BBB National Programs

CARU 2022

Achieving Creative Compliance

May 10-11, 2022
Hybrid

CARU 2022: Achieving Creative Compliance

The simple reality is that kids live online. What is much less simple is finding the right recipe of regulation and standards to protect them in that dynamic environment. As algorithms and platforms rapidly change in response to this monumental challenge, advertisers and privacy experts are working overtime to keep up.

CARU 2022 is the only event dedicated to convening advertising, privacy, academic, and legal professionals in the children's space to cut through the noise.

At this year's event, we will break down the changes you have seen over the last year in child-directed marketing, and outline how to keep campaigns compliant in the year ahead in child-directed marketing and online privacy.

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Sample Agenda

Day 1		Day 2	
11:00 AM	Opening Remarks	9:00 AM	Breakfast & Networking
11:15 AM	Keynote Speaker	10:00 AM	Welcome Remarks
12:05 PM	Panel Discussion	10:05 AM	Keynote Speaker
1:00 PM	Lunch & Networking	11:00 AM	Panel Discussion
2:00 PM	Panel Discussion	11:55 AM	Featured Speaker
3:00 PM	Featured Speaker	12:30 PM	Lunch
4:00 PM	In-Person Reception	1:30 PM	Year in Review
		2:30 PM	Panel Discussion

Program Content - Learn How To:

- Understand the impact of platform and technology changes this year
- Learn how the new revised CARU Advertising Guidelines are being enforced
- Gain insight on the FTC's new enforcement focus for 2022
- Problem solve real-world app and gaming advertising and privacy challenges
- Explore the US legislative landscape on children's privacy and safety

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*Program content subject to change.

Audience

Through our line-up of expert speakers and panelists, attendees will gain exclusive insight into how CARU's Advertising Guidelines are being enforced, the regulatory focus of the Federal Trade Commission (FTC) and discuss best practices for tackling the advertising and privacy challenges facing advertisers, marketers, developers, and legal professionals in the children's space today.

Advertising and marketing professionals supporting clients in-house or at an agency

Privacy Counsel

Corporate in-house counsel and law firms

Creators and developers

State and federal government

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Sponsorship Opportunities

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Sponsorship Opportunities

As a sponsor, your brand will be featured during CARU 2022 and in content and materials promoting the conference. Different sponsorship options below are available to help you achieve your marketing goals.

	Diamond	Gold	Silver	Bronze
National Partners				
Logo on the CARU 2022 website, marketing materials and list of sponsors displayed during the conference	✓	✓	✓	✓
Custom sponsor landing page in the virtual event hub	✓	✓	✓	✓
Logo included in digital ad displayed on virtual event lobby	✓	✓	✓	
Copy of the attendee list	✓	✓		
Content marketing opportunity around the CARU 2022 conference	✓			
	$14,000	**$9,600**	**$6,800**	**$5,000**
Non-National Partners				
Logo on the CARU 2022 website, marketing materials and list of sponsors displayed during the conference	✓	✓	✓	✓
Custom sponsor landing page in the virtual event hub	✓	✓	✓	✓
Logo included in digital ad displayed on virtual event lobby	✓	✓	✓	
Copy of the attendee list	✓	✓		
Content marketing opportunity around the CARU 2022 conference	✓			
BBB National Programs	**$17,500**	**$12,000**	**$8,500**	**$6,250**

Important Information

Eligibility

BBB National Programs reserves the right to determine the eligibility of any company or organization to exhibit and/or sponsor at this event, and further reserves the right to reject any application and/or limit space assigned. Those submitting applications will receive confirmation of acceptance or rejection.

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 event is educational in nature, that Sponsor participation in the event 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 event 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 event.

BBB National Programs requires full payment of the total Sponsorship cost with the submission of the application. Failure to make timely payment may result in cancellation of sponsorship agreement. BBB National Programs reserves the right to reject any Sponsorship application.

Termination of Event

BBB National Programs reserves the right to cancel this event and any group activity that does not meet minimal group requirements. If BBB National Programs determines that the premises where the Event is to be held have 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 event.

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 venue, or the city and/or state where the event is held for any loss, including theft, damage or destruction of goods, or for any injury to the Sponsor or its employees, including while the event 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.

By registering, you agree to receive information about our programs, events, and services. You can manage your BBB National Programs email marketing preferences by clicking the "unsubscribe" link in any email you may receive from us.

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Sponsorship Application

Please select one sponsorship option:

☐ Bronze ☐ Silver ☐ Gold ☐ Diamond

Firm/Company Name

Website

Address

City

State

ZIP

Contact Name

Title

Email

Phone

Company Description (75-word limit)

Unless you indicate otherwise, the company name and website provided on this application may appear with your description in event marketing and communications materials.

☐ Do not include our company name and website in event marketing and communications materials.

Submitting an Application

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

Early submissions will maximize exposure for your company—apply today!

Signature

Date

BBBprograms.org

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