



UNIVERSITY OF AMSTERDAM

SECOND
EDITION

Conference Sponsor Prospectus



October 23-26, Amsterdam, the Netherlands

APC 
2015 

amsterdam **privacy** conference

Summary

From smartphones to cloud computing, from big data to social media, the exploding use of information technology and its many applications will be a source of massive social and economic changes for years to come. Privacy is one of the areas widely believed to be affected by these changes. Developments such as digital surveillance, predictive profiling, learning analytics, the right to be forgotten, social media, 'do not track', privacy-friendly business models, open data, privacy by design, business intelligence, personalized communication and behavioral marketing have a profound effect on privacy in all its facets.

In the past, privacy has mostly been addressed from a single perspective, for example legal, philosophical, sociological, technical, medical or psychological. At present, however, it is acknowledged that privacy has many facets, and researchers and professionals worldwide are working together to address privacy from a truly interdisciplinary approach.

It is our pleasure to invite you to become a sponsor of the 2015 Amsterdam Privacy Conference (APC 2015). This unique interdisciplinary conference is taking place October 23-26 in the heart of Amsterdam,

the Netherlands. It is organized by the Amsterdam Platform for Privacy Research (APPR), an initiative of the University of Amsterdam with active participants from such diverse disciplines as philosophy, law, economics, informatics, social sciences, medical sciences and media sciences.

APC 2015 will bring together leading experts in the field of privacy who will formulate, discuss and answer the challenging privacy questions that lie ahead of us. Keynote speakers will include renowned scientists, top government officials and business leaders, many of which already have confirmed their participation.

The conference will explore emerging and critical trends in privacy, including but not limited to:

- Privacy by design
- Value and ethics of privacy
- Privacy and healthcare
- Economics of privacy
- Privacy in the internet age
- Privacy and security
- Transformation of the public space and personalized communication



APC 2015

“I just wanted to thank you for an absolutely fabulous conference. It was really well done – the panels were informative, the people were great, the venue was terrific and the organization was superb.

You guys rock!!”

“Thank you very much for a tremendous conference! It was a pleasure and inspiration to attend all the interesting keynotes, panels and discussions. I was impressed about the excellent program and organization.”

“I thought the conference was excellent: well organized, very stimulating and with an extraordinary group of people - and Amsterdam was beautiful too!”



Second edition

APC 2015 is the follow up of the highly successful Amsterdam Privacy Conference 2012. Attracting more than 600 top scholars, entrepreneurs, developers, politicians and regulators, APC 2012 was considered one of the most attractive privacy conferences around the world for people interested in innovative and interdisciplinary research and thought provoking discussions.

In the evaluation held after the Conference, the respondents gave the following average marks on a scale from 1 to 10:

Overall, what grade would you give to APC 2012?	8.05
How would you rate the societal relevance of information presented in the keynotes and parallel sessions?	8.26
Rate the diversity of the conference, in terms of the academic disciplines and theoretical perspectives represented in the keynotes/sessions:	8.32
How would you rate the quality of the opening session on Sunday?	8.66
How would you rate the quality of the keynote speeches?	8.48
The content of the speeches, presentations, and papers was useful to my own research/work on privacy issues:	8.12
I benefited from the interdisciplinary nature of the conference:	8.44
I would attend the next Amsterdam Privacy Conference in 2015:	8.62

www.apc2015.net

Sponsor Packages

The sponsorship packages are designed to give you maximum interaction with an influential audience in an intimate setting. Three packages are available: Diamond, Platinum and Gold.

In addition, tailored sponsoring packages are possible. Deadlines and availability restrictions may apply. For all information, please contact Bart van der Sloot (info@apc2015.net).



Diamond Level (limit: 3)

Pre-Conference:

- Logo listing on all marketing emails
- Online banner ad: Your 728x90 static banner ad will rotate on APC website
- Sponsor designation and right hand rail visibility on APC website and in marketing and PR announcements
- Company name, logo, 100-word description, link on APC website
- Access to pre-registered media list
- One pre-event email to attendee opt-in list

Onsite Benefits:

- 15 minute Plenary keynote (pending speaker/content approval by programme chairs)
- On-stage recognition by programme co-chairs
- 45-minute breakout session
- Stand in premium location
- 10 conference passes including speakers
- First chance for additional lanyard sponsorship
- First chance to sponsor additionally attendee bags
- Two-page, full color ad in Conference Event Guide
- Company listing in Conference Event Guide
- Attendee bag insert
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

Post-Conference:

- One post-event email to attendee opt-in list

The fee for the Diamond Level Sponsorship is EUR 49.500.

Platinum Level

Pre-Conference:

- Logo listing on all marketing emails
- Online banner ad: Your 728x90 static banner ad will rotate on APC website
- Company name, logo, 75-word description, and link on APC website
- Sponsor designation and right hand rail visibility on APC website and in marketing and PR announcements
- Access to pre-registered media list
- One pre-event email to attendee opt-in list

Onsite Benefits:

- 45-minute breakout session
- Medium stand in premium location
- 6 conference passes (tutorials not included; including speakers)
- One-page, full color ad in Conference Event Guide
- Company listing in Conference Event Guide
- Attendee bag insert
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

Post-Conference:

- One post-event email to attendee opt-in list

The fee for the Platinum Level Sponsorship is EUR 24.500.

Gold Level

Pre-Conference:

- Company name, logo, 50-word description, and link on APC website
- Sponsor designation and right hand rail visibility on APC website and in marketing and PR announcements
- Access to pre-registered media list

Onsite Benefits:

- 45-minute breakout session
- Stand at conference
- 2 conference passes (tutorials not included; including speakers)
- Half-page, full color ad in Conference Event Guide
- Company listing in Conference Event Guide
- Attendee bag insert
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

The fee for the Gold Level Sponsorship is EUR 9.500.