

# Privacy Conference 2020

**Your Participation Opportunities**  
28 & 29 September | Online

**Explore new horizons**

#pco20

Let's meet  
digitally!



#pco20

**bitkom**  
events

Be there when  
**Tech meets Privacy**  
and shape the future –  
online!



# What you can expect at Privacy Conference 2020



Discuss with **over 500 international** leading privacy experts from corporates, startups, politics and supervisory authorities



Talk about the latest privacy issues and legal aspects of recent tech trends at our **online conference**



Get involved in the programme and raise your profile to a **targeted audience**



Present your Products at the **online platform**

# Discuss and present these future topics



GDPR  
Compliance



Data Security



Data Economy



New  
Technologies



Global Data  
Protection  
Framework



Data  
Protection &  
Ethics

# Talk to like-minded international Privacy Experts

## Confirmed Speakers at the Privacy Conference 2020



**Prof. Ulrich Kelber**

Federal Commissioner for Data Protection and Freedom of Information



**Anna Morgan**

Head of Legal and a Deputy Commissioner  
Irish Data Protection Commission



**Jonathan S. Kallmer**

Head of Global Public Policy and Government Relations  
Zoom

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# Present at one of Europe's leading Conferences



Keynotes & High-Level Panel Discussions, covering legal and technical aspects, Best Practices & Use Cases



Workshops & Q&A Sessions, communicating with attendees directly



Exclusive Roundtable Sessions for deep dive knowledge exchange



Special offers for attendees at the virtual marketplace

# Data Protection & Privacy takes place online

Let's start the future dialogue online on our Digital Event Platform:



Navigate easily through the Agenda



Present your Business at Virtual Booths & Product Marketplace



Take quick action with Audience Response Tools



Start matching and arrange 1:1 Calls



Join the Live Stream as an Expert



Check the attendees on a Data Dashboard

# Pay for what you get!

- **Flexible Pricing Model\*** – price structure according to the number of active participants.
- **Dialogue between partners & participants** – event platform offers a direct two-way contact between partners and customers.
- **Partner packages** – #pco20 as an online event offers a variety of new placement options for a high-quality integration of partners.

Size	Basic	Advanced	Premium limited availability
>800 Participants	<b>3,000 EUR</b> Non-Members: 4,500 EUR	<b>6,000 EUR</b> Non-Members: 7,500 EUR	<b>7,000 EUR</b> Non-Members: 8,500 EUR
>400 Participants	<b>2,000 EUR</b> Non-Members: 3,500 EUR	<b>5,000 EUR</b> Non-Members: 6,500 EUR	<b>6,000 EUR</b> Non-Members: 7,500 EUR
<400 Participants	<b>1,000 EUR</b> Non-Members: 2,500 EUR	<b>4,000 EUR</b> Non-Members: 4,500 EUR	<b>5,000 EUR</b> Non-Members: 6,500 EUR

\*All prices excl. VAT



# Participation Packages 2020 1/3

Service	Basic	Advanced	Premium limited availability
<b>Service</b>			
Comprehensive project management assistance & online support	✓	✓	✓
<b>Digital Partner Area</b>			
Integrated sub page on PCO online event platform to present links, videos, documents, contact details, etc.	✓	✓	highlighted
<b>Content</b>			
Online Speaking Slot in consultation and accordance with the Privacy Conference Team incl. presentation of speaker on event website, live communication of online presence throughout the Social Media channels of Bitkom, display of speaking slot in official programme		✓ (in partner programme)	✓ (in main programme)
Presentation of online video clip (max 30 seconds) in main conference programme (video clip production by partner)			✓



# Participation Packages 2020 2/3

Service	Basic	Advanced	Premium limited availability
<b>Communication &amp; Branding</b>			
Presentation of company with logo and link on event website	✓	✓	highlighted
Display as partner in event mailings to over 10,000 high-level contacts of Bitkom Group	✓	✓	highlighted
Display of logo on online partner wall	✓	✓	highlighted
Display of logo on Thank You-slide	✓	✓	highlighted
Communications package with text templates and graphics for your communication		✓	✓
Mention on Social Media-channels of Bitkom Group to approx. 32,000 contacts		✓	✓
Conduct and publication of interview with speaker on event website			✓
Implementation of logo on programme and ticket webpage			✓
Individualised Social Media post			✓
Display of logos on online background throughout the whole event			✓
Mention during Welcome			✓

# Participation Packages 2020 3/3

Service	Basic	Advanced	Premium limited availability
<b>Networking</b>			
Participants data (contact details incl. email addresses) according to their approval* The partner will be provided with a randomly selected list of leads according to the selected partner package size	30%	70%	100%
Networking App	✓	✓	✓
1:1 Video Networking	✓	✓	✓
Gamification Features (Polls, quizzes, etc.) in main programme and in accordance with the Privacy Conference Team			✓

\*Number of provided contacts can differ from final number of participants!

# Participation Packages 2020 | Special

Service	Price
<b>Digital Networking Drinks</b>	
Mention during Opening and Closing of the online conference	✓
Announcement in event mailing	✓
Exclusive Social Media posts	✓
Highlighted display of logo throughout the Digital Drinks	✓
	<b>1,000 EUR</b>
<b>Roundtable Session</b>	
Interactive 45 minutes online session where partner will be able to address specific topics to an exclusive audience (limited number of participants!) - in consultation and accordance with the Privacy Conference Team	✓
Presentation of the speaker on event website (head shot and short bio)	✓
Display of stage presence in official programme	✓
	<b>2,500 EUR</b>

# Contact us to talk about your partner options

Do you have individual ideas on how to present yourself? Email us!

Are you are a founder and want to start a conversation with global players, investors and researchers? Get in touch for our **individual Startup Partner offers**.

Want to know more? **Contact Kevin Helmuth**.

## Organisation



**Kevin Helmuth**

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## Programme



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[Get more information!](#)