

CBA ACCESS TO INFORMATION AND PRIVACY LAW

CONFERENCE SPONSORSHIP OPPORTUNITIES

CBA ACCESS TO INFORMATION & PRIVACY LAW CONFERENCE

November 9-10, 2023 | Ottawa, ON

Back for the first time in person since the pandemic, take this unique opportunity to sponsor the iconic CBA Access to Information & Privacy Law Conference, taking place over two action-packed days, November 9th and 10th. With an outstanding agenda, featuring highly sought-after sessions like the Canadian Update, Regulator's Panel, and International Update, you won't want to miss supporting this event.

Conference sponsorship gives your organization unsurpassed value through a variety of cost-effective options to meaningfully showcase your brand to this coveted group of law leaders and experts. Sponsorship is limited, and has been known to sell out. Secure yours today!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$12,000

The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire event, frequently acknowledged throughout, including regular verbal recognition and branding efforts over both conference days. All eyes will literally be on you, as you are invited to take the stage and welcome delegates at the conference opening.

Lead Conference Sponsorship will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to provide a greeting at the Welcoming Remarks on Day 1 (must be in line with conference theme and subject to approval by CBA)
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks at the end of the conference on Day 2
- Corporate logo displayed prominently during the Welcome and Closing Remarks
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Opportunity to provide a branded gift at each seat at the Welcome Remarks
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo and link on the online agenda as the Lead Sponsor
- Corporate logo and link placement on the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$8,000

The Networking Reception is always the highlight of this Conference, allowing attendees to connect and converse with old friends and new faces after a full day of learning. All delegates and speakers are invited to attend. New this year, the Reception Sponsor will be highlighted with the opportunity to provide a toast to the delegates, and then remain onsite to meet and mingle.

Sponsorship of this event will provide the sponsoring company with the following:

- 2–3-minute minute toast at the start of the Networking Reception (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events (including the Networking Reception)
- Prominent signage with corporate logo at the Reception
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to provide a branded gift to delegates at the Reception
- Corporate logo and link placement in the Conference App
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Networking Reception sponsor
- Prominent positioning of your corporate logo on the online agenda as the Networking Reception sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONFERENCE APP SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

The Conference App is the main place for attendees to access all of the conference information, including details about the venue, sessions, speakers, papers, the full conference agenda, exhibitors - and now you! Gain maximum exposure by being at everyone's fingertips throughout the duration of the event. Not only will your brand be mentioned wherever and whenever the App is mentioned, but you will also receive the Splash Ad spot that appears every time a new user logs into the App. That's App-mazing exposure!

Sponsorship of this item will provide the sponsoring company with the following:

- Prominent signage with corporate logo wherever the App is advertised
- Conference App "Splash Ad" space and URL that launches your customized ad boldly across the screen each time a new user logs into the App
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Acknowledgment of your sponsorship throughout the event, whenever the App is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the App sponsor
- Corporate logo and link placement in the online agenda
- Corporate logo and link placement on the Conference App under the Sponsor section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

All delegates are invited to attend the important Keynote Address, which will feature an expert speaker from the Artificial Intelligence company, OpenAI. With their motto, "Creating safe AGI that benefits all of humanity," you just know this Keynote will be inspirational! Sponsor this topical Keynote as one of the most informational highlights of the conference!

Sponsorship of this event will provide the sponsoring company with the following:

- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate logo at the Keynote
- Verbal recognition and branding of the sponsor at the start of the Keynote
- Verbal recognition thanking the sponsor at the end of the Keynote
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on the conference registration website acknowledging company as the sponsor of the Keynote Session
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

We hope you like hearing and seeing your organization's name everywhere, as your brand will be broadcasted throughout the conference, over both days. As the much sought-after Wi-Fi Sponsor, your brand will be everywhere Wi-Fi instructions can be found, including at the Registration Desk, in all session rooms, common areas, and on conference signage. With star bragging rights as the sponsor enabling delegates the ability to access the App, live Tweet, retrieve conference documents, trade digits, and check their emails, the Wi-Fi sponsor will also have the privilege of choosing a Wi-Fi password unique to their brand. Take this opportunity to get your name out to registrants, while providing them with a valued service.

Sponsorship of this item will provide the sponsoring company with the following:

- Prominent signage with corporate logo throughout the entire venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Acknowledgment of your sponsorship throughout the event, whenever Wi-Fi access is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Wi-Fi sponsor
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
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LUNCH SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

This special Lunch will feature a delicious meal shared with colleagues, followed by crowning the winner of the Essay Contest. All delegates, including speakers and registrants, will be in attendance at this lunch.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent signage with corporate logo at the Lunch venue
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Verbal recognition and branding of the sponsor at the start of the Lunch
- Opportunity to provide a branded gift at each place setting at the Lunch
- Verbal recognition thanking the sponsor at the end of the Lunch
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

The Lanyard sponsorship opportunity is akin to a walking billboard, with every conference delegate, VIP, and speaker wearing your company's brand, front-of-mind for everyone to see — all conference long!

Sponsorship of this product will provide the sponsoring company with the following:

- Each registrant will be offered the sponsor's branded lanyard with their badge upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor will work with the CBA on developing the design of the lanyard, and will be responsible for the production and shipping costs

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REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all those legal professionals!

Sponsorship of this item will provide the sponsoring company with the following:

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Ability for sponsor to have pop-up banners flagging either side of the Registration area (sponsor to provide all signage, abide by timelines, and pay for shipping expenses)
- Opportunity to provide a branded item to each registrant as they register
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on the conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be on the minds - and in the hands - of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will have the option to take a bag at the Swag Table as they enter, or throughout the conference.

Sponsorship of this product will provide the sponsoring company with the following:

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
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NETWORKING BREAKFAST SPONSOR (2 SPONSORSHIPS)

\$4,000

Starting the day off right is the key to a successful day of learning. All delegates and presenters are invited to partake in the continental breakfast, so your brand will be seen by a wide audience. This is an EGGstraordinary opportunity!

Sponsorship of this event will provide the sponsoring company with the following:

- Corporate logo displayed prominently during the Breakfast
- Prominent signage with corporate logo outside the room entrance
- Opportunity to provide a branded gift for each attendees at Breakfast
- Verbal recognition thanking the sponsor at the end of the Breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING REFRESHMENT BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$3,000

Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. Sponsors associated with providing delegates their coffee and snack fix also tend to be highly favoured!

Sponsorship of this event will provide the sponsoring company with the following:

- Recognition of the Refreshment Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment Break featuring the company's brand
- Sponsor may have two (2) representatives on-hand at the Break to answer any questions from delegates, or meet and greet
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor may also provide branded napkins, drink cups, coffee sleeves, etc. with company logo to increase visibility (sponsor is responsible for production and shipment of these items)

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PD SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

\$2,500

Professional development sessions are the backbone of the conference, and these all-delegate sessions will be the very essence of delegate attendance. Sponsor one (1) of four (4) motivating PD sessions, and have your brand recognized by the session moderator and via room signage for all delegates to see.

Sponsorship of one of these sessions will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the PD Session
- Verbal recognition from the session Moderator, thanking Sponsor
- Prominent signage with corporate logo outside of the Session room entrance
- Recognition by the Moderator at the end of the Session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONCURRENT SESSION SPONSOR (8 SPONSORSHIPS AVAILABLE)

\$2,000

Concurrent sessions allow conference-goers the opportunity to choose the educational path that best suits their interests and needs. Sponsor one (1) of eight (8) concurrent sessions, and have your brand associated by the session moderator and signage.

Sponsorship of one of these sessions will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the PD Session
- Verbal recognition from the session Moderator, thanking Sponsor
- Prominent signage with corporate logo outside of the Session room entrance
- Recognition by the Moderator at the end of the Session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
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CONFERENCE APP ROTATING BANNER AD (2 SPONSORSHIPS AVAILABLE)

\$2,000

Conference App Banner Ads are a popular and low-cost opportunity to be a part of the resource every attendee will be referencing all event long. The Conference App features the complete Agenda, all Sessions with descriptions, Networking Events, Exhibitor information, and so much more. The rotating banner ads that roll across the screen as delegates navigate the app are sure to command everyone's attention and give you an AD-vantage.

Sponsorship of this item will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement with URL link to highlight your company. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Your banner ad will appear in rotation with the Lead sponsor, one CBA banner, and no more than one other sponsor banner.
- Banner ad can be submitted anytime ahead of the Conference, and will be uploaded upon receipt so it is visible before the Conference, as well as throughout the event.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company
- Corporate logo and link placement on the Conference App under the Sponsor Section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,500

Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.

Sponsorship of this item will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement to be included in one email blast, which will be sent to the CBA members and legal professionals in our database (CASL law respected). Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)

\$1,500

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure your brand stand out.

Sponsorship of this item will provide the sponsoring company with the following:

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$1,000

The CBA wants to ensure we are always doing our best, and learn what we can do to become better. As such, the CBA sends a post-conference survey to each registrant’s inbox following the live webcast date. This email will have the perfect banner advertising space for you to showcase your brand.

Sponsorship of one of these emails will provide the sponsoring company with the following:

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on conference website acknowledging company as a sponsor
- Branding on delegate registration confirmation
- Corporate logo and link placement in the Conference App
- Branding on post-session survey email sent to all session registrants

SWAG TABLE BRANDED ITEM

\$500

A conference just wouldn’t be a conference without the swag! Get your brand (literally) into the hands of conference delegates by providing a branded gift or promotional item for the conference swag table. The more creative, interactive, or fun the better!

Sponsorship will provide the company with the following:

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.)
- sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included
- Branding on conference registration website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App

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**TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE
CONTACT:**

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