



PARIS

June 5<sup>th</sup> & 6<sup>th</sup> 2008

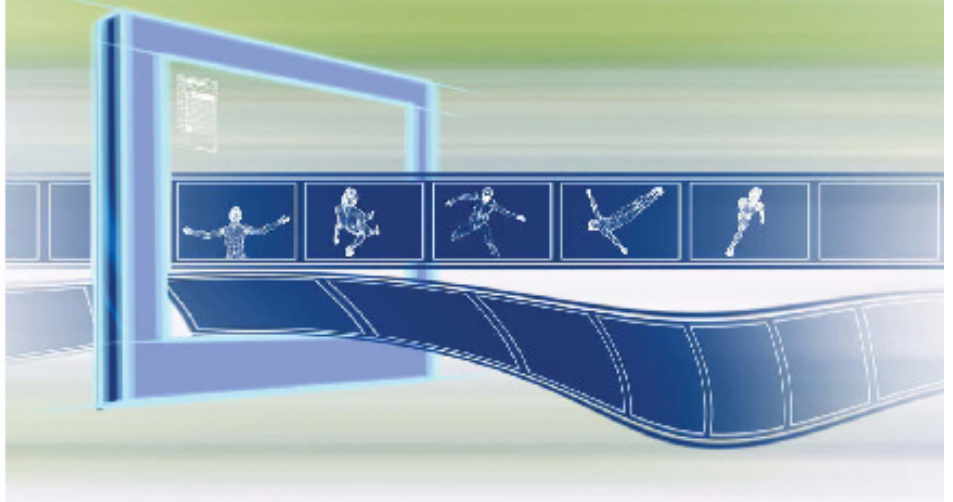
IFCLA's 2008 Conference

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International Federation of  
Computer Law Associations [www.ifcla.com](http://www.ifcla.com)

IT LAW CHALLENGES  
IN A CHANGING WORLD:  
GLOBAL, VIRTUAL, OPEN  
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## **IFCLA 2008 CONFERENCE PRESENTATION** **PARIS, JUNE, 5th & 6th**

### **1. About the IFCLA**

The International Federation of Computer Law Association is a unique world class network. Created 21 years ago with the goal to be able to internationally share knowledge and experience in the field of IT Law, it gathers 13 National Associations who are actively supporting the conference. Today, the President of the IFCLA is André Meillassoux, Lawyer at BMHAvocats.

The National Association Members of the IFCLA are:

- Belgian Association for Computer Law
- Brazilian Association of Computer and Telecommunication Law (ABDI)
- Canadian Association for Computers and Law (IT/Can)
- Danish Association for Computers and Law
- Finnish IT Law Association
- French Association of Computer and Telecommunication Law (AFDIT)
- German Association for Law and Information Technology (DGRI)
- Latin American Institute for High Technology, Computers and Law
- Netherlands Association for IT and Law (NVVIR)
- Norwegian Computers and Law Association (NFJE)
- Portuguese Association for Computers and Law
- Swedish Society for Computers and Law
- Society for Computers and Law (SCL)

### **2. Why this conference?**

Every two years, the IFCLA organises an international conference to discuss about the major topics, the short and long term outlook of the changing IT environment. In 2008, the IFCLA will then organise its 11<sup>th</sup> conference.

Both academic and operational oriented, this conference is a forum to exchange international points of view, thanks to speeches from renowned professors, lawyers, practitioners and in-house experts. As a Benchmark, the conference program is also the synthesis of discussions between the National Association Members and the Organizing Committee.

The conference will be the meeting point for over 50 international experts and 300 participants.

### **3. Where will the conference take place?**

The conference will take place at the prestigious Automobile Club de France, Place de la Concorde between the Louvre Museum and the Champs Elysées.

The lunches, cocktails and gala dinner will be served in the Salon Concorde, a unique room where you can have a panoramic sightseeing on the famous Place de la Concorde.





**4. What will be the topics of this conference?**

Made by the Organizing Committee and supported by the National Association Members, the preliminary program aims to be the structure for large and interesting debates about the major issues of the IT Law.

June, 5th 2008		June, 6th 2008	
Internet Regulation		Outsourcing & System Governance	
Intellectual Property & Internet related issues		Data protection: Privacy, Security	
Track 1 :	Track 2:	Track 5:	Track 6 :
E-Commerce	Telecommunication networks - New media Convergent Technology	Software trends - Open Source - ASP-SaaS – Impact on IT contracts	Web 2.0
Track 3:	Track 4:	Virtual reality in the cyber-world	
E-Commerce	IT / IP disputes - ADR - Online arbitration	Closing address and Conclusions	

6 tracks will allow specialists to choose their favourite topic in half-group and more interactive sessions.

The Organizing Committee is currently working on the program and inviting the speakers. The following project will be adapted and completed with potential speakers, according to the suggestions from them.

**5. Who will attend this conference?**

With more than 300 attendees and 50 speakers expected, the IFCLA conference will be an IT Law event you cannot miss.

In-house Experts from Legal as well as IT Departments, Top Managers coming from “Click & Mortar” and “Pure Player” companies, Lawyers from the best international Law Firms specialised in IT Law but also Academic Experts will join this conference.



## **WHY SHOULD YOU BE A SPONSOR OF THE IFCLA 2008 CONFERENCE?**

The IFCLA 2008 Conference will be a unique opportunity to increase the value of your company image.

### **→ It will be one of the major events on IT Law in Europe in 2008**

Over 300 specialists attending and 50 international renowned speakers: your clients and partners will be there.

The IFCLA 2008 Conference will also be an opportunity to promote your image in the heart of high level debates between well known experts in a prestigious and adapted place, the Automobile Club de France.

### **→ Our marketing strategy will promote your image**

Each of our 6 marketing campaigns will target more than 30,000 IT professionals all around the world: in addition to our own campaigns, the marketing relay of the 13 National Association Members and our Partner Associations (ITechLaw, WIPO-CMA, ILATID...), we are currently negotiating with other Media Partners which should significantly increase the number of our contacts. The promotion of IFCLA 2008 Conference will also be its sponsors' one.

Our emailing campaigns, brochures, website ([www.ifcla.com](http://www.ifcla.com)) and advertising in the press will promote your image and know how to your customers and partners.

### **→ We are preparing customized services adaptable to your needs**

Please have a look to our range of services. We remain at your entire disposal to adapt these services and to help you to find the appropriate solution.

#### **Your contact:**

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## Our privilege services

**Please note we remain at your entire disposal to adapt and customize our services to your needs**

	Gold Sponsor : maximum 2	Silver Sponsor	Made-to-measure formulæ (VAT not included)
<b>"Networking" Formula</b> Booth on the entrance of the "Grande Bibliothèque" (main auditorium) Banner in the "Grande Bibliothèque" Logo on the front page of the brochure sent to 30 000 contacts (20 countries in Europe and US) Logo on the homepage of the IFCLA website with an active link to your website Logo in every emailing campagne with an active link to your website 1/2 advertising page on the official program handed out to all the participants Logo on the front page of the official program	●		
<b>Access Passes</b> Free access passes Option on half public price passes	3 3	2 2	
<b>"Gala Dinner" Formula</b> Banner in the salon Concorde where the dinner will be served Logo on an inside the brochure sent to 30 000 contacts (20 countries in Europe and US) Logo on the homepage of the IFCLA website with an active link to your website 1/4 advertising page on the official program handed out to all the participants Logo on an inside page of the official program	●		8 000 €
<b>"Grande bibliothèque" Formula</b> Banner in the "Grande Bibliothèque" Logo on an inside the brochure sent to 30 000 contacts (20 countries in Europe and US) Logo on the homepage of the IFCLA website with an active link to your website 1/4 advertising page on the official program handed out to all the participants Logo on an inside page of the official program	●	●	7 000 €
<b>"Closure Cocktail" Formula</b> Banner in the salon Concorde where the cocktail will be served 1/4 advertising page on the official program handed out to all the participants Logo on an inside page of the official program	●		5 000 €
<b>"Documentation Case" Formula</b> In sert of an advertising item (documentation, pen ou pad...) in the IFCLA 2008 documentation case	●	●	2 000 €
<b>"Booklet" Formula</b> In sert of a recto verso advertising page in the IFCLA 2008 folder handed out to all the participants	●	●	2 000 €
<b>"Reception" Formula</b> Banner in the reception of the "Grande Bibliothèque" (main auditorium) Logo on an inside page of the official program	●	●	2 000 €

Total

From 20 000€ HT

From 10 000€ HT

To be determined