

ForumGlobal

data privacy

The 4th Annual Data Privacy Conference USA

September 14th, 2022

WASHINGTON D.C.

Sponsorship Brochure

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www.forum-global.com

#DataUSA22

www.dataprivacy-conference.com

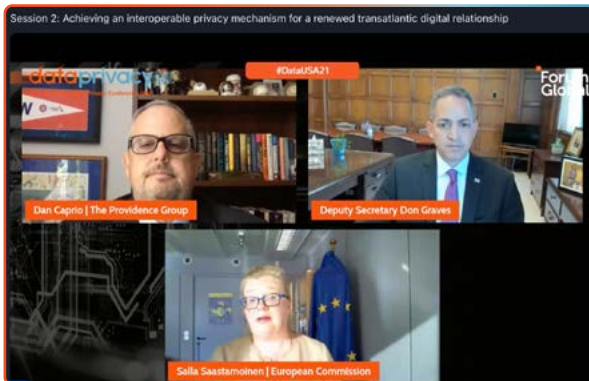
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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements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

Data Privacy has become an increasingly pressing concern for individuals in the USA and globally these past few years, as digital technologies have proliferated throughout our lives while numerous, sometimes wide-scale, cases of data breaches and misuses continue to make the headlines. The huge socio-economic benefits of these technologies are however manifold, and it is therefore essential that regulation does not impede the endless opportunities they can deliver. Trust, transparency, and accountability are central to the discussions being held around data privacy in the US and will be the core themes of Forum Global's 4th Annual Data Privacy Conference USA. As the momentum to get privacy legislation across the finish line during the 117th Congress is slowing down and as States legislators, the FTC and the tech industry itself continue to respond to these challenges, this event will gather top level US and global data privacy experts, policymakers, industry leaders and civil society to explore the US's response to a dynamically evolving data privacy landscape.



Why sponsor the 4th Annual Data Privacy Conference USA?

- › **Exclusive speaking positions** | Your organization can contribute to the discussion on the 'main stage'.
- › **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- › **US and global outreach** | Convey your message to a broad and international audience.
- › **Networking opportunities** | The event will feature various networking for all interested participants. Private meeting rooms can also be booked.
- › **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities.
- › **Exhibition and demos area** | Showcase your products and solutions or share a position paper with the audience via an exhibition booth in the expo area.

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.

Summary of the 3rd Edition

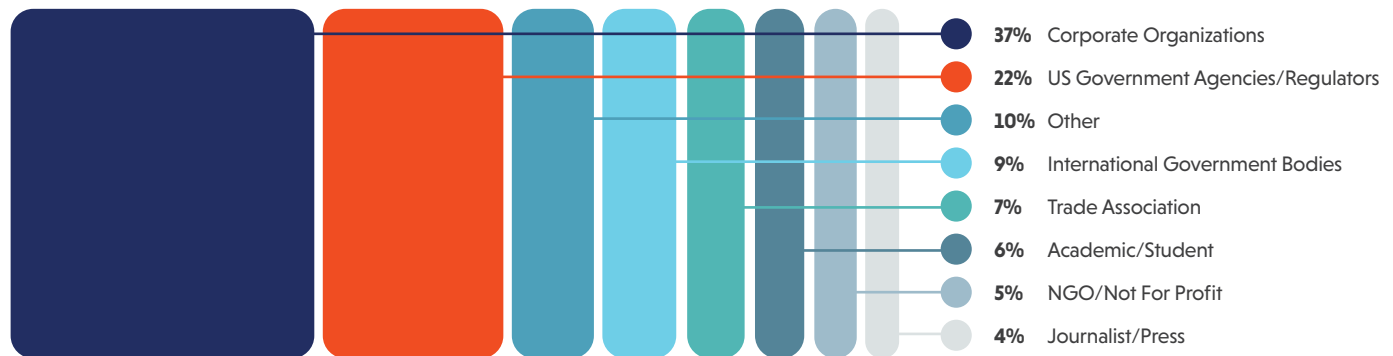
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The 3rd Data Privacy Conference USA 2021

Themes discussed at the previous edition:

- › Enacting a US Federal Privacy Law: what will break the deadlock? What if the deadlock cannot be broken?
- › Achieving an interoperable privacy mechanism for a renewed transatlantic digital relationship
- › Fueling AI with data: addressing the privacy and civil rights challenges
- › Data Privacy, AdTech, and implications for a fair, trustworthy, competitive and innovative digital ecosystem

Audience Breakdown



Sponsors of Previous Editions



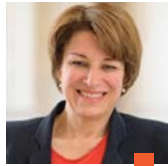
Previous speakers

*Positions and organizations at time of contribution

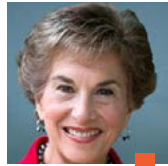
Past speakers at the Data Privacy Conference USA have included



Christine Wilson
Commissioner,
Federal Trade Commission



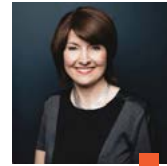
Senator Amy Klobuchar
Chair of the Consumer Protection & Commerce Subcommittee, House Committee on Energy & Commerce, US House of Representative



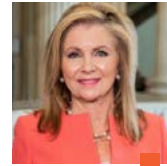
Jan Schakowsky
US Congresswoman,
US House of Representatives



Congressman Gus Bilirakis
Ranking Member,
Subcommittee on Consumer Protection & Commerce, House of Representatives



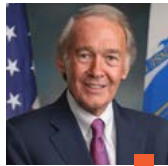
Cathy McMorris Rodgers
Ranking Member of the Consumer Protection & Commerce Subcommittee, House Committee on Energy & Commerce, US House of Representative



Senator Marsha Blackburn
Ranking Member of the Subcommittee on Consumer Protection, Product Safety, and Data Security, US Senate



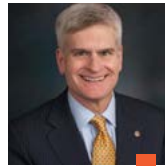
Senator Kirsten Gillibrand
United States Senator for New York, US Senate



Senator Ed Markey
US Senator for Massachusetts, US Senate



Suzan DelBene
US Congresswoman,
US House of Representatives



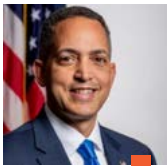
Bill Cassidy
US Senator for Louisiana, US Senate



Sherrod Brown
US Senator for Ohio, US Senate



Diane Rinaldo
Assistant Secretary (Acting), NTIA, Department of Commerce



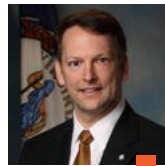
Don Graves
Deputy Secretary of Commerce, US Department of Commerce



James M. Sullivan
Deputy Assistant Secretary for Services, U.S. Department of Commerce



Bruno Gencaelli
Head of Unit, International data flows and protection, European Commission



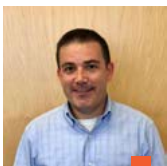
Samuel T. Towell
Deputy Attorney General, Civil Litigation Division, Office of the Attorney General, Virginia



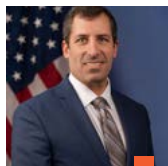
Peter A. Winn
Acting Chief Privacy and Civil Liberties Officer, US Department of Justice



Andrea Jelinek
Chair, European Data Protection Board



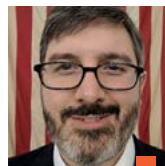
Jimmy R. Rocks
Assistant Deputy, Public Advocacy Division, Office of the Attorney General for the District of Columbia



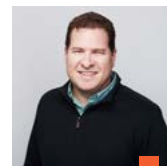
Greg Kalbaugh
Deputy Under Secretary for Policy & Executive Director, USA Office of the Under Secretary/Global Markets



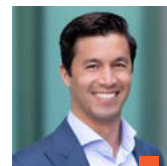
Andrew Smith
Director of the Bureau of Consumer Protection, Federal Trade Commission



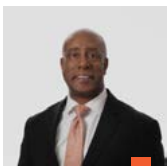
Alex Greenstein
Director, Privacy Shield, Department of Commerce



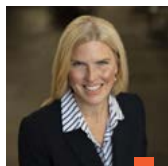
Rob Sherman
Deputy Chief Privacy Officer, Facebook



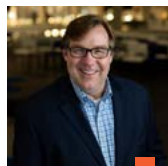
Darren Shou
Head of Technology, NortonLifeLock



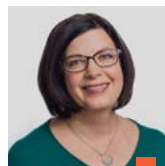
Jeff Joseph
President, SIIA



Sheila Colclasure
Global Chief Digital Responsibility and Public Policy Officer, Kinesso



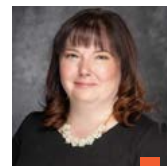
Jordan Abbott
Chief Data Ethics Officer, Acxiom



Barbara Cosgrove
Vice President & Chief Privacy Officer, Workday



Frank Torres
Senior Director of Consumers Affairs & Senior Policy Counsel, Microsoft



Sara DePaul
Associate General Counsel and Senior Director for Technology Policy, SIIA

Sponsorship Packages - Platinum

Platinum Package

\$14,000

- › Speaking position for a company representative during one of the main plenary sessions;
- › 5 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organizations);
- › Inclusion of your organization logo as a 'platinum sponsor' across all pre-event and event day materials including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On all post event materials, including recorded version of all sessions
- › Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- › Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;
- › Opportunity to provide a short (2 minute) promotional video to be shown on the main stage during breaks and immediately before the start of the main session. This will be in rotation with other sponsor videos;
- › Advance access (1 week before the event) to the list of attendees who will be participating;
- › 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organized.

Sponsorship Packages - Gold

Gold Package

\$8,000

- › 2 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in cases restrictions are in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organizations);
- › Inclusion of your organization logo as a 'gold sponsor' across all pre-event and event day material, including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On all post event materials, including recorded version of all sessions
- › Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior arrival;
- › Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience
- › Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;
- › 1 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organized.

Catering Packages

Exclusive Sponsorship of VIP & Speaker dinner

\$10,000

We are pleased to offer the opportunity for an organization to sponsor and host a pre-conference networking dinner. All speakers, high-level guests and senior policymakers who are participating at the event in-person meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.

- › Your organization seen as the exclusive 'host' for the dinner;
- › Three-course dinner for conference speakers and invited guests;
- › The opportunity for a representative from your organization to introduce the dinner and lead the discussion;
- › Opportunity to provide input in the guest-list and dinner seating plan;
- › Exclusive branding at the dinner venue on banners and menu cards;
- › 3 places at the dinner reserved for your representatives or guests;
- › 1 guaranteed and complementary delegate place for an organization representative to attend the main conference.

Sponsorship of Cocktail Reception

\$7,000

The Networking Reception will (as long as the Covid protocol at the venue allows it) be opened to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- › Your organization seen as the exclusive 'host' of the cocktail reception;
- › Exclusive branding at the reception venue on a banner;
- › The opportunity for a representative from your organization to give welcome address;
- › 3 places at the reception reserved for your representatives and guests;
- › 1 guaranteed and complementary delegate place for an organization representative to attend the main conference.

Exclusive Sponsorship of conference refreshments

\$5,000

- › Corporate identity displayed in the refreshments area during coffee break;
- › 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);
- › 1 complementary delegate place.

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

Product Sponsorship

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.



Hand Sanitizer Sponsorship \$1800

- › Company logo in full color printed on individual hand sanitizer bottles distributed to all attendees on their arrival at the venue. Cost of production is included.
- › Recognition on exclusive "Thank you for helping to keep us safe" signage at event.



Sponsorship of lanyards \$4000 + cost of production

- › Company logo printed in full color on all lanyards.
- › Option of having the lanyard production organized by Forum Europe (production costs to be covered by your organization) or to provide the lanyards yourself.
- › Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.



Sponsorship of conference badges \$2000

- › Company logo printed in full color on all delegate badges.
- › Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Please note: joint sponsorship of both lanyards and badges is available at the discounted rate of \$5,000.