

CONFERENCE SPONSORSHIP OPPORTUNITIES

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

[CBA Privacy and Access Law Conference](#)

Technological Tricks & Practical Treats

November 7-8, 2024 | Ottawa, ON

UNLOCK PREMIER EXPOSURE BY SPONSORING THE ICONIC CBA PRIVACY & ACCESS LAW CONFERENCE!

Seize this unique opportunity to sponsor the prestigious CBA Privacy & Access Law Conference, held on November 7th and 8th at the historic Fairmont Chateau Laurier in Ottawa. This year's theme, *Technological Tricks & Practical Treats*, dives deep into the interplay between technology and practicality.

Elevate your brand by sponsoring a sought-after Session

- **Practical Sessions:** Featuring traditional International, Canadian, and Provincial Updates, along with the popular Regulators' Panel offering rare insider insights.
- **Technological Sessions:** Affordable and relevant, these sessions tackle emerging topics such as cyber readiness, practical AI applications, youth privacy online, and biometrics.

Unmatched Networking Opportunities

Enhance your visibility and foster meaningful connections by sponsoring one of the pinnacle Networking events, including Refreshment Breaks, various Meals, or the Reception.

Exclusive Value

Conference sponsorship offers unparalleled value, allowing your organization to engage directly with a distinguished group of legal professionals. With limited sponsorship opportunities that sold out last year, this is your chance to secure a prominent spot.

Act Now!

Don't miss out on this chance to connect with leaders in privacy and access law. Secure your sponsorship today and ensure your brand stands out at one of the most significant legal conferences of the year.

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,500

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
- 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

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

The sponsor of Simultaneous Interpretation (SI), which will be featured at all sessions, holds a key role in fostering an inclusive conference environment. By generously supporting this service, the sponsor ensures fair and equal access for all participants, enabling them to actively engage in the conference's diverse discussions. The provision of English and French language interpretation services not only facilitates comprehension but also enriches the overall experience, making the event accessible and welcoming to a broader audience.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the end of the Welcoming Remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- One (1) complimentary conference registration for sponsor representatives to attend the full conference
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** Sessions offering SI
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

Dr. Robyn Rowe - Postdoctoral Fellow at Queen's University, School of Computing/Department of Biomedical and Molecular Sciences

Sponsor this important Keynote Address by Dr. Robyn Rowe. Dr. Rowe, a recent postdoctoral fellow from the Simpson Lab at Queen's University (School of Computing/Department of Biomedical and Molecular Sciences), will deliver the Keynote address at our conference. At the Simpson Lab, Dr. Rowe worked with a multidisciplinary team exploring AI, data justice, and medicine. Her keynote will delve into the crucial role of data justice in Indigenous sovereignty and the importance of governance in achieving success. This keynote will be attended by all delegates and promises to be one of the most informative highlights of the conference. Don't miss the opportunity to sponsor this significant and topical address!

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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrant

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

We hope you like hearing and seeing your company name everywhere, as your brand will be literally broadcasted throughout the conference – and at everybody's fingertips. As the much sought-after Wi-Fi Sponsor, you are everywhere Wi-Fi can be found, in all session rooms and common areas. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, text, and check their emails, the Wi-Fi sponsor will even have the privilege of choosing a Wi-Fi password unique to their brand. Seize this golden opportunity to promote your name to registrants while providing them with a valued service that enhances their overall conference experience.

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

- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair through 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 in the onsite agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity – transforming every conference delegate, VIP, and speaker into a walking billboard for your company. With your logo prominently showcased, your brand will be the leader leaving a lasting impression that resonates throughout the entire conference. This sponsorship is not just about participating; it's about being a vital and visible element, ensuring your logo becomes a lasting part of each attendee's conference experience. Elevate your brand from mere presence to an unforgettable, integral component of the conference's visual identity.

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
- 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

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

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
- 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 shoulders, 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 receive a bag at the registration desk as they enter.

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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONFERENCE SPONSORSHIP OPPORTUNITIES

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

BREAKFAST SPONSOR (2 SPONSORSHIPS)

\$4,000

They say breakfast is the most important meal of the day, and this gives you the opportunity to be the most important sponsor - key to fueling up delegates ahead of a successful day of learning. All delegates and presenters are invited to partake, so your brand will be seen by a wide audience. This is an EGGstrordinary 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
- 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
- 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)

CONFERENCE SPONSORSHIP OPPORTUNITIES

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

PLENARY SESSION SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$2,000

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 three (3) 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONCURRENT SESSION SPONSOR (7 SPONSORSHIPS AVAILABLE)

\$1,750

Concurrent sessions allow conference-goers the opportunity to choose the educational path that best suits their interests and needs. Sponsor one (1) of seven (7) 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONFERENCE SPONSORSHIP OPPORTUNITIES

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

~~“KNOW BEFORE YOU GO” EMAIL SPONSOR~~ (EXCLUSIVE SPONSORSHIP) **SOLD OUT** **\$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
- 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
- Branding on post-session survey email sent to all session registrants

CBA PRIVACY AND ACCESS LAW CONFERENCE

NOVEMBER 7-8, 2024 | OTTAWA, ON

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

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

Salim Benothmane

Sales Coordinator, Sponsorship & Partnerships

The Canadian Bar Association

(613) 237-2925 ext. 157

salimb@cba.org | cba.org