2022 IAPP EVENTS

IAPP Data Protection Intensive: France 2022
March 17-18
Paris

IAPP Data Protection Intensive: UK 2022
Training March 21-22
Workshops March 22
Conference March 23-24
London

IAPP Global Privacy Summit 2022
Training April 10-11
Active Learning April 11
Conference April 12-13
Washington, D.C.

IAPP Canada Privacy Symposium 2022
Training May 24-25
Workshops May 25
Conference May 26-27
Toronto

IAPP Data Protection Intensive: Nederland 2022
More information coming soon!
The Hague

IAPP Asia Privacy Forum 2022
More information coming soon!

IAPP Data Protection Intensive: Deutschland 2022
More information coming soon!
Munich

IAPP Privacy, Security, Risk. 2022
Training October 11-12
Workshops October 12
Conference October 13-14
Austin

IAPP ANZ Summit 2022
More information coming soon!

IAPP Europe Data Protection Congress 2022
Training November 14-15
Workshops November 15
Conference November 16-17
Brussels

USEFUL LINKS:

Policies
Event Marketing & Advertising
Sponsorship Options
At DPI: France, you will get practical advice to improve your operational response and learn about the latest developments in data protection happening in France, regionally and around the world from expert local faculty, including French DPOs, in English and French.

**GOLD SPONSOR**

Includes:
- 2 Standard Stands
- 2 All Access Passes
- 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
- Mobile App
- Conference Bag
- Badge Lanyard
- Conference Reception

**SILVER SPONSOR**

Includes:
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
- Conference Notepads
- Conference Pen
- Delegate Roster
- Cloakroom
- Hand Sanitizer
- IAPP Affinity Groups Happy Hour
- IAPP Sections Happy Hour

**PREMIUM EXHIBITOR**

Includes:
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

**STANDARD EXHIBITOR**

Includes:
- 1 Standard Stand
- 2 Exhibit Hall Passes

**Ask about packages to meet your goals.**

At sponsorship levels:
- Web includes: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
Famous for focusing on practical responses to operational challenges, DPI: UK provides knowledge, tactics and methods you can put to work straight away. Programming combines a local perspective with a global outlook for a comprehensive view of data protection issues.

**PLATINUM SPONSOR**

**Includes:**
- 2 Standard Stands
- 3 All Access Passes
- 4 Exhibit Hall Passes

**Speaking Opportunity:**
Breakout Session: 60 minutes; four speakers maximum including moderator.

**OR**

**Choice of One Branding Opportunity:**
- Conference Reception
- Mobile App
- Conference Hospitality (2 Day)
- Badge Lanyard

**GOLD SPONSOR**

**Includes:**
- 1 Standard Booth
- 2 All Access Passes
- 2 Exhibit Hall Passes

**Speaking Opportunity:**
Breakout Session: 60 minutes; three speakers maximum including moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

**OR**

**Choice of One Branding Opportunity:**
- Wi-Fi
- Conference Bag
- Charging Kiosk

(Continued on next page)

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
## IAPP Data Protection Intensive: UK 2022

Training March 21-22 | Workshops March 22 | Conference March 23-24 | London

### SILVER SPONSOR

**Includes:**
- 1 Standard Booth
- 1 All Access Pass
- 2 Exhibit Hall Passes

**Choice of One Branding Opportunity:**
- Conference Notepads
- Cloakroom
- Conference Pen
- Delegate Roster
- Women Leading Privacy Session
- Hand Sanitizer
- Industry Meet-Ups
- Roundtable Topic Discussions
- 5-Minute Mingle
- IAPP Affinity Groups Happy Hour
- IAPP Sections Happy Hour

### PREMIUM EXHIBITOR

**Includes:**
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

### STANDARD EXHIBITOR

**Includes:**
- 1 Standard Stand
- 2 Exhibit Hall Passes

### Ask about packages to meet your goals.

**At sponsorship levels:**
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

**All packages except “standard exhibitor” include:**
- Digital literature insert, option for pre- and post-conference mailers.

**Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.**

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
The world’s premier privacy and data protection conference focuses on international topics, policy and strategy. Recognized as a leading forum for discussion, the Summit features expert speakers, top regulators, and delivers unmatched education and networking opportunities.

### PLATINUM SPONSOR

**Includes:**
- 4 Standard Booths (+2 upgrade options)
- 5 All Access Passes
- 6 Exhibit Hall Passes

**Speaking Opportunity:**
Breakout Session: 60 minutes; four speakers maximum including moderator.

**OR**

**Choice of One Branding Opportunities:**
- Conference Reception
- Mobile App
- Conference Hospitality (2 Day)
- Badge Lanyard

**Marketing Add-ons:**
- Overhead booth drop sign.
- Video signage.
- **Choice of one:**
  - Column wrap or escalator runner.
  - Company banner in Exhibit Hall concourse (limited availability).
  - Company logo displayed on General Session stage.

### PALLADIUM SPONSOR

**Includes:**
- 2 Standard Booths (+2 upgrade options)
- 4 All Access Passes
- 4 Exhibit Hall Passes

**Speaking Opportunity:**
Breakout Session: 60 minutes; four speakers maximum including moderator. Up to three speakers can be from sponsor organization.

**OR**

**Choice of One Branding Opportunity:**
- Conference Hospitality (1 Day)
- Wi-Fi
- Welcome Reception
- Conference Bag

**Marketing Add-ons:**
- Overhead booth drop sign
- Company logo displayed on General Session stage

(Continued on next page)

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
GOLD SPONSOR

Includes:
• 1 Standard Booth (+1 upgrade option)
• 3 All Access Passes
• 2 Exhibit Hall Passes

Speaking Opportunity:
Breakout Session: 60 minutes; three speakers maximum including moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

OR

Choice of One Branding Opportunity:
• The Little Big Stage Sponsor - Overall (includes a 20-minute speaking session)
• Networking Lounge
• Book Signing
• Water Bottles
• Hotel Keycard
• Coat Check
• 5-Minute Mixer

SILVER SPONSOR

Includes:
• 1 Standard Booth (+1 upgrade option)
• 2 All Access Passes
• 2 Exhibit Hall Passes

Speaking Opportunity:
The Little Big Stage – Session: 20-minute speaking session in the Exhibit Hall during session breaks.

OR

Choice of One Branding Opportunity:
• Speaker Workroom
• Charging Table
• Charging Kiosk
• Conference Notepads
• Conference Pen
• Attendee Roster
• Women Leading Privacy Session
• Ribbon Wall
• Hand Sanitizer
• Summit Run and Walk
• IAPP Sections Happy Hour
• Peer-to-Peer Roundtables
• IAPP Affinity Group Happy Hour
• Industry Meet-Ups

PREMIUM EXHIBITOR

Includes:
• 1 Standard Booth (+1 upgrade option)
• 1 All Access Pass
• 2 Exhibit Hall Passes

STANDARD EXHIBITOR

Includes:
• 1 Standard Booth
• 2 Exhibit Hall Passes

Ask about packages to meet your goals.

At sponsorship levels:
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
The premier event in Canadian privacy, the Symposium features top regulators and thought leaders for intensive education and lively discussion on emerging data privacy issues affecting organizations — today and in the future.

PLATINUM SUPPORTER
Includes:
- 2 Standard Booths
- 3 All Access Passes
- 4 Exhibit Hall Passes

Speaking Opportunity:
Breakout Session: 60 minutes; four speakers maximum including moderator.

OR

Choice of One Branding Opportunity:
- Conference Reception
- Mobile App
- Conference Hospitality (2 Day)
- Badge Lanyard

Marketing Add-ons:
- Company logo displayed on General Session stage

GOLD SUPPORTER
Includes:
- 1 Standard Booth
- 2 All Access Passes
- 2 Exhibit Hall Passes

Speaking Opportunity:
Breakout Session: 60 minutes; three speakers maximum, includes moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

OR

Choice of One Branding Opportunity:
- Conference Bag
- 5-Minute Mixer
- Wi-Fi
- Networking Lounge
- Water Bottles
- Welcome Reception
- Conference Hospitality (1 Day)
- Hotel Keycard

(Continued on next page)

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
SILVER SUPPORTER

Includes:
• 1 Standard Booth
• 1 All Access Pass
• 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
• Charging Kiosk
• Conference Notepads
• Conference Pen
• Charging Tables
• Attendee Roster
• Women Leading Privacy Session
• Coat Check
• Hand Sanitizer
• IAPP Affinity Groups Happy Hour
• Industry Meet-Ups
• Peer-to-Peer Roundtables
• IAPP Sections Happy Hour

PREMIUM EXHIBITOR

Includes:
• 1 Standard Booth
• 1 All Access Pass
• 2 Exhibit Hall Passes

STANDARD EXHIBITOR

Includes:
• 1 Standard Booth
• 2 Exhibit Hall Passes

Ask about packages to meet your goals.

At sponsorship levels:
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
Join local and regional data protection professionals for two days of practical advice for managing your privacy programme, improving your operational response and more in your choice of English or Dutch.

### GOLD SPONSOR

**Includes:**
- 2 Standard Stands
- 2 All Access Passes
- 2 Exhibit Hall Passes

**Choice of One Branding Opportunity:**
- Mobile App
- Conference Bag
- Conference Reception
- Badge Lanyard

### PREMIUM EXHIBITOR

**Includes:**
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

### SILVER SPONSOR

**Includes:**
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

**Choice of One Branding Opportunity:**
- Water Bottles
- Conference Notepads
- Conference Pen
- Delegate Roster
- Hand Sanitizer
- IAPP Affinity Groups Happy Hour
- IAPP Sections Happy Hour

### STANDARD EXHIBITOR

**Includes:**
- 1 Standard Stand
- 2 Exhibit Hall Passes

Ask about packages to meet your goals.

**At sponsorship levels:**
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

**All packages except “standard exhibitor” include:**
- Digital literature insert, option for pre- and post-conference mailers.

**Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.**

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
The Forum is the only conference that brings globally recognized IAPP programming to Asia. Top regulators and data protection professionals deliver world-class discussion and education on data protection trends and challenges in the Asia Pacific region and around the globe.

**PLATINUM SPONSOR**

Includes:

- 1 Standard Tabletop
- 3 All Access Passes
- 2 Exhibit Hall Passes

**Speaking Opportunity:**

Breakout Session: 60 minutes; four speakers maximum including moderator.

OR

**Choice of One Branding Opportunity:**

- Conference Reception
- Badge Lanyard
- Conference Hospitality (2 Day)
- Mobile App
- Conference Bag

**Marketing Add-ons:**

- Company logo displayed on General Session stage

**GOLD SPONSOR**

Includes:

- 1 Standard Tabletop
- 2 All Access Passes
- 2 Exhibit Hall Passes

**Speaking Opportunity:**

Breakout Session: 60 minutes; three speakers maximum, includes moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

OR

**Choice of One Branding Opportunity:**

- Water Bottles
- Conference Hospitality (1 Day)

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
SILVER SPONSOR
Includes:
- 1 Standard Tabletop
- 1 All Access Pass
- 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
- Conference Pen
- Delegate Roster
- Conference Notepads
- Hand Sanitizer
- IAPP Affinity Groups Happy Hour
- IAPP Sections Happy Hour

PREMIUM EXHIBITOR
Includes:
- 1 Standard Tabletop
- 1 All Access Pass Included
- 2 Exhibit Hall Passes

STANDARD EXHIBITOR
Includes:
- 1 Standard Tabletop
- 2 Exhibit Hall Passes

Ask about packages to meet your goals.

At all sponsorship levels:
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
DPI:DE attracts data protection professionals from Germany and Europe looking for practical advice about operational issues from a faculty of legal, technical, regulatory, compliance and marketing experts, including German DPOs. The sessions will be delivered in parallel tracks: German and English.

**GOLD SPONSOR**

Includes:
- 2 Standard Stands
- 2 All Access Passes
- 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
- Mobile App
- Conference Bag
- Conference Reception
- Badge Lanyard

**SILVER SPONSOR**

Includes:
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
- Water Bottles
- Conference Notepads
- Conference Pen
- Delegate Roster
- Hand Sanitizer
- IAPP Affinity Groups Happy Hour
- IAPP Sections Happy Hour

**STANDARD EXHIBITOR**

Includes:
- 1 Standard Stand
- 2 Exhibit Hall Passes

**PREMIUM EXHIBITOR**

Includes:
- 1 Standard Stand
- 1 All Access Pass
- 2 Exhibit Hall Passes

Ask about packages to meet your goals.

At sponsorship levels:
- Web includes: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
A one-of-a-kind conference that combines privacy and security programming to facilitate cross-functional collaboration and networking and to highlight best practices. It also helps you see beyond your role so you can excel in your role.

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**PLATINUM SPONSOR**

*Includes:*
- 4 Standard Booths
- 5 All Access Passes
- 6 Exhibit Hall Passes

*Speaking Opportunity:*
Breakout Session: 60 minutes; four speakers maximum including moderator.

**OR**

*Choice of One Branding Opportunity:*
- Conference Reception
- Mobile App
- Conference Hospitality (2 Day)
- Badge Lanyard

*Marketing Add-ons:*
- Company logo displayed on General Session stage

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**PALLADIUM SPONSOR**

*Includes:*
- 2 Standard Booths (+1 upgrade option)
- 4 All Access Passes
- 4 Exhibit Hall Passes

*Speaking Opportunity:*
Breakout Session: 60 minutes; four speakers maximum including moderator. Up to three speakers can be from sponsor organization.

**OR**

*Choice of One Branding Opportunity:*
- Conference Bag
- Conference Hospitality (1 Day)
- Wi-Fi
- Welcome Reception

*Marketing Add-ons:*
- Company logo displayed on General Session stage

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
### GOLD SPONSOR

**Includes:**
- 1 Standard Booth (+1 upgrade option)
- 3 All Access Passes
- 2 Exhibit Hall Passes

**Speaking Opportunity:**
Breakout Session: 60 minutes; three speakers maximum including moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

**OR**

**Choice of One Branding Opportunity:**
- 5-Minute Mixer
- The Little Big Stage Sponsor - Overall (includes a 20-minute speaking session)
- Networking Lounge
- Water Bottles
- Book Signing

### SILVER SPONSOR

**Includes:**
- 1 Standard Booth (+1 upgrade option)
- 2 All Access Passes
- 2 Exhibit Hall Passes

**Speaking Opportunity:**
The Little Big Stage – Session: 20-minute speaking session in the Exhibit Hall during session breaks.

**OR**

**Choice of One Branding Opportunity:**
- Speaker Workroom
- Charging Kiosk
- Charging Table
- Hotel Keycard
- Conference Notepads
- Conference Pen
- Attendee Roster
- Women Leading Privacy and Security Session
- Hand Sanitizer
- P.S.R. Run and Walk
- Peer-to-Peer Roundtables
- Industry Meet-Ups
- IAPP Sections Happy Hour
- IAPP Affinity Groups Happy Hour

### PREMIUM EXHIBITOR

**Includes:**
- 1 Standard Booth (+1 upgrade option)
- 1 All Access Pass
- 2 Exhibit Hall Passes

### STANDARD EXHIBITOR

**Includes:**
- 1 Standard Booth
- 2 Exhibit Hall Passes

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
IAPP ANZ Summit 2022
More information coming soon!

COMBINED PLATINUM SPONSOR

Includes:
• 1 Standard Tabletop
• 3 All Access Passes
• 2 Exhibit Hall Passes

Speaking Opportunity:
Breakout Session: 60 minutes; three speakers maximum, includes moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

OR

Choice of One Branding Opportunity:
(Combined Platinum package includes one branding item from list below):
• Conference Reception
• Mobile App
• Conference Hospitality (2 Day)
• Badge Lanyard

SILVER SPONSOR

Includes:
• 1 Standard Tabletop
• 1 All Access Pass
• 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
• Conference Pen
• Attendee Roster
• Conference Notepad
• Industry After Hours
• Hand Sanitizer
• IAPP Affinity Groups Happy Hour
• IAPP Sections Happy Hour

GOLD SPONSOR

Includes:
• 1 Standard Tabletop
• 2 All Access Passes
• 2 Exhibit Hall Passes

Choice of One Branding Opportunity:
• Conference Bag
• Water Bottles
• Wi-Fi

Ask about packages to meet your goals.

At all sponsorship levels:
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
Your source for European data protection policy debate, multi-level strategic thinking and thought-provoking discussion. The Congress delivers thought leadership, networking and unrivaled education.

<table>
<thead>
<tr>
<th>PLATINUM SPONSOR</th>
<th>PALLADIUM SPONSOR</th>
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<tbody>
<tr>
<td><strong>Includes:</strong></td>
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<tr>
<td>• 3 Standard Booths</td>
<td>• 2 Standard Booths (+1 upgrade option)</td>
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<tr>
<td>• 5 All Access Passes</td>
<td>• 4 All Access Passes</td>
</tr>
<tr>
<td>• 6 Exhibit Hall Passes</td>
<td>• 4 Exhibit Hall Passes</td>
</tr>
</tbody>
</table>

**Speaking Opportunity:**
Breakout Session: 60 minutes; four speakers maximum including moderator.

OR

**Choice of One Branding Opportunity:**
- Conference Reception
- Mobile App
- Conference Hospitality (2 Day)
- Badge Lanyard

**Marketing Add-ons:**
- Company logo displayed on General Session stage

(Continued on next page)

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
GOLD SPONSOR

Includes:
- 1 Standard Stand (+1 upgrade option)
- 3 All Access Passes
- 2 Exhibit Hall Passes

Speaking Opportunity:
Breakout Session: 60 minutes; three speakers maximum including moderator. Only one speaker can be from the sponsor organization (unless from different departments within the same organization).

OR

Choice of One Branding Opportunity:
- Cloakroom
- The Little Big Stage Sponsor - Overall (includes a 20-minute speaking session)
- Co-working/Networking Lounge
- Water Bottles

SILVER SPONSOR

Includes:
- 1 Standard Stand (+1 upgrade option)
- 2 All Access Passes
- 2 Exhibit Hall Passes

Speaking Opportunity:
The Little Big Stage – Session: 20-minute speaking session in the Exhibit Hall during session breaks.

OR

Choice of One Branding Opportunity:
- Charging Kiosk
- Charging Table
- Conference Pen
- Delegate Roster
- Women Leading Privacy Session
- Speaker Workroom
- Hand Sanitizer
- Roundtable Topic Discussions
- Industry Meet-Ups
- 5-Minute Mixer
- IAPP Sections Happy Hour
- IAPP Affinity Groups Happy Hour

PREMIUM EXHIBITOR

Includes:
- 1 Standard Stand (+1 upgrade option)
- 1 All Access Pass
- 2 Exhibit Hall Passes

STANDARD EXHIBITOR

Includes:
- 1 Standard Stand
- 2 Exhibit Hall Passes

Ask about packages to meet your goals.

At sponsorship levels:
- Mobile app and web include: company logo, link and company description.
- Signage includes: company logo.
- Brochure/direct mailers include: company logo.

All packages except “standard exhibitor” include:
- Digital literature insert, option for pre- and post-conference mailers.

Exhibitors (both premium and standard) do not get company logo in program or brochure/direct mailers.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
Stand-alone Sponsorships

Most of our branding opportunities are available to purchase a la carte.

- Available for sale only after the comprehensive sponsorship sale period ends (approximately 4-5 months before the conference).
- Does not include associated benefits such as conference passes to the Exhibit Hall.
- Does not include a renewal option for the following year’s event (unless purchased in a comprehensive sponsorship package).
- At some events, we may be able to offer speaking sponsors the opportunity to scan attendee/delegate badges at their sessions.

Passes

Your exhibitor package includes two exhibitor passes, allowing you access to the Exhibit Hall and reception only.

- You can purchase additional exhibitor passes for $495 USD each (limit one per booth space).
- You can upgrade to full conference passes, which add access to main conference sessions, General Sessions, networking and receptions for an additional $695 USD.
- Any additional full conference passes must be purchased at the regular conference price.

Speaker passes are reserved only for guest speakers outside of the sponsor’s organization. Speakers who are employed by, associated with, or representatives of the sponsoring organization do not receive additional conference or speaking passes and must use the company’s allotted conference passes included in their sponsor package or purchase additional conference passes.

Availability Policies

- For a limited period following an event, comprehensive sponsors (Platinum, Palladium, Gold and Silver) may renew their sponsorship for the following year’s event.
- Exhibitor sales and standalone sponsorship sales open approximately 4–5 months prior to the conference. Until that time, only comprehensive sponsorships sales are available.

Attendee/Delegate Roster

Pre-conference attendee/delegate rosters are provided to contracted sponsors and exhibitors on request for planning purposes. Acceptable uses of the information are for sponsors to plan event activities and potential client organization targets during the event, or to search for known clients to plan potential meetings at the event. Note that only those individuals registered by the early bird registration date and opting in to be included on the roster are listed. Under no circumstances should the list be used for pre-conference contacts (phone or email) with individuals or for mass marketing to attendees/delegates. Sponsors or exhibitors who violate this policy will be denied access to future pre-conference attendee/delegate rosters. The preconference bonded mailing offered as part of sponsorship packages is the only acceptable method of contacting attendees/delegates prior to the event. This mailing goes to all registered individuals who have opted in to pre-conference mailings.

Exhibitor Rules and Regulations

Please ensure your event staff understands the IAPP’s exhibitor rules and regulations for what is permitted on the exhibit floor. Failure to observe the show rules can jeopardize your priority status for future EXHIBITOR opportunities.

CONTACT US EARLY for best selection of opportunities and to avoid missing deadlines!

Please note: IAPP conferences are very popular and consistently sell out of exhibitor space and popular sponsorship items several months prior to the event. Sponsorships and exhibit spaces are available on a first-come, first-served basis and are not guaranteed until we receive a signed contract. Payment is expected prior to the event.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
AVAILABLE TO SPONSORS AND EXHIBITORS ONLY

Promotional Item in Conference Bags (Limited inventory by event)
• Create a special branded item to put in all attendee/delegate conference bags.
• Must be pre-approved by the IAPP.

Ad in the Show Daily (Summit and P.S.R. only)
Boost your presence with a 300 x 250 px, clickable banner that appears in the conference Show Daily e-newsletter. Emailed to attendees each morning of the event, the Show Daily is a rundown of what is happening that day. Attendees/delegates see the ad on their devices and the vendors can use the ad to promote their presence at the conference: “Come see us at booth 100,” or “Be sure not to miss our CEO speaking at 1 p.m.”

Hotel Room Bag Drop
Sponsor creates and supplies a custom bag and inserts (snacks, promotions, etc.) delivered to all attendees/delegates staying at the conference hotel. There is an additional charge for hotel-related expenses for the door drop when available.

Check with your salesperson for additional sponsorship and marketing opportunities for each event.

Have an idea for a sponsorship not listed here? Tell us about it! Contact the IAPP at +1 603.427.9200 or sponsorships@iapp.org for more information on IAPP event opportunities.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
SPONSORSHIP OPTIONS

5-Minute Mixer/Mingle
Sponsor our attendee-favorite “speed networking” event. The 5-Minute Mixer/Mingle is a popular one-hour long networking event and is the first social gathering of the evening on the first day of the main conference. The 5-Minute Mixer/Mingle is heavily promoted by the IAPP, including in the schedule and push notifications in the mobile app, a callout and listing in the program and on the conference website.

- Sponsor may put marketing literature or promo items on tables (sponsor provides)
- Sponsor can emcee: Give introduction, announce time changes, etc.

Attendee/Delegate Roster
Get your name and company logo on the conference attendee/delegate roster, which lists attendee/delegate names and the organizations they work for. Attendees/delegates on the list are strictly those who have opted in to be on printed material and who are registered for the event. Roster is distributed to all attendees/delegates and says “Sponsored by…” on the first page. Black and white only. (Subject to print deadlines.)

Badge Lanyard
Your name on the official conference lanyards. Attendees/delegates must wear their badge while at the conference. So they will display your name throughout the event! Your company name in white; the IAPP chooses lanyard color based on the event’s color palette.

Book Signing
Draw a crowd to your exhibit booth by hosting the book signing of one of our keynote speakers. You will be provided with 50 copies of the author’s book onto which you can affix a sticker or an inside bookplate. Attendees/delegates will come to your booth and pick up a book to be signed. The book signing itself will occur adjacent to your booth (as close as possible based on the venue). Sponsor has the option to purchase additional books to give away. Book signing promotion includes:

- Post-keynote announcement of the signing to General Session crowds.
- Recognition and listing in program and conference schedule (subject to print deadlines).
- Signage at the book signing area (subject to print deadlines).
- Special recognition on the mobile app for the book signing.
- Recognition and listing on our conference website.

Charging Kiosk
Sponsor charging kiosks with locking cubbies, set up within the conference venue, for attendees to charge their devices. The charging kiosk style is determined by the IAPP and includes sponsor branding, possibly even a screen capable of running a slideshow or PowerPoint with sponsor logo, messaging, etc., subject to conference availability.

Charging Table
Come to the rescue of low batteries with sponsored charging table(s) set up in high-traffic areas. Attendees/delegates use them as workstations or to have one-on-one meetings. Brand the tabletops with a surface cling (included) and set out literature or giveaways (at your own expense and pending IAPP approval).

Coat Check/Cloakroom
Get your name in front of attendees/delegates each day as the official coat check sponsor. This extremely visible sponsorship opportunity includes on-site signage (subject to print deadlines) and recognition on the conference website and mobile app. Dependent on venue, sponsor may be able to produce their own branded coat check tickets, pending IAPP approval.

Conference Bag
Your logo on the official attendee/delegate conference bag. Have every attendee/delegate displaying your logo throughout the event! One side of the conference bag is the sponsor logo and the other side is the IAPP event logo. The IAPP chooses bag color based on event’s color palette. Sponsor logo in black or white. Sponsor may opt to design and provide their own bags at their expense, pending IAPP approval.

Conference Hospitality (1 day)
Everybody needs to eat. Take advantage by sponsoring conference food and beverages. Sponsorship includes promotional piece with your company logo. (Black logo on coffee cups; open to sponsor ideas!)

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SPONSORSHIP OPTIONS

Conference Hospitality (2 days)
Keep attendees'/delegates' hunger satisfied by sponsoring the day’s breakfast, lunch and refreshment breaks. Sponsorship includes promotional piece with your company logo. (Black logo on coffee cups; open to sponsor ideas!)

Conference Notepads
Your name and company logo in black on the top of conference notepad pages. Notepads go in all attendee/delegate bags (subject to conference offerings). Sponsor may produce and supply their own notepads at their own cost. Must be pre-approved by the IAPP. (Subject to print deadlines.)

Conference Pen
Your name and company logo in white on the official conference pen, which is placed in all attendee bags. The IAPP chooses pen color based on event's color palette. Sponsor logo in black or white. Sponsor has the option to produce and supply their own style and color of pen at their own cost (pending IAPP approval).

Conference Reception
Be recognized as the sole sponsor of the conference celebration, which takes place on the evening of the first day of the main conference. Your company logo is included on signage for this reception, as well as conference collateral (subject to print deadlines). Sponsor may have a table at the reception and may hand out giveaways (at sponsor’s own cost). IAPP to coordinate all other aspects.

Hand Sanitizer
Your company logo in one color printed on individual hand sanitizers to be inserted in all attendee/delegate bags. Sponsor has the option to produce and supply their own hand sanitizer at their own cost (pending IAPP approval).

Hotel Keycard
Get your company logo on attendee keycards for the conference hotel! Sponsor designs their side of the card and hotel information will be on the other side. (Pending IAPP approval.)

IAPP Affinity Groups Happy Hour
After the party is over, keep the night going with the Affinity Groups Happy Hour! This event typically includes our Diversity in Privacy; LGBTQ; Finance; State, Local and Municipalities (SLAM); Higher Education; Cybersecurity; Energy & Utilities Affinity Groups; and more!

Package Includes:
• Private venue for up to 200 guests (depending on IAPP conference size).
• Food and beverage included.
• Dedicated IAPP staff coordinator to help support planning.
• Company logo placement on event website, mobile app, signage, and attendee/delegate newsletter.
• Option to present at the event.
• Option to display promotional materials at the event.
• Option to collect leads via paper sign-in at the event.

IAPP Sections Happy Hour
Welcome conference attendees right after the Welcome Reception. This event typically includes our Privacy Bar, Women Leading Privacy, Privacy Engineering, and Diversity in Privacy Section members.

Package Includes:
• Private venue for up to 200 guests (depending on IAPP conference size).
• Food and beverage included.
• Dedicated IAPP staff coordinator to help support planning.
• Company logo placement on event website, mobile app, signage and attendee/delegate newsletter.
• Option to present at the event.
• Option to display promotional materials at the event.
• Option to collect leads via paper sign-in at the event.

Industry Meet-Ups
These are small, informal refreshment breaks for conference attendees/delegates. Sponsors get their company logo/name on signage and have the potential to attend. Groups may include: Diversity in Privacy; LGBTQ; Finance; State, Local and Municipalities (SLAM); Higher Education; Cybersecurity; Energy & Utilities Affinity Groups; and more!

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
Mobile App
Sponsor the official conference app! Your company logo will be displayed throughout the app, which features push notifications for on-site announcements, session descriptions and event information, and will be available for most handheld devices.

Sponsor benefits include:

- In-app sponsor card or callout box that appears when user enters the specific event within the app; card is clickable to external webpage.
- Two push notifications: one per main conference day (IAPP determines timing).
- Sponsor profile in conference app; includes company name and logo, description, sponsorship level, booth/stand number (if applicable), and link to website, including Facebook, Twitter, and LinkedIn.

Networking Events
Be the official sponsor of a networking event at the conference! Sponsor receives thank-you signage and recognition (subject to print deadlines). Sponsor has option to work with volunteers to help coordinate location, arrangements and any additional giveaways, such as providing drink tickets or appetizers (at their own expense). Availability changes per event.

- **On-site networking opportunities:**
  - Run and Walk.
  - Peer-to-Peer Roundtables/Roundtable Topic Discussions.
  - Industry Meet-Ups
  - Mentor Mingles
  - 5 Minute Mixer/Mingle — an attendee/delegate favorite!

- **Happy Hour opportunities:**
  Engage with a targeted audience of IAPP conference attendees/delegates. Sponsor a happy hour networking event for 1-250 people, either on-site or off-site during the event.
  - IAPP Affinity Groups Happy Hour
  - IAPP Sections Happy Hour

Networking Lounge Sponsor
Sponsor our networking lounge! The lounge is set up in a high-traffic area and has seats and tables for attendees/delegates to have one-on-one meetings and to use as workstations. Sponsor may leave literature or giveaways in the lounge for attendees. Sponsor thank-you sign next to lounge (subject to print deadlines).

Networking Lounge to include*:

- Branded, charging table or charging kiosk designs from sponsors.
- Hanging sign above lounge with sponsor’s company logo.
- Falls under regular signage deadlines.

*Limited availability at certain events only. Contact sales@iapp.org for more information.

Peer-to-Peer Roundtables
While conference attendees connect for small, interactive and lively discussions on a selection of hot topics, your sign with your company name and logo will get plenty of visibility.

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All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.
SPONSORSHIP OPTIONS

Ribbon Wall *Only offered at IAPP Global Privacy Summit*
Ribbon Wall to be placed in a high-traffic location.
- Sponsor’s logo on ribbon wall sign.
- Sponsor can create one fun ribbon (pending IAPP approval); IAPP to produce their ribbon.
- Falls under regular signage deadlines.

Run and Walk *Only offered at IAPP Global Privacy Summit and IAPP Privacy. Security. Risk.*
This mapped out route helps attendees/delegates connect in a non-traditional setting. Sponsors get signage with the company logo and name at the meet-up location and can provide a giveaway (pending IAPP approval).

Session Translation
Be the exclusive sponsor of up to three non-English language sessions translated into English! Benefits include branded stickers on the attendee/delegate headsets, recognition signage outside the room and verbal recognition at the beginning of the session.

Speaker Workroom
Sponsor our speaker workroom! Speakers are given a room in which to prepare for sessions and connect with each other. Sponsor logo on branded earbuds for the speakers. Sponsor can place literature or giveaway items on a table. Refreshments will also be available in the room at all times throughout the conference. Logo placement on the conference mobile app, website and on signage (subject to print deadlines).

The Little Big Stage
Be the official sponsor of “The Little Big Stage,” a stage with a seating area set up in the Exhibit Hall (where food and beverage are served) for 20-minute presentations during session breaks. Sponsor gets one 20-minute prime time slot, plus your company name proudly displayed on the The Little Big Stage signage and agenda. Sponsor also gets company logo placement in conference promotional mailings (subject to print deadlines), company logo placement/link on the conference website, and acknowledgment on mobile app and your company logo on sponsor recognition signage.

Water Bottles
Water bottles with your company logo are available for conference attendees/delegates to fill at water stations throughout the venue. The IAPP chooses water bottle color based on event’s color palette. Sponsor logo in black or white. Sponsor logo listed on the website.

Welcome Reception
Help kick off the conference by sponsoring the Welcome Reception in the Exhibit Hall! Sponsorship includes your company logo on conference collateral and sponsor recognition signage for this reception. The Welcome Reception is open to all conference attendees/delegates and gives them a chance to network and check out this year’s exhibitors. Sponsorship includes your company logo in the mobile app, and signage (subject to print deadlines).

Wi-Fi
One of the first questions we get at any event is, “How do I get wireless access?” Your Wi-Fi sponsorship will keep attendees/delegates connected. Sponsorship includes your company logo in the mobile app, in the program and signage (subject to print deadlines). For the Summit and P.S.R., Wi-Fi sponsorship also includes a clickable banner ad in the Show Daily conference e-newsletter.

Women Leading Privacy Session
Women Leading Privacy is a popular IAPP section that enables women privacy pros to connect with and support each other. As a sponsor of a Women Leading Privacy session at one of our conferences, you get recognition at the session and in the conference app.

Miscellaneous Branded Items
We are open to your ideas! We are open to looking for alternative branded items. Let us know what you have in mind, or ask us to help you come up with some fun options.

All marketing materials, including signage, literature distribution, pre- and post-conference mailers must be approved by the IAPP prior to any conference. All package features are subject to IAPP print deadlines.