

EDAA Summit 2021

Choices for a better future

November 15, Brussels
live audience & streaming

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INTERACTIVE
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The Overview

EDAA Summit 2021

In brief

- ▶ Concentrated format focused on content and interaction
- ▶ One of the first events in the industry featuring an in-person component this year
- ▶ Exciting agenda and speakers
- ▶ Great location

Venue: Marriott Brussels Hotel Grand Place

The 2021 EDAA Summit will take place at the Brussels Marriott Hotel Grand Place, the perfect location in the heart of the city, with easy access to everything Brussels has to offer.

As a sponsor, you will have guaranteed visibility during the main conference as well as during all networking breaks.

The EDAA Summit will take place on 15 November, 14.00 – 18.00 CET.



Format: Four-hour hybrid event

To maximise attendance in the current global context, the EDAA Summit 2021 will be organised as a **hybrid event**, offering the best of both worlds: in-person attendance and easy access through a dedicated streaming platform. The theme of this year's Summit is *Choices for a better future*.

- ▶ Half-day event (14.00 – 18.00 CET) with expected live audience of 75 (with current restrictions in place) and over 150 online attendees.
- ▶ Sessions to focus on critical topics for the industry at the moment such as the DSA – Digital Services Act - and the latest developments in AdTech. A keynote from a renowned futurologist will also be part of the agenda.
- ▶ Discussions will also revolve around the current state of self-regulation, with a focus on what is coming next and how we, as an industry can shape this future direction to the benefit of all stakeholders.
- ▶ This is the fifth iteration of the EDAA Summit, now a staple calendar event at the heart of privacy and digital advertising.

Programme: Highlights

As a half-day event this year we are have focused on the most valuable content and interactions. Attendee attention and engagement will also benefit from this concentrated format. Some highlights from the event programme below:

- ▶ “The EU’s Digital Services Act: What’s In It for Consumers and Business?”
- ▶ “DPA Priorities & Enforcement in AdTech”
- ▶ A Futurist’s Vision of Data Privacy and Digital Advertising
- ▶ “Attack of the Clones: Will GDPR-like Regimes Rule Global Privacy?” (the latest installment in one of the highest rated privacy panels from major events makes its global debut)
- ▶ What the... AdTech?! – a fast-track exploration of the many critical cross-industry developments (W3C, PRAM, etc.)

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The Why

EDAA Summit 2021

Networking: In the wake of lockdown

With this being one of the first events with a live component from the industry this year, we expect key stakeholders to be in the room on 15 November. Furthermore, the online component of the Summit this year will serve to amplify the visibility of any partner sponsoring our event.

Networking opportunities

- ▶ VIP Dinner (15 November)
- ▶ Networking standing lunch
- ▶ Networking coffee-breaks x2
- ▶ Networking cocktails (post-event)

The package: Unbeatable value-for-money

- **Online**

- ▶ Announcement as sponsor on Twitter ([@EDAATweets](#)) & [LinkedIn](#)
- ▶ Visibility pre/during/post Summit: your logo in event mailings
- ▶ Your logo on the [registration platform](#) and on the live-streaming platform
- ▶ Company profile to be featured on [event website](#) and on the EDAA main [website](#)

- **Onsite**

- ▶ Logo on roll-ups, backdrop and display screens during breaks
- ▶ Ticket to exclusive post-event VIP networking dinner
- ▶ Table for your prints and roll up
- ▶ Interview of delegate during event
- ▶ Opportunity to include promotional gift or branded informational items in event goodie bags
- ▶ Mention during opening/closing remarks

Package Price
1500 €

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Contact

EDAA Summit 2021

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