



# Sponsorship Offering

2018

# Welcome to iappANZ

iappANZ is a not for profit professional association with the objective of connecting privacy people and enhancing privacy practice across Australia and New Zealand.

We are affiliated with the International Association of Privacy Professionals, the largest and most comprehensive global information privacy community and resource, with more than 23,000 members around the world. We work with both public and private entities across all industry sectors in Australia and New Zealand, as well as the regulatory bodies in both countries.

iappANZ offers our members a wealth of opportunities to expand their privacy knowledge, compliance, interests and networks. Our members in Australia and New Zealand represent some of the best minds in the privacy field, from large public companies and government sector to not for profit, SMEs and individuals.

By sponsoring iappANZ, your organisation can be at the heart of privacy matters in Australia and New Zealand.

All packages offered are subject to iappANZ's Terms & Conditions which are outlined on page 05 of this brochure.

## CONTACT DETAILS

Sponsorship enquiries can be directed in the first instance to:

**Julie Krieger**  
General Manager

**E:** [julie@iappanz.org](mailto:julie@iappanz.org)

**P:** +61 409 417 800

For all membership enquiries:

**Thalia Child**  
iappANZ Membership Manager

**E:** [admin@iappanz.org](mailto:admin@iappanz.org)

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## IAPPANZ 2018 BOARD



**Melanie Marks  
(nee Goldwater)**  
President



**Veronica Scott**  
Vice President



**Jacqueline Peace**  
Secretary



**Katherine Sainty**  
Treasurer



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Board Director



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Board Director



**Marina Yastreboff**  
Board Director



**Tim De Sousa**  
Board Director



**Bronwyn Furse**  
Board Director

# Why Sponsor iappANZ?

Partnering with iappANZ, the peak body for privacy professionals in Australia and New Zealand, is the best way you can reach, and genuinely connect with your audience.



## CONNECTIVITY WITH YOUR TARGET AUDIENCE

Directly reach up to 2000+ Australian and New Zealand privacy professionals in a concentrated, efficient way.



## HIGHLY TARGETED INVESTMENT

Select from a range of sponsorship options in order to achieve your own goals. Utilise the iappANZ calendar of activity to focus your sponsorship investment on your own strategic objectives.



## BE RECOGNISED BY DECISION-MAKERS

By supporting iappANZ you put your organisation front-of-mind for decision makers in the privacy sector.



## FLEXIBLE SPONSORSHIP OPTIONS

Designed to suit your budget and maximise your exposure, we can tailor a package to help you achieve your goals.



## STRENGTHEN THE PRIVACY SECTOR

Demonstrate your commitment to the privacy sector by supporting its peak body. Add your voice and strength to the important work of iappANZ in advancing privacy practices.

## iappANZ ACTIVITIES & OPPORTUNITIES

### Member Events, Workshops & Forums

Our events are what make our organisation unique. iappANZ has a full calendar of privacy events in capital cities across Australia and New Zealand, delivering practical advice and thought leadership for our members to take away and implement in their own organisations. Whether they be breakfast workshops, evening panel sessions or a lunch, all our events are well attended and offer sponsors a unique opportunity to gain access to a captive audience and deliver value. With local and international presenters, panellists and facilitators, our events keep our members up to date with all the latest privacy-related developments across all sectors.

### Privacy After Hours

Privacy After Hours is the iappANZ networking event series which runs regularly across Australia and New Zealand capital cities throughout the year and is open to all members and sponsors to attend. Whilst the format may include a special guest speaker or panel session from time to time, the event concept remains the same – join industry colleagues and friends for a few informal networking drinks after work.

### Privacy Awareness Week (PAW)

Australian and New Zealand privacy regulators host an annual week of events known as PAW. The aim of PAW is to encourage people to think about privacy and the importance of protecting personal information. As part of our commitment to the privacy community we run a variety of events on the latest issues in a selection of locations.

### iappANZ Annual Summit

The iappANZ annual summit is the highlight of the Australian and New Zealand privacy calendar. With the very best

international experts in the field and local talent the summit draws over 200 privacy professionals each year for a day of keynote presentations, discussion and debate. iappANZ sponsors' contributions are highlighted through participation in the exhibition, or in the program by providing a speaker or session moderator or by hosting one of the many networking functions, in addition to pre and post promotion to our wide reaching database of members and event attendees.

### Privacy Unbound Journal

Our Privacy Unbound journal provides practical thought leadership, case studies and the latest updates from regulators to keep members informed, engaged and up to date with privacy and related developments. Distributed to over 400 members monthly and with the catalogue available in the members' section of the website, the journal provides sponsors with the ability to:

- Provide relevant content for publishing
- Advertise job vacancies
- Highlight their organisation's events and initiatives
- Promote new appointments
- Provide full or half page advertisements

### Online Presence

With our new website and online members' portal we offer sponsors greater exposure than ever before. Each iappANZ sponsor is entitled to:

- Logo placement and website listing on the iappANZ website with back links to your own website
- Post job adverts on the website
- List your organisation's events on our calendar and promote them in our member updates
- Leverage our social media sites through posts and tweets

# Sponsorship Packages

(all prices exclude GST)

	PLATINUM 3 AVAILABLE \$20,000	GOLD 5 AVAILABLE \$15,000	SILVER 10 AVAILABLE \$7,500	SUPPORTER UNLIMITED IN-KIND UP TO \$7,499	
<b>GENERAL</b>					
Sector exclusivity	✓	✗	✗	✗	None of your direct competitors will also hold Platinum sponsorship for the duration of your agreement.
First right of refusal to renew	✓	✗	✗	✗	You will have the option to renew your package sponsorship before it is offered to other companies.
Distribution of your EDMs to the iappANZ database (content approved by iappANZ)	2	✗	✗	✗	Create your own EDMs which we will distribute to our database. (iappANZ approved).
Recognition (logos) on all iappANZ communication and marketing	✓	✓	✓	✓	Logo on the program, registration brochure, holding slides, EDMs and all other appropriate marketing collateral.
Online recognition (logo) on the iappANZ website and social media platforms	✓	✓	✓	✓	Logo and links on the iappANZ website and sharing of content on our active social media platforms.
Custom Events	2	1	0	✗	Work with iappANZ to put on tailored privacy focused events. PLEASE NOTE: – Sponsor responsible for costs relating to hosting the event (speaker fees, travel, accommodation, venue hire, AV etc) – iappANZ would manage all logistics, marketing and promotion of the events.
Privacy Awareness Week – host an event	1	✗	✗	✗	Host a co-branded Privacy Awareness Week event in Australia or New Zealand. PLEASE NOTE: – Sponsor responsible for costs relating to hosting the event (speaker fees, travel, accommodation, venue hire, AV etc) – iappANZ would determine the program content for the event in collaboration with you. – iappANZ would manage all logistics, marketing and promotion of the events.
Privacy After Hours – host an event	2	1	✗	✗	Privacy After Hours is iappANZ networking series bringing together our members regularly in an informal setting outside of working hours. It is an opportunity for our sponsors to get to know our members personally. PLEASE NOTE: – Sponsor responsible for costs relating to hosting the event – Sponsor permitted to organise an activity of their choosing – iappANZ would determine the program content for the event – iappANZ would manage all logistics, marketing and promotion of the events.
Corporate membership of iappANZ (up to 5 nominated staff)	✓	✓	✓	✗	Per standard membership terms. Additional staff can be added at cost.
Opportunity to use the iappANZ logo on your corporate marketing	✓	✓	✓	✓	Per iappANZ logo usage policy.
<b>iappANZ ANNUAL SUMMIT</b>					
Opportunity to officially open or close the Summit	1	✗	✗	✗	Your representative will have the opportunity to officially open or close the Summit.
Table Display	1	1	1	✗	A trestle table in the networking and catering area. Position allocation will be determined by iappANZ.
Exhibitor Registration	2	2	2	✗	Registration relating to those personnel responsible for your table display. Registration covers all catering on the day and access to open sessions.
Summit Registration	4	2	1	✗	Registration to the Summit including all sessions and social functions.
Recognition (logo) on all Summit marketing	✓	✓	✓	✓	Logo on the program, registration brochure, holding slides, EDMs and all other appropriate collateral relating to the event.

### iappANZ ANNUAL SUMMIT (continued)

Satchel inserts/merchandise	3	2	1	x	Sponsor to provide an item for the delegate satchel. Dimensions and restrictions will be provided by iappANZ prior to the event.
Post-Summit EDM to delegates	✓	x	x	x	Sponsors permitted to send one designed EDM to attendees post event. Content to be supplied by sponsor and distributed by iappANZ.
Delegate list (post Summit)	✓	✓	x	x	A pdf post conference of attendee details (name, organisation and state) for those who have opted in through the registration process in adherence with privacy legislation.

### PRIVACY UNBOUND JOURNAL

Job advertising	✓	✓	✓	✓	Ability to submit job adverts for publication on the iappANZ jobs board.
Inclusion of full-colour advertisement (1 per edition)	2	1	1	x	Inclusion of an A4 full colour advert in the journal and redirect links in the digital copy.
Advertorial content (up to 600 words, plus relevant images)	2	1	1	x	Provision of advertorial content for the monthly journal is available to all sponsors at the discretion of the Editors and Advisory Committee.
Editor's Welcome' column content	1	x	x	x	Opportunity to guest-write the welcome column in one edition of Privacy Unbound.
Event listing	✓	✓	✓	✓	Ability to submit events to the iappANZ calendar for publication.

Editor of Privacy Unbound will have final approval of all content submitted.

The items detailed below can be purchased as stand-alone sponsorships without purchasing a tiered package, or may be added to a tiered package and included in the overall investment value of that tier.

ITEM	INVESTMENT	
Webinar	\$2,000	Opportunity to run a webinar for members on a topic of your choosing in consultation with the iappANZ board.
Custom event	\$5,000	Work with iappANZ to put on tailored privacy focused events. PLEASE NOTE: – Sponsor responsible for costs relating to hosting the event (speaker fees, travel, accommodation, venue hire, AV etc) – iappANZ would manage all logistics, marketing and promotion of the events.
Table Display	\$1,500	A trestle table in the networking and catering area. Position allocation will be determined by iappANZ.
Satchel inserts (price per insert)	\$500	Sponsor to provide an item for the delegate satchel. Dimensions and restrictions will be provided by iappANZ prior to the event.
Summit satchels	\$3,500	Opportunity to provide delegate satchels featuring your company's branding.
Welcome function sponsor	\$5,000	Naming rights to the welcome function, including a short presentation by a representative of your choosing and predominant signage (logo/banner).
Delegate name badge sponsor	\$1,500	Inclusion of your logo on all delegate name badges (badges produced by iappANZ).
Delegate lanyard sponsor	\$1,500	Inclusion of your logo on name badge lanyards (lanyards produced by iappANZ).
Speaker/session sponsor	\$5,000	Naming rights to a summit session. Opportunity for representatives to introduce or thank the speaker/s, prominent display of your banner/logo and acknowledgment of your contribution. Sponsorship is of either a predetermined session or in consultation with the summit organising committee.
Coffee cart sponsor	\$3,000	Host the Summit coffee cart and include your own branding.

# Booking Form

## ORGANISATION

## CONTACT DETAILS

Name and Position:

Address:

State:

Post code:

Phone:

Email:

## SPONSORSHIP PACKAGE

PLATINUM

\$20,000 +GST

GOLD

\$15,000 +GST

SILVER

\$7,500 +GST

## OTHER OPPORTUNITIES

Custom Event <sup>1</sup>

\$5,000 +GST

Webinar <sup>2</sup>

\$2,000 +GST

## SUMMIT SPONSORSHIP

*Please note that many of these are included in the Platinum, Gold and Silver packages above. Should you wish to add additional items to your sponsorship or only wish to sponsor the summit please indicate your choices below:*

Welcome

Function

\$5,000 +GST

Table

Display

\$1,500 +GST

Speaker

Sponsorship

\$5,000 +GST

Summit

Satchels

\$3,500 +GST

Delegate

Name Badge

\$1,500 +GST

Delegate

Lanyard

\$1,500 +GST

Satchel

Inserts

\$500 +GST

Coffee Cart

Sponsor

\$3,000 +GST

I confirm that I am authorised to complete the above booking form on behalf of the organisation listed

PRINT NAME

SIGNATURE

DATE

## PRIVACY POLICY

iappANZ is committed to protecting your privacy. Any personal information you provide us remains private. While iappANZ is not by law subject to the Commonwealth Privacy Act 1988 (AUS) (Privacy Act), we have elected to 'opt-in' to the Privacy Act to reflect our commitment to privacy and ensure protection of your personal information.

[This Policy](#) explains how we collect your personal information, what we do with it and how we protect it. Please read it carefully. If you have any questions you can contact us directly on the details set out at the end of the Policy. We collect, with the assistance of our service providers, the information you provide and confirm from your member profile when you register for the Summit in order to process your registration, your requirements and payment and to manage the Summit. If you opt in, we will list your details as described below in the handbook of registered delegates that we publish to delegates. You can manage and update your member profile at any time by logging on securely. Otherwise, to request access to or correction of any personal information we hold about you or to make a privacy complaint or find out how we handle complaints please see our Privacy Policy.

1. Sponsor responsible for the event costs including venue, speakers AV. iappANZ responsible for logistics and marketing.
2. Sponsor responsible for program and speaker. iappANZ responsible for marketing and logistics and webinar facility.

# Terms & Conditions

## IAPPANZ SPONSORSHIP BOOKING TERMS & CONDITIONS

1. By submitting this completed booking form, Sponsor agrees to these Terms & Conditions (Terms).
2. Sponsorship entitlements will be allocated on receipt of a signed booking form.
3. A letter of confirmation will be provided to Sponsor directed to the person named in the booking form to confirm the booking, together with a Tax Invoice for the total amount payable.
4. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by iappANZ and all prices in this document are exclusive of the GST. GST is calculated at date of publication. iappANZ reserve the right to vary the quoted prices in accordance with any changes in the legislated rate of the GST.
5. All monies payable must be received by iappANZ prior to commencement of sponsorship. No entitlements will be available until booking form and full payment has been received.
6. Any amendments to sponsorship will only be considered valid if agreed in writing between Sponsor and iappANZ.
7. Sponsor is responsible for all costs associated with the sponsorship including but not limited to event venues, speaker fees, AV, design costs. iappANZ is responsible for logistics and marketing.
8. Sponsor shall provide iappANZ with a copy of its logo in an appropriate format for display and use in connection with the sponsorship and grants iappANZ a royalty free, non-exclusive, right and licence (including the right to sub-licence) to use reproduce and publish the logo.
9. iappANZ makes no representations or warranties as to the number of annual events that may occur or the number of attendees at any of its events during the sponsorship period.
10. Sponsorship does not constitute an endorsement by iappANZ of any Sponsor products or services.
11. To the extent permitted by law, any conditions, warranties, guarantees, rights, remedies, liabilities and other terms implied or conferred by statute, custom or the general law that impose any liability or obligation on iappANZ are excluded. This does not exclude, restrict or modify the application of any provision, the exercise of any right or remedy, or the imposition of any liability under the Australian Consumer Law (ACL) to the extent that supply under these Terms is a supply of goods or services to a consumer within the meaning of the ACL.
12. Sponsor and iappANZ shall keep confidential any information that the other identifies as confidential, unless it was already in their possession or knowledge without restriction prior to its disclosure, in or comes into the public domain other than by a breach of this clause, was received from a third party who has the right to provide the information, was created independently of the other, is required by law or by any court, government, agency or regulatory authority to be disclosed, or which may need to be disclosed to its professional advisors.
13. All notices shall be properly addressed and delivered to the contact details provided in this sponsorship offering and booking form or otherwise as notified in writing from time to time.
14. Sponsor agrees to comply with all applicable privacy laws including the Privacy Act 1988 (Cth) and warrants that any material (including any content, logo, design) it supplies to iappANZ for the purpose of the sponsorship, complies with all applicable laws and that its use by iappANZ will not give rise to any claim of any kind (including for breach of intellectual property rights) or any other liability against iappANZ, its directors, employees or agents.
15. iappANZ may terminate the sponsorship immediately if the Sponsor becomes insolvent or is deemed to be insolvent under the Corporations Act 2001 (Cth).
16. These Terms do not constitute a partnership, agency, employment or joint venture.
17. These Terms are governed by the laws of the State of New South Wales. Each party submits to the non-exclusive jurisdiction of the courts

## SUMMIT SPONSORSHIP / EXHIBITION

1. All exhibiting companies will receive an exhibitors manual outlining event details, exhibition build and freight forwarding companies, delivery, hiring goods, electricity, and storage, etc. after payment has been received.
2. All exhibitors must have public liability insurance for the period of the exhibition. iappANZ will not be responsible for any loss or injury that may occur to the exhibitor, exhibitor's employees, agents or contractors, registrants, the public or property from any cause whatsoever prior to, during and the subsequent period of the meeting. Exhibitors shall indemnify and hold harmless iappANZ from all liability (damage or accident) including all costs and expenses that might ensue from any cause resulting to or connected with the transportation, placing, removal or display of exhibits.
3. It is recommended that no valuable items be left at your booth, especially overnight. No responsibility can be taken for any loss or damage to equipment and display materials.
4. iappANZ reserves the right to rearrange the floor plan and/or relocate any exhibit without notice. There will not discount or refund for any facilities not used or required.
5. If the exhibitor intends to utilise and install a custom-built stand, iappANZ must be advised and such advice must include full details and dimensions. All display construction requires the approval iappANZ and the Summit Venue. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the exhibition floor plan.
6. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of iappANZ





