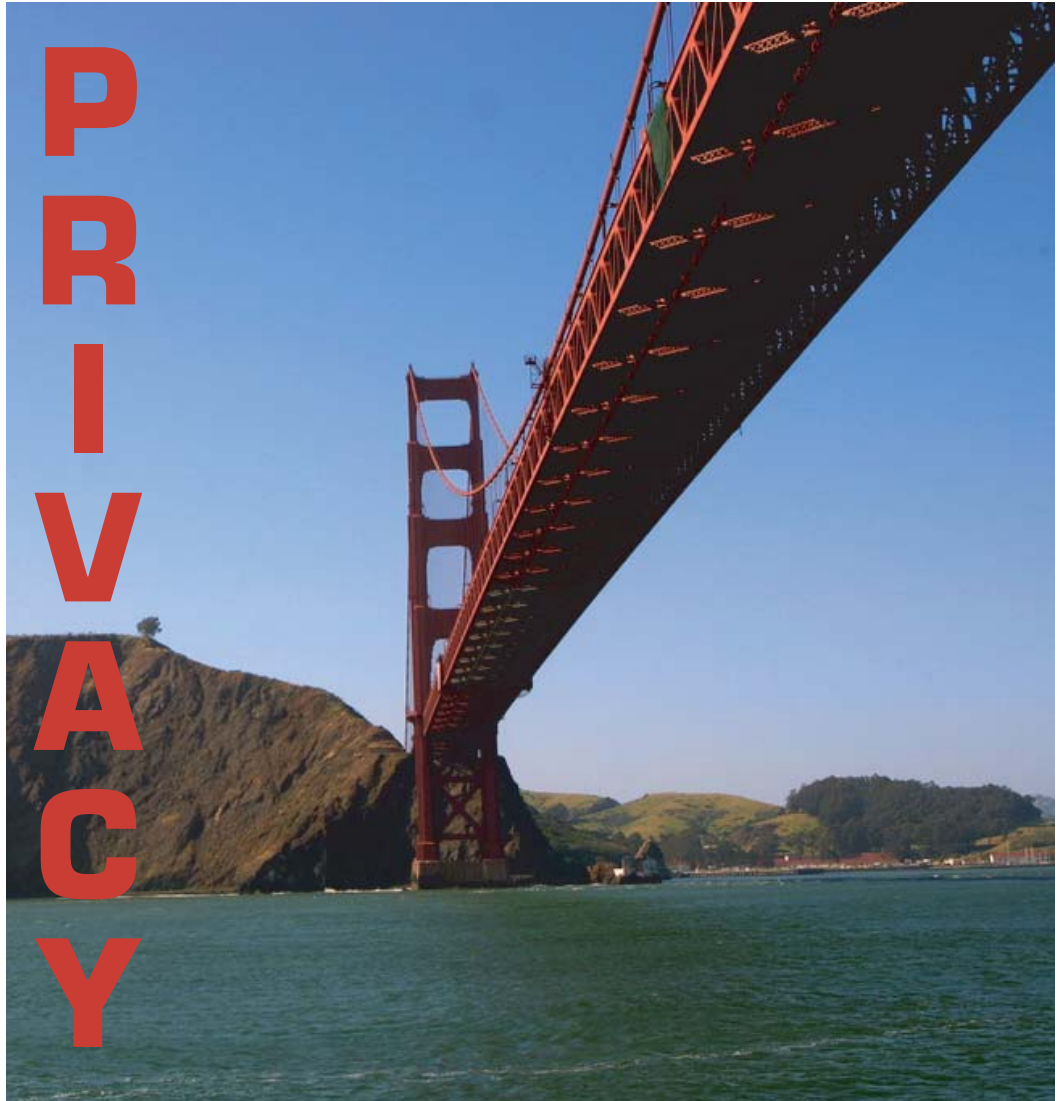
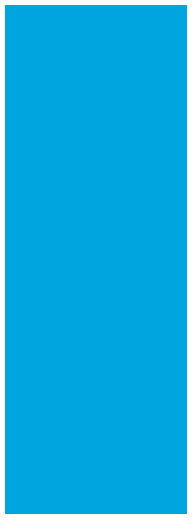


**IAPP**  
**07**  
**PRIVACY**  
**ACADEMY**

**SAN FRANCISCO**



# **PROSPECTUS FOR SPONSORS AND EXHIBITORS**

**October 22-24 The Westin St. Francis San Francisco Hotel**

+207 351-1500 [www.privacyacademy.org](http://www.privacyacademy.org)

## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR - \$50,000

- A general session speaking opportunity at the conference. (Time in conference agenda determined by the IAPP)
- Five complimentary full conference registration passes allowing access to General Sessions, Breakout Sessions, coffee breaks, lunch and evening receptions
- Use of the attendee list for one pre-conference mailing and one post-conference mailing through bonded mail house (restrictions apply)
- Exhibit Hall booth
- Your company name in lights - proudly displayed on the walls of the general session ballroom
- Premium logo placement in all conference promotional mailings (subject to print deadlines)
- Your company logo shared with the IAPP logo as the official bag sponsor on the conference bag or padfolio
- One piece of your company collateral to be inserted in the IAPP conference bag or padfolio (item subject to IAPP approval)
- Premium logo placement and web link on the IAPP conference website
- Premium logo placement on sponsor recognition signage throughout the conference venue (and all other applicable opportunities as determined by the IAPP)

### SPEAKER DINNER - \$20,000

Sponsor a dinner with the IAPP for the Conference Speakers, held on Monday or Tuesday night. As the Speaker Dinner sponsor, your company would reap the benefits of exposure to some of the highest esteemed privacy professionals. Additionally, your organization would receive exclusive billing for one of the most important and special events of the conference, the opportunity to give an after dinner speech, distribution of any promotional materials of your choice and prime networking time! Location TBD.

### GOLD SPONSOR - \$25,000 (2 AVAILABLE)

- Speaking opportunity during one of the Breakout Sessions at the conference. (Time in conference agenda determined by the IAPP)
- Three complimentary full conference passes allowing access to all General Sessions, Breakout Sessions, coffee breaks, lunch and evening receptions
- Use of the attendee list for one pre-conference mailing and one post-conference mailing through bonded mail house (restrictions apply)
- Your company name in lights - proudly displayed on the walls of the general session ballroom
- Exhibit Hall booth
- Logo placement in conference promotional mailings (subject to print deadlines)
- Logo placement and web link on the IAPP conference website
- Company listing on sponsor recognition signage throughout the conference venue

### SPECIAL EVENT SPONSOR - \$25,000

Be recognized as the sponsor of the Tuesday evening reception. Sponsorship includes food and beverages, and perhaps some special surprises. Your logo will be included on all signage for this special event.

## SPONSORSHIP OPPORTUNITIES [CONTINUED]

### CYBERCAFÉ - \$12,500

Sponsor the CyberCafé, which will allow attendees Internet access - and the ability to stay connected - throughout the duration of the conference. This sponsorship includes 10 workstations and Internet connectivity for each machine. Your logo will be prominently displayed on the signage at the CyberCafé as well as on the screen saver (to be provided by sponsor). The CyberCafé will be the communication hub of the conference!

### LUNCH SPONSORS - \$10,000 [2 AVAILABLE]



Sponsor one of the networking lunches that will include a promotional item (1 color, 1 imprint location item to be determined by the IAPP).

This sponsorship includes food, drinks, recognition signage, promotional piece and literature and/or giveaway placement. We encourage face-to-face exposure to your company by having a member of your team at the designated literature/giveaway table positioned at the lunch station.

### OFFICIAL CONFERENCE BAG, PADFOLIO OR POLY FOLDER - \$7,500



Include your logo with the IAPP and the Platinum Sponsor on the official conference bag or padfolio provided to everyone at registration. There is no better way to showcase your company than through the prominence of the official conference bag or padfolio! (IAPP determines item)

### POCKET CONFERENCE SCHEDULE AND CITY GUIDE - \$6,500



Sponsor the conference Z-Card where the pocket conference schedule and a city map will be cleverly folded into a handy credit-card sized format. Your logo will be printed on one side of the Z-Card cover.

### GRADUATE STUDENT SCHOLARSHIPS - \$5,500

Support privacy from the ground up. This feel-good sponsorship will provide conference passes to 5 graduate students who are focusing their studies on privacy, but do not have the means to attend the conference without financial assistance. Your company logo will appear on a special sign announcing the scholarships at registration and all printed program materials.

### BREAKFAST SPONSORS - \$5,000 [2 AVAILABLE]



Sponsor the start of each attendee's day with the breakfast on either Tuesday or Wednesday. Sponsorship includes food and beverages, signage, and literature placement and the opportunity to include a promotional item with your logo at an additional cost (Item to be determined between the IAPP and the sponsor). We encourage face-to-face exposure to your company by positioning a member of your team at the designated literature/giveaway table positioned at the breakfast station.

### REFRESHMENT BREAKS - \$5,000

Keep the attendees energized by sponsoring the Monday and Tuesday breaks. Sponsorship includes signage and literature placement.

### NOTEPADS - \$4,500

Sponsor the official conference notepad to be included with registration materials, endorsed with your company logo.

### REGISTRATION HOSPITALITY - \$4,000

Enjoy premium exposure to all attendees right from the conference start with registration hospitality. This sponsorship allows you to have a table at the registration area where you can talk to attendees and distribute your company's literature as they register. Exposure lasts through the entire conference, either manned or unmanned.

## SPONSORSHIP OPPORTUNITIES [CONTINUED]

### BADGE HOLDER - \$4,000



Gain major exposure by displaying your company logo along with the IAPP logo on the badge holder worn by all attendees throughout the entire conference.

### OFFICIAL CONFERENCE HOTEL KEY CARD - \$4,000



Gain exposure on the official key access cards to the hotel rooms of those staying at the conference hotel. Your logo will appear on the actual card and gain you prominence as this special sponsor.

### CIPP TRAINING BREAKFAST OF CHAMPIONS - \$3,500



Nourish those about to begin all-day training with a satisfying breakfast on Monday morning. Sponsorship includes food and beverage, signage and literature placement along with the opportunity for a coffee travel mug with your logo at an additional cost.

### NEWBIE'S CONNECT - \$3,000

Sponsor the networking session for professionals who are new to privacy or the IAPP. This intimate session will orient attendees on how the conference works, what resources are out there and the benefits of becoming a member of the IAPP. This sponsorship will include beverages, signage with your logo and the opportunity to provide new privacy professionals with a handout from your organization.

### OFFICIAL CONFERENCE PEN - \$2,500



Sponsor the official conference pen to be included with the registration materials, endorsed with your company logo.

### LITERATURE INSERT - \$1,500

[3 AVAILABLE]

Sponsor the inclusion of one piece of your company literature in the registration material and gain maximum exposure to all attendees.

### IAPP PRIVACY ADVISOR DOOR DROP WITH CUSTOM WRAP - \$1,500

Sponsor the current issue of the IAPP *Privacy Advisor* newsletter with a customized wrap delivered to all attendees staying at the conference hotel on Tuesday morning. There will be an additional charge for hotel-related expenses for the door drop.

### ROOM BAG DROP - \$1,500

You create and supply your own custom bag and inserts (snacks, promotions, etc.) delivered to all attendees staying at the conference hotel on Tuesday morning. There will be an additional charge for hotel-related expenses for the door drop.

### CONFERENCE JOURNAL - \$1,000

Showcase your company's logo on the news-of-note conference Journal. Conference hotel attendees will be treated to a special wake-up under their door of Tuesday's keynote highlights and pointers to the hot happenings ahead for Wednesday. There will be an additional charge for the hotel costs associated with this door drop.

### ATTENDEE ROSTER - \$1,000

Your company logo will be prominently displayed on the attendee roster included with attendee materials at registration.

**NOTE:** All sponsors will be listed on the IAPP Conference website and printed on conference collateral where applicable (subject to print deadlines).

## EXHIBIT HALL

Booths will be assigned first-come first-served based on payment.

### SET UP HOURS:

MONDAY, OCTOBER 22

Times TBD

### EXHIBIT HOURS:

MONDAY, OCTOBER 22

TIMES TBD

Exhibit Hall Layout TBD

TUESDAY, OCTOBER 23

TIMES TBD

WEDNESDAY, OCTOBER 24

TIMES TBD

### TEARDOWN:

WEDNESDAY, OCTOBER 24

TIMES TBD

## THE WESTIN ST. FRANCIS SAN FRANCISCO HOTEL

### EXHIBIT PACKAGE - \$2,250

- Demonstration space in the Exhibit Hall. Space includes (1) 8'x10' standard booth with flameproof sides and back drapes, aluminum supports, draped table and two chairs, one waste basket and a company identification sign. Of course, you are free to set-up your own 8' x 10' pop-up booths - and additional features and services can be ordered through the Conference Service Vendor.
- Consider a double booth for \$4,000.
- Included in your package is use of the attendee list for one pre-conference and one post-conference mailing through bonded mail house (restrictions apply).
- Inclusion in signage at the entrance to exhibit hall and on the IAPP conference website.

### FOR MORE SPONSOR OR EXHIBITOR INFORMATION, CONTACT:

Tammy Vigliotti, Marketing and Sales Director

Phone: 207.351.1500 x106

Fax: 207.351.1501

[tammy@privacyassociation.org](mailto:tammy@privacyassociation.org)

## TERMS AND CONDITIONS

1. **EXHIBIT HALL** — Booths are standard 8'x10' size with flameproof side and back drapes, aluminum supports, 2 chairs, wastebasket, and identification sign. This area is carpeted. Popup booths to fit within this size are allowed. Exhibitors are allowed one-time use of one pre-conference and one post-conference attendee mailing per identified parameters.
2. **RATES AND ASSIGNMENTS** — Assignments will be made first-come, first-serve based on payment. Cost is \$2,250 per booth or \$4,000 for a double booth.
3. **PAYMENT** — Payment is required with contract submission for each 8x10 booth space. Payment may be made by check, Visa, MasterCard or American Express. Make check payable, in US dollars, to International Association of Privacy Professionals.
4. **EXHIBIT LOCATION AND FLOOR PLAN** — Exhibits will be located as indicated on the official floor plan. The exhibit management reserves the right to make modifications as necessary.
5. **FAILURE TO OCCUPY** — Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the Exhibitor. The IAPP may resell, reassign or use the space. If display equipment is available, the IAPP may choose to have the exhibit erected at the Exhibitor's expense.
6. **EXHIBIT HOURS** — Exhibit area will be open as follows:  
SET UP HOURS:  
(final times to be communicated to Exhibitors)  
Monday, October 22                      Times TBD  
  
EXHIBIT HOURS:  
Monday, October 22                      Times TBD  
Tuesday, October 23                      Times TBD  
Wednesday, October 24                      Times TBD  
  
TEARDOWN:  
Wednesday, October 24                      Times TBD
7. **CANCELLATION OF EXHIBIT CONTRACT** — The IAPP must be notified of exhibitor cancellation in writing. A cancellation fee of \$500 per booth will be charged to any exhibitors who cancel their contracts before July 15, 2007. No refunds will be made after this date.
8. **BADGES** — Each booth space will be provided with two Exhibit Hall-only passes. All exhibitor personnel must register and wear their badges for meals and included social events. Conference attendance is charged separately. Registrations or walk-ins for more than the two supplied Exhibit Hall passes will be charged \$300 per pass.
9. **CONFLICTING MEETINGS AND SOCIAL EVENTS** — In the interest of the entire conference, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members, other exhibitors, or invited guests from the educational sessions, the Exhibit Hall during official hours, or social events planned by the IAPP.
10. **GENERAL SERVICES CONTRACTOR** — Freeman Decorating Company will serve as the general services contractor for the conference and will forward an exhibitor kit regarding other equipment availability, information, and shipping.
11. **DRAYAGE** — Freight charges and shipping locations will be included in your Exhibitor Service Kits from Freeman. This will be mailed approximately 4 - 6 weeks prior to the conference.
12. **INSTALLATION AND DISMANTLING OF EXHIBITS** — All exhibits must be in place and ready for display by Monday, October 22 time TBD. Dismantling of exhibits will occur on Wednesday October 24 time TBD. Setting up, tearing down and removal of exhibits are the responsibility of the Exhibitor. Should the Exhibitor fail to remove the exhibit, removal will be arranged by the conference management at the Exhibitor's expense. Dates and times listed above are subject to change and will be specifically confirmed at a later date.
13. **LIABILITY** — Exhibitor assumes responsibility and agrees to indemnify and defend the IAPP and The Westin St. Francis San Francisco Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Neither the IAPP nor The Westin St. Francis San Francisco Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance if desired. If the Exhibit Hall is uninhabitable due to acts of God, during any part or whole of the exhibition, the IAPP is not responsible and the Exhibitor hereby waives any claim against the IAPP for losses or damages which may arise in consequence of such inability to occupy assigned space.

## CONTACT INFORMATION

COMPANY NAME \_\_\_\_\_

COMPANY CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

E-MAIL \_\_\_\_\_

### BADGE INFORMATION

(2 EXHIBITOR PASSES INCLUDED PER BOOTH. ADDITIONAL EXHIBITOR PASSES AVAILABLE AT THE RATE OF \$300 EACH.)

1. \_\_\_\_\_

2. \_\_\_\_\_

Additional registrations in advance or on-site will be charged the early-bird full conference registration rate.

## SPONSORSHIPS

- Platinum Sponsor \$50,000
- Gold Sponsor \$25,000
- Special Event Sponsor \$25,000
- Speaker Dinner \$20,000
- CyberCafé \$12,500
- Lunch Sponsors \$10,000
- Official Conference Bag or Padfolio \$7,500
- Pocket Conference Schedule and Guide \$6,500
- Scholarship Sponsor \$5,500
- Breakfast Sponsors \$5,000
- Refreshment Breaks \$5,000
- Registration Hospitality \$4,000
- Badge Holder \$4,000
- Official Conference Hotel Key Card \$4,000
- CIPP Training Breakfast \$3,500
- Newbie's Connect \$3,000
- Official Conference Pen \$2,500
- Literature Insert \$1,500
- IAPP Privacy Advisor Door Drop \$1,500
- Room Bag Drop \$1,500
- Conference Journal \$1,000
- Attendee Roster \$1,000

## DEADLINES TO NOTE

- ♦ EPS version of logo needed at time of contract.
- ♦ 100-word company descriptor (Sponsors and Exhibitors) needed by August 31, 2007.
- ♦ Contract and payment must be received by August 31, 2007 to be included in conference program and other collateral.
- ♦ The IAPP will make every effort to include sponsors and exhibitors committing after August 31, 2007 in any signage and printed material, but no guarantees can be made after this date.

## EXHIBITING

Exhibit Hall booths are priced at \$2,250 and include an 8'x10' exhibit space and 2 exhibitor passes for October 22, October 23 and October 24 as well as special events. You may combine two booths for a reduced rate of \$4,000.

- Yes, I would like to purchase an exhibit space at the IAPP Privacy Academy for \$2,250 (or \$4,000 for a double booth) and would like to select:  
Booth # \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_.
- Yes, I would like the exhibit space at the IAPP Privacy Academy that is included with my Platinum or Gold sponsorship:  
Booth # \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_.

Please list any companies you would rather not be placed near:  
(we will do our best to accommodate your request, however this cannot be guaranteed)

## PAYMENT INFORMATION

- Check enclosed for the amount of \$ \_\_\_\_\_  
(Please make check payable to International Association of Privacy Professionals)
- Charge to credit card below for the amount of \$ \_\_\_\_\_
- AMEX     Visa     MC    Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

NAME OF CARD HOLDER: \_\_\_\_\_

CARD HOLDER SIGNATURE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Full payment is required for all exhibitor and sponsor options chosen. Exhibiting and Sponsor status is not final until payment is received. All Sponsorship fees are non-refundable.

Tax ID Number: 23-3048008

A confirmation letter and exhibitor service kit will be sent to confirmed exhibitors prior to the conference.

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract, which includes the rules and regulations above and the noted Terms and Conditions in the IAPP Privacy Academy Prospectus.

Please return this completed form with check to:

Tammy Vigliotti, IAPP  
266 York Street, York, Maine 03909  
800-266-6501  
Direct line +207-351-1500 x 106  
Fax +207-351-1501

\*All prices subject to change each event.