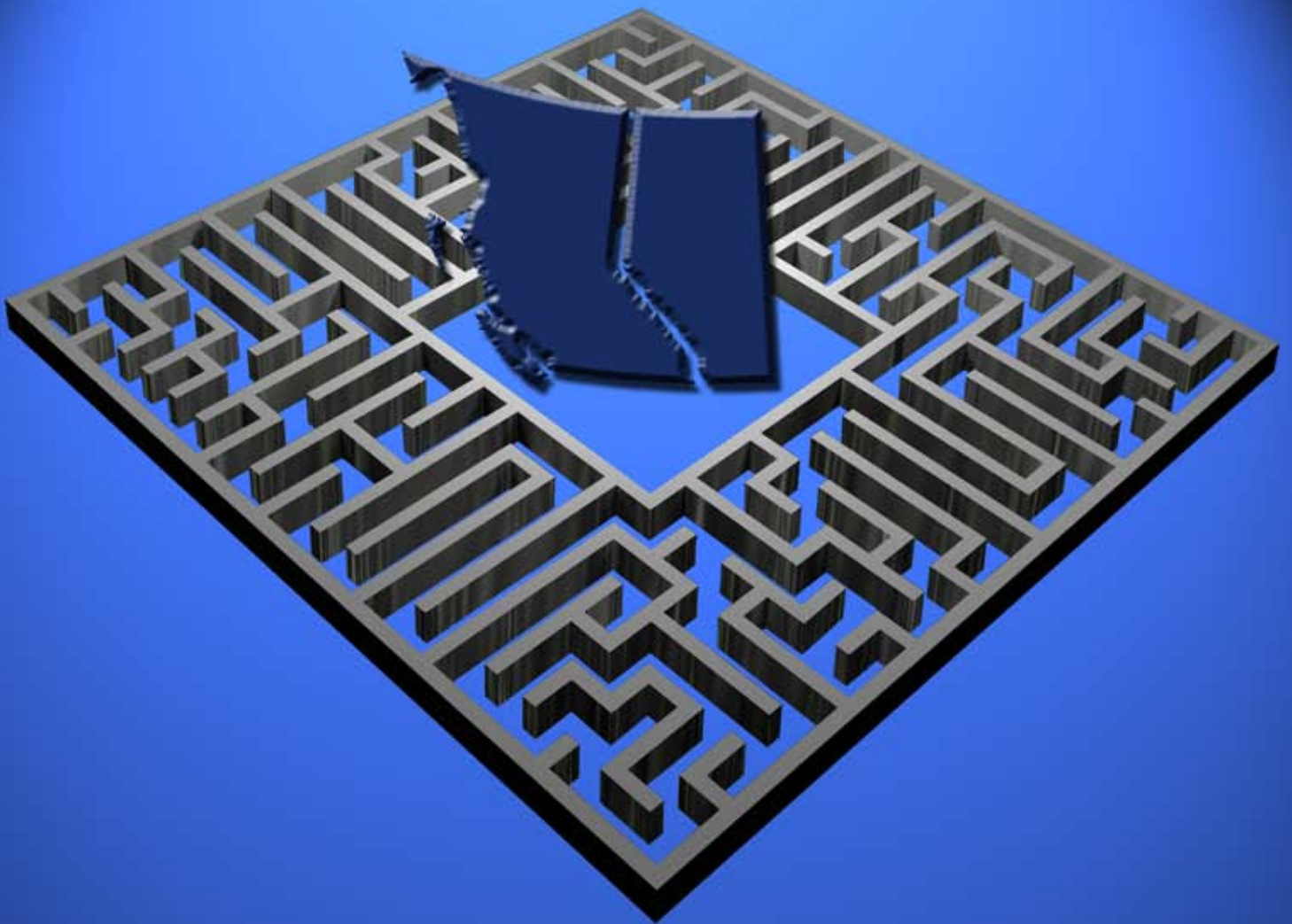


PIPA Conference 2008

Privacy 2.0



Managing Privacy from the Inside Out

**November 17 & 18, 2008
Sheraton Suites Eau Claire
Calgary, AB**

Introduction

This conference follows the highly successful 2006 and 2007 events in Calgary, Alberta and Vancouver, British Columbia. Both events sold out with over 300 delegates from businesses, non profits, government, and law firms attending the conference.

The focus for 2008 is on practical, real-world problems and solutions. This forum offers an excellent opportunity to hear from privacy regulators, stakeholders, and from business experts from around the globe about managing personal information in the electronic age.

We invite you and the members of your organization to join us for what we believe will be a highly informative, practical and engaging educational experience. This conference is an event you will not want to miss!

Who Will Attend?

Plenary and concurrent sessions will appeal to:

- Organizations whose collection, use and disclosure of personal information is governed by the Personal Information Protection Act (PIPA) of Alberta or British Columbia, including:
 - o Trade unions
 - o Private schools
 - o Non-profit organizations
 - o Partnerships
 - o Corporations
 - o Unincorporated associations
 - o Professional regulatory associations
 - o Any individual acting in a commercial capacity
 - o Any individual acting on behalf of a corporation, unincorporated association, trade union or partnership
- Individuals who advise persons or organizations governed by PIPA such as chief privacy officers, legal counsel, privacy consultants and IT service providers
- Any individual interested in the application of privacy principles in the private sector

Agenda at a Glance

The following is a list of potential topics that may be covered at this year's PIPA Conference.

- Threats from Within – Employee Access to Personal Information
- Payroll and Privacy
- Employers and Social Networking Sites
- Employee Training
- Biometrics
- Mobile Devices: Managing Privacy Implications
- Do Not Call List
- Children's On-line Privacy
- Examining Consumer Perspective: What do Individuals Expect from Businesses?
- Data Breaches & Voluntary Guidelines
- Policies, Privacy Officers, and Responding to Customer Issues and Complaints
- Non-Profit Organizations and Compliance
- On-line Behavioral Tracking
- Transborder Issues
- Legislative Reviews
- Outsourcing
- Recent and Significant Commissioners' Decisions
- Auditing Privacy Compliance
- Electronic Records & Privacy Impact Assessments
- Records Management
- Top 10 Mistakes Made By Businesses
- Responding to the Regulators

Business Case

• Position your organization as a leader •

This conference will bring together the best and brightest minds in the field. Our delegates are made up of dynamic, senior decision-makers. Associate your company and key personnel with industry experts, participate in the discussion and contribute to the solutions.

- Build successful business relationships
- Demonstrate leadership
- Raise your corporate profile within a highly targeted group
- Prepare your company for the future by keeping abreast of industry and market developments
- Monitor and evaluate your competitors and suppliers
- Connect with your top prospects

Sponsorship Packages

Basic Exhibition

\$2,495

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- Logo placement and web link on conference website
- 3 exhibitor passes
- 1 conference VIP pass to attend all sessions, luncheons and refreshment breaks
- Company listing in conference handbook

Gold

\$5,595

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- 3 VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- Company logo on printed conference material (where applicable)
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- 1 Refreshment break sponsorship

Platinum

\$11,495

- Premium demonstration space including draped table and two chairs (Up to 10'x'10')
- 5 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- Company logo on printed conference material including preferential placement (where applicable)
- 1 Luncheon sponsorship, includes signage
- Your logo on a place-card at each table

Custom Sponsor

- Reception - prices and types of reception will vary, please contact our offices if interested
- Refreshment Break Sponsor - \$3000.00
- Bottled Water Sponsor - \$3500.00 (plus cost of water and production; approx. \$1500 for 1200 375 mL bottles)
- Lanyard Spnsor - \$3000.00
- Pen Sponsor - \$1000 (pens supplied by sponsor)
- Tote Bag Sponsor - Price Negotiable
- Advertising in Workbook Only - \$1000.00 (full page, double sided provide by sponsor)
- Advertising in Conference Delegate Kit - \$500.00 (provided by sponsor)
- Evaluation Gift Sponsor
- Coffee Mug Sponsor

**Call Sean Downey of Verney Conference Management
(the conference organizers) at 613-226-8317 x221
for details on these or any other interesting offers!**

Graphic design services also available for any of the above packages. Please contact Chris Lutz at 613-226-8317 x220 for details and pricing.