About the CARU Annual Conference

The CARU Annual Conference is the leading event for marketing and legal executives dealing with kids' advertising and privacy. This is a must-attend event to be more knowledgeable and stay informed of critical issues and trends to drive your business forward to meet your marketing goals and “Get to Yes!”

No other conference provides the depth of discourse or level of expertise in understanding current and upcoming issues as the CARU Annual Conference. This year’s event features keynote addresses from LEGO's VP of Marketing on how the company forges its own path to success by thinking outside the “blocks,” and a spotlight on the Federal Trade Commission (FTC) with Andrew Smith, Director of the Bureau of Consumer Protection, answering specific questions posed by CARU about policies and priorities affecting the kids' industry. Attendees will get unique insight into the upcoming Children's Online Privacy Protection Act (COPPA) revision right from one of the original authors and FTC staff that will be updating the Rule.

In addition, attendees will gain knowledge and practical takeaways on topics like:

- Why incorporating safety-by-design is good for business
- How to successfully partner with influencers for worry-free campaigns
- Considerations for live streaming
- Benefits of supporting diversity and inclusion
- Esports, gaming tournaments, and loot boxes
The CARU Annual Conference attracts some of the most influential brands and leading professionals in the kids’ advertising and privacy space. As a Conference sponsor, you are supporting CARU’s mission and aligning your brand with a highly respected event known for advancing best practices and responsible marketing to children. This year’s Conference is designed to reach an even bigger audience and generate visibility for your brand with thought leaders and decision makers at:

- Media Companies
- Toy Manufacturers
- Food and Beverage Companies
- Advertising Agencies
- Media Agencies
- App Development Companies
- Law Firms

Breakdown of 2019 CARU Annual Conference Attendees

Attendees by Industry
Sponsorship Opportunities

Looking to generate brand exposure and visibility with executives and decision makers at some of the leading brands in the kids’ advertising and privacy space? Reserve one of the limited sponsorships and take advantage of a unique opportunity to connect with the highly targeted and influential audience at the CARU Annual Conference. Depending on the sponsorship option you select, your brand will be featured in:

- Branded Signage and Items During the Event
- Marketing Emails
- Conference Website
- Verbal Acknowledgement During the Conference
- Conference Signage
- Screen at Conference
- Conference Program Book
- Collateral Displayed at the Conference
- Branded Giveaways Distributed at the Conference

About the Children’s Advertising Review Unit (CARU)

The Children’s Advertising Review Unit (CARU) is an investigative unit of the advertising industry’s system of self-regulation. CARU has two missions: 1) to protect children from deceptive or inappropriate advertising in all media, and 2) to ensure that children’s data is collected and handled in a responsible manner in online environments.

CARU works with companies to ensure their advertising and data collection practices comply with all relevant laws and CARU’s self-regulatory Guidelines, which take into account the uniquely impressionable and vulnerable child audience.

A limited number of sponsorships are available. Reserve your sponsorship before it is too late.

Contact us at sponsorships@bbbnp.org or call us at (703) 276-0243.
## Sponsorship Opportunities

### Quick-View Chart

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Networking Reception</th>
<th>Lunch</th>
<th>Breakfast (2 available)</th>
<th>WiFi</th>
<th>Lanyards</th>
<th>Tote Bags</th>
<th>Charging Stations</th>
<th>Room Keycards</th>
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<tbody>
<tr>
<td><em>Special Signage with Your Logo During Your Event</em></td>
<td>$17,500</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
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<td><em>Option to Distribute Branded Giveaways During Your Event</em></td>
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<td>$2,400</td>
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<td><em>Option to Display Collateral on Sponsors Table at Conference</em></td>
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<td><em>Logo in Marketing Emails</em></td>
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<td><em>Logo on Conference Website</em></td>
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<td><em>Logo on Conference Signage</em></td>
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<td><em>Logo on Screens at Conference</em></td>
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<td><em>Verbal Acknowledgement During Conference</em></td>
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<td><em>Logo in Conference Program Book</em></td>
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<td><em>Advance Copy of Attendee List</em></td>
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*CARU Supporters and National Partners receive a 20% discount off standard prices*
**Detailed Descriptions**

**Networking Reception Sponsorship**

The Networking Reception is the marquee event of the Conference, providing attendees with a valuable opportunity to connect with colleagues and meet new potential partners and clients in a fun and relaxed atmosphere. This year’s Networking Reception will be held in the Sheraton Universal Hotel’s Starview Room, a spectacular space with floor-to-ceiling windows and panoramic views of the Hollywood Hills and Universal Studios. Networking Reception Sponsor benefits include:

- Special signage with your logo displayed during the reception
- Logo on co-branded cocktail napkins used during the reception
- Opportunity to distribute branded giveaways and/or literature during the reception
- Logo featured prominently on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo featured prominently in the printed Conference program book
- Logo featured prominently in emails promoting the conference
- Logo displayed in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite
- Advance copy of the Conference attendee list
- Opportunity to place printed materials on Sponsors table at the Conference

**Lunch Sponsorship**

Lunch is one of the most important meals during the Conference: it gives attendees a chance to rest and relax with a delicious meal while networking with colleagues, clients, and partners. As the Lunch Sponsor, your brand will get the recognition and gratitude from all attendees for enabling this opportunity. Lunch Sponsor benefits include:

- Special signage with your logo displayed during lunch
- Opportunity to distribute branded giveaways and/or literature during lunch
- Logo displayed on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite
- Advance copy of the Conference attendee list
- Opportunity to place printed materials on Sponsors table at the Conference
Breakfast Sponsorship

Breakfast is the first event on the agenda, and as the Breakfast Sponsor, attendees will think about your brand as they enjoy a delicious meal before the Conference gets underway. Breakfast Sponsor benefits include:

- Special signage with your logo displayed during breakfast
- Option to distribute napkins with your logo during breakfast
- Opportunity to distribute branded giveaways and/or literature during breakfast
- Logo featured prominently on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo featured prominently in the printed Conference program book
- Logo featured prominently in emails promoting the conference
- Logo featured prominently in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite
- Advance copy of the Conference attendee list
- Opportunity to place printed materials on Sponsors table at the Conference

Break Sponsorships

Breaks are an important part of every event, giving Conference attendees a chance to recharge with food and drinks before getting back to the sessions. As a Break Sponsor, attendees will be grateful to your brand for the quick relaxation and refreshment during a 15-minute break in the morning or afternoon. Break Sponsor benefits include:

- Special signage with your logo displayed during the break
- Option to distribute napkins with your logo during the break
- Opportunity to distribute branded giveaways and/or literature during the break
- Logo featured prominently on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo featured prominently in the printed Conference program book
- Logo featured prominently in emails promoting the conference
- Logo featured prominently in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite
- Advance copy of the Conference attendee list
- Opportunity to place printed materials on Sponsors table at the Conference
Wi-Fi Sponsorship

Internet access is a critical resource to help attendees stay connected and engaged throughout the Conference. As the Wi-Fi Sponsor, everyone will see your brand every time they log into the hotel's wi-fi network. Wi-Fi Sponsor benefits include:

- Logo featured on wi-fi login screen
- Logo featured on wi-fi instruction cards on every table
- Logo featured on wi-fi access information in the printed program book and on projection displays during the Conference
- Logo displayed on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo included in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite

Lanyards Sponsorship

Everyone attending the Conference will wear a lanyard during the event to hold their nametags. As the Lanyard Sponsor, attendees will see your brand every time they put on their lanyard or look at anyone’s nametag throughout the Conference. Lanyard Sponsor benefits include:

- Logo featured on lanyards distributed to every Conference attendee
- Logo displayed on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo included in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite

Charging Stations Sponsorship

Everyone needs to keep their devices powered up throughout the Conference and, as the Charging Stations Sponsor, they will see your brand every time they plug in a phone, tablet, or laptop. Charging Stations Sponsor benefits include:

- Logo on charging stations placed on tables throughout the Conference
- Logo displayed on signage and digital screens throughout the conference
Sponsorship Opportunities

(Continued)

- Verbal acknowledgement of your support from the main stage
- Logo included in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite

Tote Bags Sponsorship

All attendees will receive a tote bag when checking in for the Conference. As the Tote Bags Sponsor, your brand will be one of the first things attendees see when they arrive—and whenever they reuse the bag after returning home. Tote Bags Sponsor benefits include:

- Your logo printed on co-branded tote bags given to all attendees
- Opportunity to insert one printed collateral piece into the tote bag
- Logo displayed on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo included in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite

Room Keycards Sponsorship

The Sheraton Universal Hotel is the official venue for the CARU Annual Conference and its four-diamond service and location near some of the best attractions and beaches in Los Angeles is sure to attract Conference attendees. As the Room Keycards Sponsor, people will see your brand when they are given room keycards with your logo upon checking in and every time they enter their room. Room Keycards Sponsor benefits include:

- Your logo printed on Sheraton Universal Hotel room keycards given to each guest attending the CARU Annual Conference
- Logo displayed on signage and digital screens throughout the conference
- Verbal acknowledgement of your support from the main stage
- Logo included in the printed Conference program book
- Logo included in emails promoting the conference
- Logo included in Sponsor Thank You signage at the Conference
- Logo displayed on the Conference microsite
Sponsorship Terms and Conditions

**Deadlines**

Sponsorship Application Deadline: February 11, 2020
Sponsorship Cancellation Deadline: February 18, 2020
Sponsorship Payment Deadline: February 19, 2020

**Eligibility**

BBB National Programs reserves the right to determine the eligibility of any company or organization to sponsor the CARU Annual Conference, and further reserves the right to reject any application. Those submitting applications will receive confirmation of acceptance or rejection from sponsorships@bbbnp.org.

**Scope**

BBB National Programs will provide appropriate acknowledgement and recognition of Sponsor in accordance with advertised sponsorship benefits, and with applicable laws and Internal Revenue Service rules and regulations. BBB National Programs and Sponsor agree that the purpose of the Conference is educational in nature, that Sponsor participation in the Conference does not convey BBB National Programs’ approval, endorsement, certification, acceptance, or referral of any product or service of Sponsor. No materials developed or intended for use in connection with the Conference will be distributed or otherwise used prior to advance review and written approval by BBB National Programs. BBB National Programs requires review of final artwork for any print or digital pieces promoting the CARU Annual Conference. Please send artwork for promotional pieces featuring the Conference to marketing@bbbnp.org for review.

All Sponsor cancellations must be made in writing by February 11, 2020. A refund of the sponsor fee, less a $100 processing fee, will be given for cancellations received by that date. Refunds will not be issued if the request is received after February 11, 2020. Please submit all requests via email to sponsorships@bbbnp.org.
Termination of Conference

BBB National Programs reserves the right to cancel this Conference and any group activity that does not meet minimal group requirements. If BBB National Programs determines that the premises where the Conference is to be held has become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorist attack or threat, any other emergency, or any act or event not the fault or beyond the control of BBB National Programs, the Sponsorship Agreement may be terminated by BBB National Programs. In the event of such termination, the Sponsor waives any and all damages and agrees that BBB National Programs may—after deducting all costs and expenses (including a reserve for claims)—refund the Sponsor as a complete settlement and discharge of Sponsor’s claim and demands, its pro rata amount of all monies paid by all Sponsors, if other Sponsors are involved in the Conference.

Names and Trademarks

BBB National Programs shall have the right to use Sponsor’s name, trademark, and logo, limited to the terms of this Agreement. Sponsor shall not have the right to use any of BBB National Programs’ names, trademarks, logos, or copyrights without prior written approval.

Limitation of Liability

Sponsor agrees to make no claim for any reason whatsoever against BBB National Programs, the hotel, or the city and/or state where the Conference is held for any loss, including theft, damage or destruction of goods, or for any injury to Sponsor or its employees, including while the Conference is in progress, being set up, or being taken down. Sponsor agrees to indemnify and hold harmless BBB National Programs and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions, or negligence of Sponsor, its agents, or employees.
**Sponsor Application and Agreement**

Company Name: ____________________________

Website: ________________________________

Address: ________________________________

City: __________________ State: _______ Zip: __________

Contact Name: __________________________

Title: ________________________________

Email: ________________________________ Phone: __________

Company Description (75-word limit): __________________________

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Unless you indicate otherwise, the company name, address, and website provided on this application may appear with your description in Conference collateral.

BBB National Programs requires full payment of the total Sponsorship cost with the submission of the application. In the event you must submit a check as form of payment, it should reach BBB National Programs' office no later than February 19, 2020. Checks not received by this time may result in a late fee of $100 or cancellation of Sponsorship Agreement. BBB National Programs reserves the right to reject any sponsorship application.

We thank you for your interest in being a sponsor and look forward to future discussions. To apply, email this completed application form and your logo to sponsorships@bbbnp.org.

Logo files must be high resolution (300 dpi or higher) in either a .jpg, .eps, or .png format. Copies, screenshots, and other non-official logo files will not be accepted, as these files are low resolution and not suitable for use.

Early submissions will maximize marketing exposure for your company. Sponsorship opportunities are limited so apply today!

We cannot guarantee logo placement on printed materials for late submissions.