

### **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.*

## CONTACT US!

For more information on available opportunities please contact:

**Greg Spievak**

*CEO & President*

*Reboot Communications Ltd.*

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