



Presenting even more flexible ways to reach privacy decision makers at IAPP events

Sponsorship opportunities





World's largest privacy community.



1,100+ corporate members.



20K+ organizations.



75K+ professional members.



56% of stakeholders purchase privacy technology and services.



Reach specialized audiences such as legal and technology pros.

Imagine having many ways to get your message across to hundreds of thousands of privacy professionals representing thousands of organizations in over 150 countries. Sound complicated? Well, now you can do it in just four steps.

Step 1

Choose a conference

We have grouped our ten international conferences by size and influence to make it simple to select your audience(s):

Tier 1 4,000+ attendees

Global Privacy Summit
Washington, D.C.
April

Tier 2 2,000+ attendees

Privacy. Security. Risk.
Western U.S.
September/October

**Europe Data
Protection Congress**
Brussels
November

Tier 3 up to 1000 attendees

**Data Protection
Intensive: UK**
London
March

Canada Privacy Symposium
Toronto
May

Asia Privacy Forum
Singapore
June/July

Tier 4 up to 500 attendees

**Data Protection
Intensive: Deutschland**
Munich
September/October

**Data Protection
Intensive: France**
Paris
February/March

**Data Protection
Intensive: Nederland**
Rotterdam
June/July

ANZ Summit
Sydney
October/November

Step 2



Choose a sponsorship level

Different levels are available depending on your event(s). Choose the one that makes sense with your budget and audience goals:

Title (not available for Tier 3 or 4 events)

Platinum

Palladium (not available for Tier 4 events)

Gold

Silver

Contributing

Exhibitor

Depending on the event, your desired sponsorship level and venue, a variety of the following items will be included with your package:

- All-access passes.
- Banners.
- Conference bag swag.
- Drop sign.
- Event sponsorship emblem for sponsor website.
- Event tweets.
- Event website acknowledgment.
- Exhibit booth/stand.
- Exhibit hall passes.
- Experience room.
- IAPP event marketing collateral.
- Keynote introduction slides.
- Lead scanner/app.
- Main stage comments (intro or brief dialogue).
- Pre- and post-mailings.
- Session interstitial slides (may require additional tech assistance).
- Social event promotion.
- Special signage, including video.
- Sponsor sign at event.

Step 3

Add valuable promotional options

We offer dozens more a la carte options in four categories to extend your visibility:

Networking events

(Examples: meetups, mixers, mingles, roundtables, lounges, receptions, happy hours.)

On-site branding

(Examples: charging kiosks/tables, ribbon wall, mobile app, Wi-Fi, coat check/cloakroom, speaker workroom, attendee/delegate rosters.)

Thought leadership

(Examples: speaking sessions, Little Big Stage, book signings and more.)

Promotional items

(Examples: Note pads, pens, hand sanitizers, water bottles, conference bag, hotel key cards and more.)



iapp

Step 4

Consider engagement beyond conferences

We offer many additional opportunities to broaden your message including:

Web conferences

Media placements

(Examples: Daily Dashboard emails, Training Post email, Buzz Weekly email and more.)

Website advertising

IAPP membership

Privacy vendor marketplace



iapp



iapp

Why sponsor with the IAPP?

- Target your goals more precisely.
- Surround customers with your message throughout the year.
- Take advantage of our many options to tailor your plan to best meet your needs.

To help you sort through all these choices and determine the most strategic and cost-effective way to reach the world's largest privacy community, [contact an IAPP sales representative today.](#)