

A close-up photograph of a squirrel's face, looking directly at the camera. The squirrel has brown and white fur and is surrounded by green grass blades. The image is used as a background for the conference poster.

09 & 10 October 2024

# Privacy Conference

Online

Your Participation Opportunities

#pco24

[privacy-conference.com](https://privacy-conference.com)

**bitkom**  
events

# Participation opportunities

- Keynotes
- Panels
- Startup Pitches
- Masterclasses
- Digital Experience Labs
- Get-together



Find more  
impressions  
here

# Benefits for you as a partner

## Marketing

Present your products at Europe's leading event for data processing and data protection



## Participants

Meet more than 1.000 participants on our digital event platform



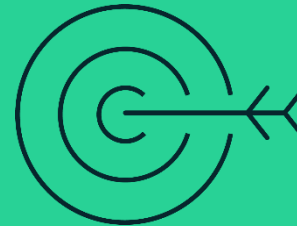
## Positioning

Exchange ideas with managers and decision-makers and initiate cross-sectoral projects and cooperations



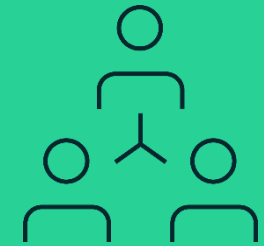
## Relevant Contacts

Gain new leads or deepen existing contacts and benefit from our curated network



## PR & Press

Benefit from Bitkom's curated network & communications-work



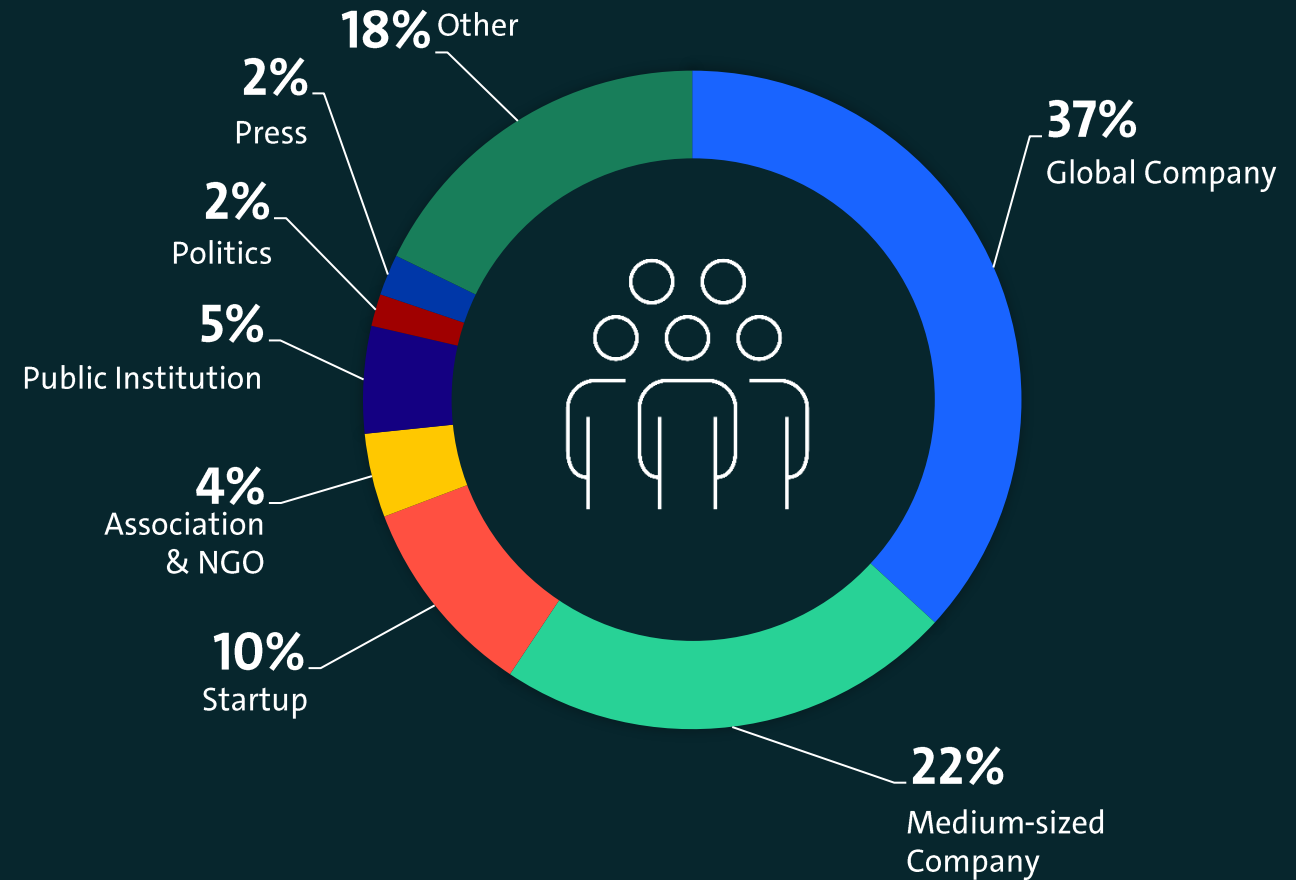
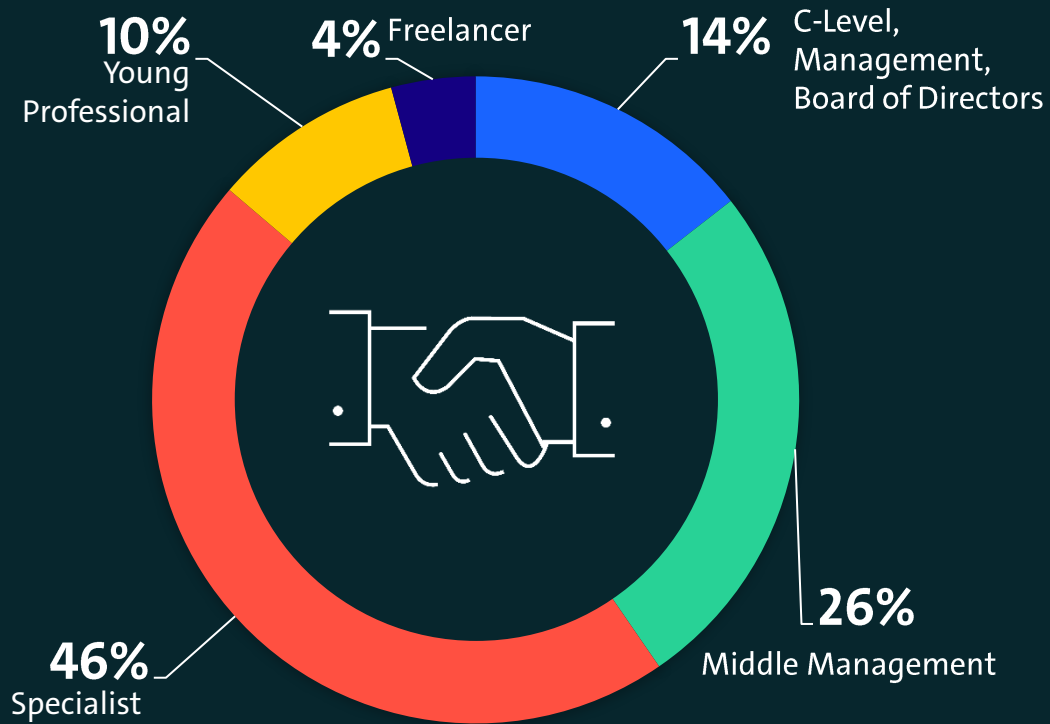
# Meet your target group

- Executive leaders and managers in the field of data, regulation and privacy
- Industry experts and specialists in data, regulation, privacy and technology
- Policy-makers, with focus on Europe and Germany
- Representatives from science and research
- Startups and new businesses
- Representatives from media and press





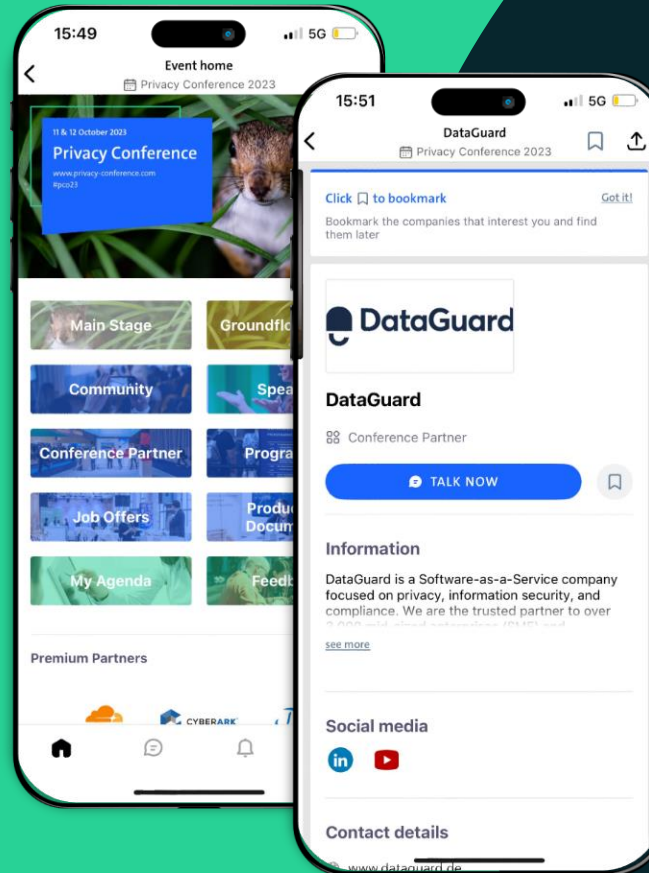
# Meet your target group



# Our interactive event platform: Bitkom Events App

## LEADS & NETWORKING

**Your virtual booth in the app for networking, matchmaking and lead generation**



## You will receive these features & functions:

- Integration of the partner logo on the start page of the event app
- Creation of a virtual booth with these features:
  - Integrate company information and social media channels
  - Add background banner as image or video
  - Upload advertisements, videos and documents
  - Post or link job offers
  - Connection of stand crew, speakers & sessions offered
- Exchange of direct messages with all participants
- Scheduling 1:1 meetings and the opportunity to collect the 1:1 contacts made
- Export all contacts as an Excel file



The mobile app  
in the App-Store or  
Google Play Store



# #pco24 - programme

**Wednesday 09/10/2024 (online and at Bitkom Office)**

	Stage 1	Networking & Workshops
12:00 pm – 18:00 pm  German	High-Level Keynote, High-Level Panels, presentations, interactive live formats	Networking, 1:1 Meetings, Masterclasses & Digital Experience Labs
18:00 pm	Get-together @ Bitkom Office	

**Thursday 10/10/2024 (online)**

	Stage 1	Stage 2	Networking & Workshops
10:00 am – 16:00 pm  English	High-Level Keynote, High-Level Panels, presentations, interactive live formats	Panels, presentations, interactive live formats	Networking, 1:1 Meetings, Masterclasses & Digital Experience Labs

# Participation Packages

2024 | 1/3

	Basic*	Advanced*	Premium*
	Bitkom Member: 2,750 € Non-Member: 4,750 €	Bitkom Member: 5,250 € Non-Member: 7,750 €	Bitkom Member: 7,750 € Non-Member: 10,750 €
Digital Partner Area			
Online presentation of your company on the Digital Partner Area of #pco24	x	x	x
Comprehensive online support	x	x	x
Access to online conference streaming platform	x	x	x
Networking			
Use of online network spaces	x	x	x
Offer to arrange 1:1 meet-ups in the event app	x	x	x
Leads - contact details incl. email addresses of participants who have agreed to their data being passed on to the conference partners for marketing purposes when registering for the event, as well as a detailed evaluation of your session.			x



# Participation Packages

2024 | 2/3

	Basic*	Advanced*	Premium*
	Bitkom Member: 2,750 € Non-Member: 4,750 €	Bitkom Member: 5,250 € Non-Member: 7,750 €	Bitkom Member: 7,750 € Non-Member: 10,750 €
Communication & Branding			
Company presentation including logo and link on event website, online partner board and event thank you slide	x	x	Highlighted
Communication package: Text templates and graphics and presentation of the partner in event mailings to high-level contacts of the Bitkom Group	x	x	x
Mention on social media channels of the Bitkom Group		x	x
Individualised social media post			x
Publication of the partner's content on the event website			x
Integration of the logo on the programme and registration page			x
Mention during Welcome remarks			x

# Participation Packages

2024 | 3/3

	Basic*	Advanced*	Premium*
	Bitkom Member: 2,750 € Non-Member: 4,750 €	Bitkom Member: 5,250 € Non-Member: 7,750 €	Bitkom Member: 7,750 € Non-Member: 10,750 €
Content participation			
Online speaking slot (max. 20 min) in consultation with the Bitkom programme manager		Partner Stage x	Main Stage x
Presentation of the speaker on the event website (picture, CV, social media contact)		x	x
Live communication of online presence on the Bitkom social media channels		x	x
Recording of your presentation		x	x
Publishing your presentation on the Bitkom YouTube channel			x

# Partner Packages 2024 | Specials\*

2024

## Masterclass (45 min.)

*limited: 4*

In the 45-minute masterclass, you provide an in-depth introduction to a subject area and have the opportunity to exchange ideas with the participants in a personal atmosphere (limited number of participants)

Presentation of the speaker on the event website

Mention of stage presence in the official programme

2.500 €

## Get-together (90 min.)

*limited: 1*

Get-together after the conference – powered by »Your Company« incl. Drinks and snacks for approx. 80 people

Exclusive post on social media and banner advertising in the event app

Integration of your logo at the Get-together

6.000 €

## Digital Experience Lab (45 min.)

*limited: 4*

In the 45-minute workshop format, you will have the opportunity to present specific use cases and engage participants in practical exercises and simulations (limited number of participants)

Presentation of the speaker on the event website

Mention of stage presence in the official programme

2.500 €

## Branding Special

*limited: 1*

Exclusive banner advertising in the event app

Exclusive post on social media

Integration of your logo at lunch and during the coffee break

4.000 €

# Become part of the Privacy Conference!

We look forward to hearing your ideas and will be happy to answer any questions you may have!

Let's talk about your participation.



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