

THE KEY TO FINDING YOUR PRIME TARGET AUDIENCE



“Managing the Privacy Revolution 2003” Privacy Practitioners’ Workshop and Ninth Annual Conference March 12-14, 2003 – Washington, D.C. – Omni Shoreham Hotel Sponsorship Packages

CORPORATE CONFERENCE SPONSOR

- Exhibit booth located outside conference room (Sponsor is responsible for ordering and setting up booth and coordinating with Omni Shoreham hotel for Internet access, etc. If you don’t own a booth, **P&AB** can put you in touch with Freeman, who will supply and set up a booth for you.)
- Logo placement on all promotional materials
- Mention in press releases, PrivacyExchange.org NewsFlash
- Placement of link from **P&AB** website (www.pandab.org) to Sponsor’s website
- “Proud to be a Sponsor” logo for placement on Sponsor’s website
- Logo/name placement on “Thank You to our Sponsors” sign at registration desk
- Full page description of Sponsor in Conference program (content supplied by Sponsor)
- Podium acknowledgement
- “Corporate Conference Sponsor” acknowledgement on Sponsor’s name badge
- Logo/name displayed on audiovisual screen during breaks
- Two complimentary attendee registrations
- Cost:
\$5,000
\$500 per additional Conference attendee

EVENT SPONSOR

- Mention in press releases, **P&AB** website (www.pandab.org), **P&AB** Electronic Newsletter, PrivacyExchange.org NewsFlash, brochures, promotional materials
- Logo/name on “Thank You to our Sponsors” sign at registration desk
- Logo/name on Sponsor Thank You page in Conference program
- “Event Sponsor” acknowledgement on Sponsor’s name badge

- Sponsor logo/name on sign at event
- Sponsor may display materials during event
- Recognition of Event Sponsor at podium
- Opportunity to welcome guests at event
- Two complimentary attendees at event
- Cost:

Break	\$3000	
Breakfast	\$5000	
March 12, 14 Lunch		\$8000
March 13 Lunch		\$12,000*
March 12 Workshop Reception		\$12,000
March 13 Conference Reception		(Citigroup)

*Sponsor welcomes guests and introduces Dr. Alan Westin, who will introduce guest speaker CA State Sen. Jackie Speier.

PUBLICATION SPONSOR

P&AB’s Conference publications are distributed to every Conference attendee and to members of the media. Often referred to as a ready reference, these publications are ordered by a host of media, privacy officers, academics and other interested parties following the Conference.

- Mention in press releases, **P&AB** website (www.pandab.org), **P&AB** Electronic Newsletter, PrivacyExchange.org NewsFlash, brochures, promotional materials
- Sponsor’s logo on cover of publication
- Sponsor is mentioned and thanked in introduction to publication written by **P&AB** Executive Director
- Full page Sponsor description and logo in publication (content supplied by Sponsor)
- Logo/name displayed on audiovisual screen during breaks
- Logo/name on “Thank You to our Sponsors” sign at registration desk

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- Logo/name on Sponsor Thank You page in Conference program “Publication Sponsor” acknowledgement on Sponsor’s name badge
- Cost:
 - \$10,000 Consumer Privacy Litigation Report
 - \$7500 Annual Consumer Privacy Survey Report and Analysis
 - \$7500 Privacy Officer’s Guide to Homeland Security
 - \$5000 CPO Job Description and Evaluation Criteria: What Management Should Know
 - \$3500 Guide to *P&AB*’s Privacy Policy Database
 - \$3500 Media Analysis: An Overview of 2002 Media Coverage of Privacy

For more detailed information about a publication to be sponsored, please call Lorrie Sherwood, *P&AB* Executive Director, at 201-996-1154.

CONFERENCE SUPPORTER

Package #1:

- Display materials on *P&AB*’s Conference Supporter tables located outside conference room
- Mention in press releases, *P&AB* website (www.pandab.org), PrivacyExchange.org NewsFlash
- Logo/name on Supporter Thank You page in Conference program
- “Conference Supporter” acknowledgement on Supporter’s name badge
- Logo/name on “Thank You to our Sponsors” sign at registration desk
- Cost:
 - \$1000 to leave materials only
 - +\$500 per Conference attendee

Package #2:

- Conference Supporter provides bags, lanyards, notepads and/or other promotional items carrying

Supporter logo to conference attendees. *P&AB* Conference logo may be added to items at Supporter’s discretion.

- Mention in press releases, *P&AB* website (www.pandab.org), PrivacyExchange.org NewsFlash
- Logo/name on Supporter Thank You page in Conference program
- Logo/name on “Thank You to our Sponsors” sign at registration desk
- “Conference Supporter” acknowledgement on Supporter’s name badge
- Cost:
 - \$1000 to supply promotional items only
 - +\$500 per Conference attendee

Package #3:

- Conference Supporter displays materials on *P&AB*’s Conference Supporter tables located outside conference room and provides promotional items to attendees
- Mention in press releases, *P&AB* website (www.pandab.org), PrivacyExchange.org NewsFlash
- Logo/name on Supporter Thank You page in Conference program
- Logo/name on “Thank You to our Sponsors” sign at registration desk
- “Conference Supporter” acknowledgement on Supporter’s name badge
- Cost:
 - \$2000 includes one Conference registration
 - \$500 per additional Conference attendee

Send Checks to: Olga Garey, Center for Social & Legal Research, 2 University Plaza Drive, Suite 414, Hackensack, NJ 07601. For more information, contact Michele Mason at (201) 996-1154.

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Sponsorship Packages

**SPONSOR AND SUPPORTER
APPLICATION**

Company Name _____

Address _____

City _____ State _____

Zip _____ Country _____

Contact for Sponsorship _____

Phone _____ Fax _____

E-mail _____

Please attach attendee names for name badges.

Please indicate the sponsorship of your choice.

Corporate Conference Sponsor \$10,000

Event Sponsor

- Break \$3000
- Breakfast \$5000
- March 12 or 14 Lunch \$8000
- March 13 Lunch \$12,000
- March 12 Reception \$12,000

Publication Sponsor

- Consumer Privacy Litigation Round Up \$10,000
- Annual Consumer Privacy Survey Report and Analysis \$7500
- Privacy Officer’s Guide to Homeland Security \$7500

- CPO Job Description and Evaluation Criteria: What Management Should Know \$5000
- Guide to *P&AB*’s Privacy Policy Database \$3500
- Media Analysis: An Overview of 2002 Media Coverage of Privacy \$3500

Conference Supporter

- Package #1 \$1000
- Package #2 \$1000
- Package #3 \$2000

Payment Information

Sponsorship _____

Additional Attendees (+\$500 per attendee) _____

Total _____

Total Amount _____

Billing Information

- Check Enclosed (Payable to Privacy & American Business. Check must be from a U.S. bank, paid with U.S.\$.)
- Charge to my Credit Card
 - AMEX
 - Visa
 - MC

Exp Date _____

Account Number _____

Name on Card _____

Signature _____

Please fax to 201-996-1883.

Send Checks to: Olga Garey, Center for Social & Legal Research, 2 University Plaza Drive, Suite 414, Hackensack, NJ 07601. For more information, contact Michele Mason at (201) 996-1154.