

CAPAPA SPONSORSHIP PROGRAM

2009 / 2010

knowledge access to information consentement policy
personal information **skill** PIPA accès à l'information AIPRP
certification training gouvernance **experience** principes
protection PHIA sécurité PHIPA transparence **vie privée**
accréditation renseignements personnels ATIP health
records data impact assessment dataflow géolocalisation
MFIPPA **Connecting People** professional
due diligence **With Possibilities** awareness
éthique expertise safeguards openness accountability
santé standards risk législation biométrie FOIPOP framework
consent protection consultation HIA privacy **integrity**
investigation breaches **liberté** technologie électroniques
disclosure confidentiality LRPDE procédures documents
éducation compliance **droit à l'information** PIPEDA



Canadian Association of Professional
Access and Privacy Administrators

Why is Access and Privacy an important audience for marketers?

The Access and Privacy profession is an essential driver of organizational success

The proper handling of corporate and personal data in any organization is central to corporate governance, legal compliance, and public confidence in any organization.

Access and Privacy Professionals are change agents for organizational culture — and they are vital when it comes to influencing, recommending, and deciding on a range of products and services.

From strategy and planning to implementation, Access and Privacy Professionals hold the key to success.



**Canada's Voice of Privacy and Access
la porte parole canadienne pour l'accès et la vie privée**

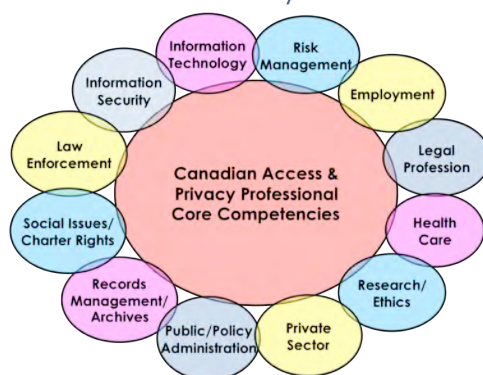
Why reach out to the Access and Privacy community?

CAPAPA members are in every sector and region across Canada.

Sponsorship offers you strategic positioning as an industry leader — and gives you access to CAPAPA members across Canada.

Federal government departments. Provincial government ministries and departments. Municipal governments. Regional governments. Academic institutions. School boards. Law firms. Private sector organizations. Professional associations. Non profit organizations. Law enforcement agencies. Medical facilities. Health boards. Government agencies, boards and commissions.

Multi-Disciplinary Access and Privacy Professionals



CAPAPA members reach and directly influence more than 4 million personnel.



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Extend your reach

Raise awareness through Canada's voice of privacy and access.

The Canadian Association of Professional Access and Privacy Administrators (CAPAPA) is the leading national association in Canada that is dedicated to the professional development of Access and Privacy Professionals in the private and public sectors across Canada.

CAPAPA is Canada's centre of expertise in information access and privacy across the public and private sectors.

CAPAPA developed the National Competency Standards for Information Access and Privacy professionals in Canada.

CAPAPA offers the only meaningful Professional Certification for access and privacy professionals.

CAPAPA works with post-secondary institutions to develop educational programs, and offers training and professional development opportunities across the country.

CAPAPA is an independent, non-profit Non Government Organization that enjoys strategic affiliations with other professional and industry associations and their members.

CAPAPA enjoys — and offers
— a reach and latitude not
available elsewhere.



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Major Sponsor Program

Amplify the best parts of the CAPAPA event experience.

CAPAPA Connexions let you connect with your target market in a meaningful way so you can grow your market share.

CAPAPA Connexions events from coast to coast to coast are designed to facilitate networking and increased knowledge about issues that affect access and privacy.



CAPAPA Connexions are well-attended collaborative events with feature presentations, guest speakers, and facility tours. Connexions offer valuable opportunities for aligning contributions with target markets.

Major Sponsors are invited to participate in identifying event locations.

Generate results with CAPAPA:
Awareness. Image. Visibility.
Sales. Affinity.



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Gain the advantage

Leverage unique opportunities to expand your reach

Connexions events are held in major centers across Canada, and are attended by highly influential and experienced professionals.

Recent speakers include representatives from

- Canadian Bar Association
- Field Law LLP
- College of the North Atlantic
- Memorial University
- Privacy Commissioner of Canada
- Government of Newfoundland
- Provincial Archives of Alberta
- City of Toronto
- Government of Ontario
- Amina Consulting Corporation
- Dalhousie University
- Right to Know Coalition of Nova Scotia
- Informatica Corporation
- Canadian Institute of Chartered Accountants

The logo for 'Connexions' features the word in a red, cursive font. To the left of the 'i' in 'Connexions' is a small icon of a globe with a network of lines connecting various points.

Grow your impact.
Change your outcome.



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Feed fertile imaginations

Make a lasting impression.

Help attendees start their day off by sponsoring a morning Connexion event with continental breakfast buffet.

Benefits of Breakfast sponsorship:

- Sponsor's representative will introduce the breakfast speaker (introduction to be provided by CAPAPA).
- Sponsor's logo displayed during the speaker's introduction.
- Sponsor's logo prominently displayed on buffet table signs.
- Sponsor's napkins and disposable cups (napkins and disposable cups to be supplied by sponsor).
- Table at the back of the room for sponsor's branded materials (space permitting. Materials to be provided by sponsor).
- Recognition on the sponsorship website with sponsor's corporate name and logo and a direct link to sponsor's website.

The logo for 'Connexions' is displayed in a red, cursive font. A small graphic of a person with arms raised is integrated into the letter 'x'.

Gain recognition as the ideal partner for access and privacy professionals.



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Spring into action

Make a lasting impression.

CAPAPA's Spring Training Workshops provide full day Training for Professionals by Professionals at venues across Canada.

Industry professionals in the public sector and private sector gather at venues across the country for refreshingly practical, pragmatic, and realistic training.

Spring Training Workshops are produced and marketed by CAPAPA's professional conference partners.



Benefits of Spring Training sponsorship:

- Sponsor's logo and 100-word description on the event announcements sent directly to all event invitees.
- Sponsor's representative will introduce the breakfast speaker (introduction to be provided by CAPAPA).
- Sponsor's logo displayed during each speaker's introduction.
- Sponsor's logo prominently displayed on table signs.
- Sponsor's logo on room signage.
- Table at the back of the room for sponsor's branded materials (space permitting. Materials to be provided by sponsor).
- Recognition on the sponsorship website with sponsor's corporate name and logo and a direct link to sponsor's website.

Contact sponsors@CAPAPA.org for information about

- **event sponsorships**
- **year-round recognition programs**
- **additional sponsorship opportunities**



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Applying for Sponsorship

SPONSOR INFORMATION

Organization Name _____

(Please print clearly and as it should appear for recognition purposes)

Direct Contact

Name _____ Phone _____

Print legibly

Include Area Code

Email _____ Fax _____

Website _____

Mailing Address _____

City _____ Province/State _____

Postal Code _____ Country _____

Cardholder _____

Address _____

City _____ Province/State _____

Postal Code _____ Country _____

Card Number _____

Expiry Date _____

VISA

MASTERCARD

Date _____ Signature _____



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