

ForumEurope

The 12th Annual European

dataprotection & PRIVACY CONFERENCE

1 December 2022 | Stanhope Hotel, Brussels



SPONSORSHIP BROCHURE

CONTACT

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www.dataprotection-conference.com

#EUData22

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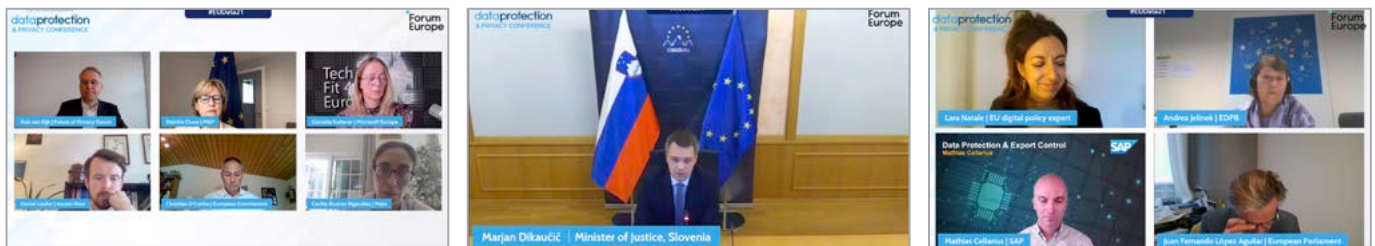
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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements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

The 12th Annual European dataprotection & PRIVACY CONFERENCE

Introduction

The European Data Protection and Privacy Conference is held annually and is an important event in the Brussels calendar for lively and interactive discussion on the future of Data Protection regulation. With over 250 attending each year, it has become a must attend event for privacy professionals and other stakeholders involved in this debate, bringing top level speakers and delegates from a variety of industries together with senior policy makers and regulators from the EU and beyond.



This year's edition will focus on European initiatives that fulfil the block's privacy and data sovereignty ambitions. Topics of discussions will revolve around reflections on the intersection of the GDPR with the numerous digital files that have been introduced, debated and adopted in the past two years; considerations for privacy in the context of AI governance; how synergies can be created between difference data privacy rulebook worldwide and finally a focus on how our understanding of privacy may evolve as future technologies, such as the metaverse, emerge.

Why sponsor the 12th Annual European Data Protection & Privacy Conference?

- › **Exclusive speaking positions** | Your organisation can contribute to the discussion
- › **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- › **EU and global outreach** | Convey your message to a broad and international audience
- › **Networking opportunities** | Connect with your fellow attendees during coffee and lunch breaks throughout the event
- › **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

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.

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Summary of the 11th Edition

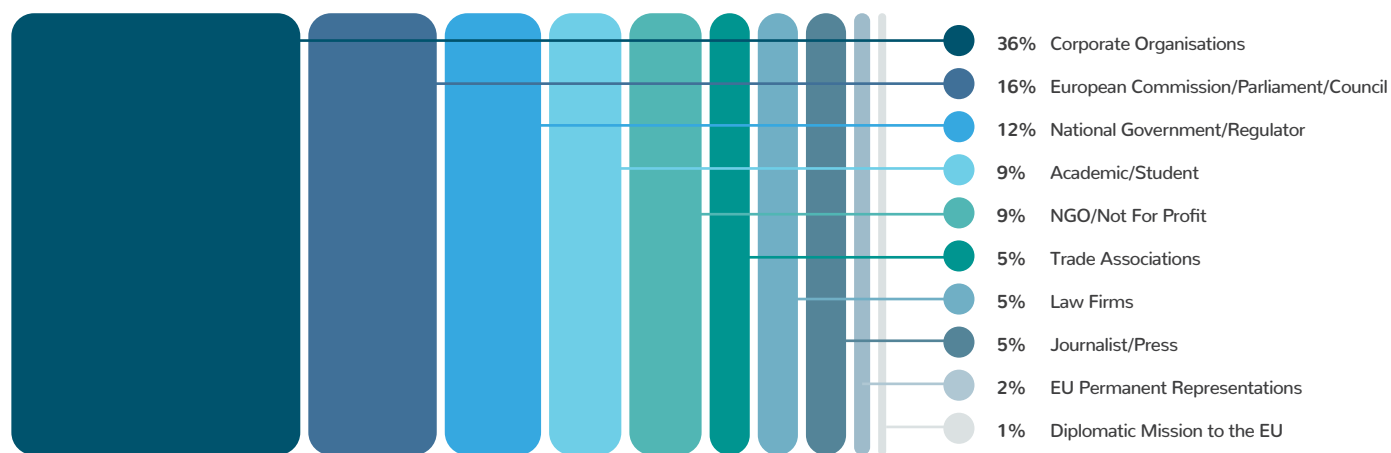
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Themes discussed at the previous edition:

- > GDPR and the future shape of the European Digital landscape
- > Data Privacy in the Global Context
- > Debating Schrems II and the future of the transatlantic relationship
- > Privacy, Trust and AI
- > Implications of the E-evidence directive for privacy rights
- > The ePrivacy file: what's next?

Audience Breakdown

The last edition of our Data Protection & Privacy Conference took place in 2021 online, and saw the following audience breakdown:



Sponsors of Previous Editions



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Previous speakers

*Positions and organisations at time of contribution

Past speakers at the Data Protection & Privacy Conference have included



Věra Jourová

Vice President for Values and Transparency, European Commission



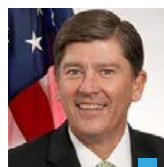
Didier Reynders

Commissioner for Justice, European Commission



Mariya Gabriel

Commissioner for the Digital Economy and Society, European Commission



Peter Davidson

General Counsel, US Department of Commerce



Marjan Dikaučič

Minister of Justice, Slovenia



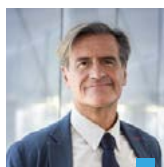
Éric Dupond-Moretti

Minister of Justice, France



Timo Harakka

Minister of Transport and Communications, Republic of Finland



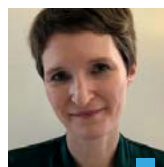
Juan Fernando López Aguilar

Chair of the LIBE Committee, European Parliament



Prof. Ulrich Kelber

Federal Commissioner for Data Protection and Freedom of Information



Pascale Déchamps

Deputy General Rapporteur, Autorité de la concurrence, France



Kent Walker

Senior Vice President for Global Affairs and Chief Legal Officer, Google



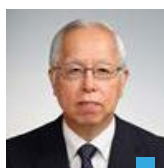
Craig Federighi

Senior Vice President Software Engineering, Apple



Yeong Zee Kin

Deputy Commissioner, Personal Data Protection Commission, Singapore



Tetsuo Narukawa

Commissioner for International Cooperation, Personal Information Protection Commission, Japan



John Whittingdale

Minister of State for Media and Data, Department for Digital, Culture, Media and Sport, UK Government



Andrea Jelinek

Chair, European Data Protection Board



Dale Sunderland

Deputy Commissioner, Data Protection Commission, Ireland



James Sullivan

Deputy Assistant Secretary for Services U.S. Department of Commerce, International Trade Administration



Julie Brill

Commissioner, US Federal Trade Commission



Wojciech Wiewiórowski

European Data Protection Supervisor, EDPS



Bruno Gencarelli

Head of the International data flows and protection Unit, DG JUSTICE European Commission



Olivier Micol

Head of Unit, Data Protection, DG JUSTICE, European Commission



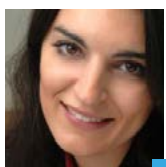
Birgit Sippel

Member, European Parliament



Isabelle Falque-Pierrotin

Chairwoman, CNIL and Article 29 Working Party



Despina Spanou

Director Digital Society Trust & Cybersecurity DG CONNECT, European Commission



Steve Wood

Deputy UK Information Commissioner, UK Information Commissioner Office



Lorena Marciano

Legal Director, Global Data Strategy, Cisco



Daniel Pradelles

Director, Global Strategic Engagements & External Relations Privacy Office, Hewlett Packard Enterprise



Claus-Dieter Ulmer

Senior Vice President, Group Privacy, Deutsche Telekom



Mathias Cellarius

Global Data Protection Officer & Head of Data Protection and Privacy, SAP

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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 organisations);
- › Inclusion of your organisation 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 a tabletop exhibition space 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 organised.

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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 case of restrictions 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 organisations);
- › Inclusion of your organisation logo as a 'Gold sponsor' across all pre-event and event day materials (both on the virtual platform and the physical venue), 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](#)
- › Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- › Opportunity to take a tabletop exhibition space 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;
- › 2 places at the pre-conference networking dinner (including speaker) – if organised.

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Catering Packages

Exclusive Sponsorship of VIP & Speaker dinner

€10,000

We are pleased to offer the opportunity for an organisation to sponsor and host a pre-conference networking dinner. All speakers, highlevel 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 organisation seen as the exclusive 'host' for the dinner;
- › Three-course dinner for conference speakers and invited guests;
- › The opportunity for a representative from your organisation 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 organisation representative to attend the main conference.

Sponsorship of Cocktail Reception

€7,000

The Networking Reception will be opened to all attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- › Your organisation 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 organisation to give welcome address;
- › 3 places at the reception reserved for your representatives and guests;
- › 1 guaranteed and complementary delegate place for an organisation 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.

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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 Sanitiser sponsorship €1,800

- › Company logo in full color printed on individual hand sanitiser 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 the event safe" message.

No longer available



Sponsorship of lanyards €2000 + cost of production

- › Company logo printed in full color on all lanyards.
- › Option of having the lanyard production organised by Forum Europe (production costs to be covered by your organisation) 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 €1,500

- › 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 €3,000.