



**2011**

MAY 12-13, 2011 • SAN FRANCISCO, CALIFORNIA, USA

# World Technology Law Conference & Annual Meeting

FOUR SEASONS HOTEL

- **40th Anniversary Celebration**
- **Leading Speakers**
- **First-Class Educational Program**
- **Unparalleled Networking & Social Events**

Join technology law leaders from around the world to celebrate the 40th anniversary of ITechLaw, while participating in cutting-edge educational programming. We'll look back at the last four decades to successfully navigate the future through international comparative law panels.

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# Dear Colleagues,

In 2011, we will celebrate the 40th anniversary of the International Technology Law Association (ITechLaw). A high point of the year-long commemoration will be the World Technology Law Conference and Annual Meeting. It is my pleasure to join with the San Francisco Planning Committee to invite you to join us at this thought-provoking event in one of the most culturally diverse and exciting cities in America.



Over the years, our members and conference attendees have come to expect first-class education on cutting edge topics, taught by industry leaders, coupled with unparalleled networking and social events. The 2011 World Technology Law Conference and Annual Meeting will not disappoint. Each of the two days of events will have a focus. On Thursday, speakers will cast their sights back on the last four decades to help leaders of today navigate the legal waters of tomorrow's technology marketplace. On Friday, attendees will hear experts tackle the proposition of technology lawyers as risk managers.

Beyond the educational content, part of the richness of this event is the diversity of the attendees and speakers from a wide cross section of the technology law sector. From leading attorneys in private practice and in-house counsel, to business managers and executives, government officials, and academics – our attendees travel from over 50 countries to participate in our sessions and meet new colleagues from across the globe.

The diversity of our attendees is also reflected in our host city, San Francisco. The iconic Golden Gate Bridge, colorful neighborhoods, the infamous Alcatraz, and some of the finest restaurants in the nation, await attendees. For the more ambitious travelers, the treasures of wine country are just a short drive away.

I invite you to share this invitation with your colleagues, so they too may benefit from this special 40th anniversary event. I look forward to seeing you in San Francisco.

Regards,

Sandra A. Jeskie, President, ITechLaw  
Philadelphia, Pennsylvania, USA  
president@itechlaw.org

## Registration Rates

Online registration will open in January 2011. Rates shown in U.S. dollars.

	<b>Early Bird Registration</b> (Through April 8, 2011)	<b>Standard Registration</b> (After April 8, 2011)
ITechLaw Members & Affiliates	\$1550	\$1800
Non-Members*	\$1900	\$2175
In-House Counsel	\$1250	\$1450
Academic/Government	\$1050	\$1050
Students	\$350	\$350

Registration rates and details are subject to change.

### WHO SHOULD ATTEND

- Technology Lawyers
- Practicing Attorneys – both private practitioners and in-house counsel
- Business managers focusing on the global economy
- Government Officials
- Law Professors
- Law Students

### CLE INFORMATION

The ITechLaw 2011 World Technology Law Conference & Annual Meeting is seeking and expected to qualify for CLE-accreditation in multiple states. Please visit the website for ongoing CLE updates.

### CONFERENCE CO-CHAIRS

- Sandra A. Jeskie, Duane Morris, LLP, Philadelphia
- Rory J. Radding, Morrison Foerster, New York
- Michael Peeters, Pinsent Masons LLP, London

### PROGRAM COMMITTEE CHAIR

- John Beardwood, Fasken Martineau, Toronto

### PLANNING COMMITTEE

- Andrew Bridges, Winston & Strawn LLP, San Francisco
- John Ellison, University of Michigan Health System, Ann Arbor
- Francoise Gilbert, IT Law Group, Palo Alto
- Michele Kane, The Walt Disney Company, Burbank
- Jenna Leavitt, Pillsbury Winthrop Shaw Pittman LLP, Los Angeles
- Matt Mousley, Duane Morris LLP, Philadelphia
- Sasha Rao, Ropes & Gray LLP, East Palo Alto
- Kiran Sandford, Mishcon de Reya, London
- Ira Schwartz, DeConcini McDonald Yetwin & Lacy P.C., Phoenix
- William Schwartz, Morrison & Foerster LLP, San Francisco

### SPECIAL NON-MEMBER REGISTRATION PROMOTION

\*Non-members who register for the ITechLaw 2011 World Technology Law Conference & Annual Meeting will receive a free thirteen month membership in ITechLaw. Membership will commence on May 23, 2011, and will be valid through June 30, 2012.

# Preliminary Program Highlights

MAY 11, 2011

## 2011 World Technology Law Conference & Annual Meeting Welcome Reception

MAY 12, 2011

## Going back to the Future: At 40 years and counting, ITechLaw looks back to help us all look forward

### Plenary Welcome

- President's Welcome
- Presentation of the Annual ITechLaw Technology Achievement Award – *Recognizing outstanding achievement in leadership and innovation of technology*
- ITechLaw 40th Anniversary Keynote

### IT Contracting and Outsourcing I

*The evolution and transformation of IT contracting over four decades*

- Software Delivery: From Negotiated Contracts to Shrink-Wrap to SaaS and Beyond – Keeping up with the latest trends, and what's on the horizon
- Outsourcing: From Time Sharing to Fundamental Business Strategy – An overview of the rapid evolution of the ways in which IT services are delivered, and the extent to which business risk can be shared or transferred

### Interactive Workshops (Open to all attendees)

*Led by the Substantive Law Committee chairs, the interactive workshops present an opportunity to take part in in-depth group discussions on hot topics with leaders in the field.*

- Arbitration & Mediation
- Data Protection
- E-Commerce
- Intellectual Property
- Outsourcing

### Intellectual Property

*The continually evolving world in the procurement, protection and exploitation of innovation under IP law*

- The Past, Present and Future of Protecting Software in the U.S. and Europe
- Competition: R&D Agreements and Standards: A Retrospective and Prospective Look in the U.S. and Europe

### Special Interest Committee Meetings (Open to all attendees)

- ITechLaw Women's International Network (I-WIN)
- Local Representatives
- In-House Counsel
- Virtual Worlds and Video Games

## 2011 World Technology Law Conference & Annual Meeting Gala Reception Dinner

*(Ticketed Event; Black Tie Recommended)*

MAY 13, 2011

## Technology Lawyers as Risk Managers?

### Data Protection and Privacy

*International data privacy update – managing the risks in a global data environment*

- The Global View – A comparative international panel covering recent developments in the United States, Europe and South America
- Deep Discounting the Cost of Data Processing – What is the real cost to reputation and data leakage?
- Current Trends – An update on the latest trends, including the regulation of international data transfer, medical records and behavioral marketing

### Intellectual Property II

*Playing fair with technological stealth tools... but what is fair?*

- Challenges in the Protection of Internet Distribution Systems – A point/counterpoint debate between counsel for Ryanair and counsel for travel agencies
- Managing and Protecting Trade Secrets in the Era of Global Cloud Computing

### IT Contracting and Outsourcing II

*Managing system failure – distressed project tales with happy endings*

- Practical Tips for the Current Climate – The challenges of failure of IT systems in a recessionary cycle, including as a result of cloud solutions
- Solving Clients' Distressed Projects Nightmares- What have we learned over the last 40 years?
- Termination Tips: Surviving the End of an Outsourcing Relationship

### Social Networking

*Social Networking – is it the next chapter for IT lawyers, or an end?*

- How Did we Get to Social Networking – An historical perspective
- Managing the Legal Risks and Rewards in Social Networking – Has Facebook created a monster or a gentle giant?

## 2011 World Technology Law Conference & Annual Meeting Closing Reception

*This conference brings together leading lawyers and industry representatives to discuss cutting edge legal topics. In our effort to bring you the most innovative topics and presenters, this preliminary program schedule is subject to change. Ongoing updates will be posted at [www.itechlaw.org/sanfrancisco2011](http://www.itechlaw.org/sanfrancisco2011).*



## FOUR SEASONS HOTEL SAN FRANCISCO

57 Market Street, San Francisco, CA 94103  
+1 (415) 633-3000  
[www.fourseasons.com/sanfrancisco/](http://www.fourseasons.com/sanfrancisco/)

Located in the heart of the Yerba Buena cultural district, this luxury hotel is at the heart of the many great dining and cultural opportunities this diverse city has to offer.

**Room rate:** \$299 (single/double) per night plus tax (current rate is 15.565%).

Group rate will be honored from May 7–May 18th. **Cut-off date is April 19, 2011.**



# Sponsorship and Exhibition Opportunities

Sponsors of the ITechLaw 2011 World Technology Law Conference & Annual Meeting will gain significant visibility for their firms and/or companies, demonstrate their support for ITechLaw in facilitating the international exchange of information relating to technology law and policy, and contribute to the success of ITechLaw and the conference.

For more information regarding sponsorship, please contact Jenna Leavitt, Sponsorship Director, at [jenna.leavitt@pillsburylaw.com](mailto:jenna.leavitt@pillsburylaw.com) or +1 (213) 488-7459.

## Sponsorship Package Summary

Conference Sponsorships			
Sponsorship Entitlements	Gold Sponsor (\$6,000)	Silver Plus (\$4,500)	Silver Sponsor (\$3,000)
Complimentary display booth at conference	✓	✓	
Logo placement on marketing materials	✓	✓	✓
Logo and hyperlink on conference website	✓	✓	✓
Identification as sponsor on name badge	✓	✓	✓
Inclusion of sponsor logo on conference marketing materials	✓	✓	✓
Inclusion of one item of sponsor collateral in delegate kit	✓	✓	✓
Number of complimentary registrations and Gala Dinner tickets	4	2	2

Conference Event Sponsorships				
Sponsorship Entitlements	Gala Dinner (\$10,000)	Welcome Reception (\$6,000)	Networking Lunch (\$5,000)	Networking Break (\$3,500)
All Silver Sponsor benefits	✓	✓	✓	✓
Branding as event sponsor	✓	✓	✓	✓
Logo display at event venue	✓	✓	✓	✓
Total event invitations (complimentary) for sponsor guests	4	N/A	N/A	N/A

Conference Product Sponsorships			
Sponsorship Entitlements	Conference Bag (\$5,000)	Documentation (USB Key) (\$5,000)	Map Sponsor (\$4,000)
All Silver Sponsor benefits	✓		
Exclusive branding as product sponsor	✓	✓	✓
Logo to be displayed on product distributed to attendees	✓	✓	✓
Inclusion of collateral in delegate kit	✓	✓	✓

Sponsors may add an Exhibitor sponsorship to any other sponsorship package that does not include such benefits at a discounted rate of \$1,500.

Exhibitor and Other Opportunities		
Exhibitor (\$2,500)	Accessory Sponsors (\$2,000)	Delegate Kit Leafletting (\$500)
<ul style="list-style-type: none"> <li>Exhibit table at conference venue strategically located for maximum delegate traffic</li> <li>Inclusion of collateral in delegate kit</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion of branded accessory of sponsor's choice in the conference bag, subject to availability (pens, umbrella, lanyard, desk pads, etc.)</li> <li>Price of sponsorship does not include cost of promotional item</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion of sponsor's corporate/product collateral (leaflet/brochure) in the conference kit (material to be supplied by sponsor)</li> </ul>

Advertising Space					
Advertising Space in Conference Brochure			Advertising Space in Conference Brochure PLUS Leafletting		
¼ page	½ page	full page	¼ page	½ page	full page
\$400	\$750	\$1200	\$600	\$950	\$1200
<ul style="list-style-type: none"> <li>Sponsor to provide ad for inclusion in conference program guide</li> </ul>			<ul style="list-style-type: none"> <li>Sponsor to provide ad for inclusion in conference program guide</li> <li>Inclusion of sponsor's corporate/product collateral (leaflet/brochure) in the conference kit (all material to be supplied by sponsor)</li> </ul>		