

THE RIGHTSCON SUMMIT SERIES IS BROUGHT TO YOU BY  **accessNOW**

# RightsCon

**B R U S S E L S**

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**MARCH 29-31, 2017**



**RightsCon**  
BRUSSELS  
MARCH 29-31, 2017

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**STAMP YOUR  
CALENDARS:  
MARCH 29-31,  
2017**

Access Now is proud to bring you the sixth installment of **RightsCon, the world's leading event on the future of the internet**. Tackling the most pressing issues at the intersection of technology, business, society, and human rights, RightsCon brings together business leaders, government representatives, visionaries, engineers, activists, foundations, technologists, and policy makers from around the world to build strategies, highlight emerging voices, and showcase new technologies and initiatives in the pursuit of a free, secure, and open internet for all.

This upcoming **March 29-31, 2017 in Brussels, Belgium**, we'll host our most impactful RightsCon yet. We're bringing the global digital rights community to the heart of European politics and policymaking. Decisions made in Brussels affect not just the European Union and its member states, but are increasingly consequential for policies, frameworks, and best-practices worldwide. As a globally inclusive conference of more than 1,000 participants from 85 countries, RightsCon is also the home to regionally diverse and country specific discussions for individuals, organizations, and member states across continents.

**This year's program themes will include:**



**Freedom of Expression:** content management, the latest in media and journalism, internet shutdowns, countering violent extremism online, and anti-hate speech.



**Network Discrimination and Connectivity:** wearables and the internet of things, global connectivity, net neutrality in the EU and abroad, zero-rating, broadband and internet access.



**Privacy and Digital Security:** Privacy Shield, cybersecurity, anonymity, encryption, surveillance, data protection, transnational data agreements, the GDPR, and the reform of the e-Privacy Directive.



**Human Rights, Trade, and Business:** competition in the digital economy, OTT regulation, transparency and accountability, terms of service, export controls, FinTech, and more.



**Internet Governance and Digital Inclusion:** internet governance (WSIS, ICANN, IGF issues), diversity, gender inclusion, and improving accessibility online.

**PREVIOUS  
RIGHTSCON  
SPONSORS  
INCLUDE**





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## REASONS TO SPONSOR

Why should you sponsor RightsCon? Because this conference offers the perfect opportunity to generate exposure, create impact, promote growth, and more. So when you consider whether to invest in RightsCon, remember the following ways that sponsorship can positively impact your organization:

### Lead your industry

Sponsorship will position your organization as a leader within the tech, digital, and legal spheres. Take this opportunity to grab the reins - after all, actions speak louder than words.

### Learn from the best

Need counsel on how to best expand into emerging markets? Want to keep prying eyes and hands away from your users' private data? At RightsCon, with leading experts and activists at your disposal, you're bound to find the answer to the questions on your mind.

### Advance the conversation

RightsCon is an event for trailblazers and torchbearers, and is the perfect place to speak out and influence discussions on the latest issues in the tech sectors. Listen in on the cutting edge of the conversation or drive the conversation forward yourself.

### Engage your community

Sponsorship offers access to the cream of the crop, including some of the most influential players around. RightsCon participants are a highly engaged, international audience of technical, activist, and policy-making internet communities.

### Build your brand

Sponsorship offers multiple opportunities to create exposure through RightsCon communications and signage. With a community of over a thousand enthusiastically engaged experts, there's no better time to put your name out there.

### Encourage community growth

Sponsorship revenue significantly reduces the overall cost of production and participation, enabling more attendees to participate at discounted or complimentary rates. Sponsorship helps bring in the widest possible range of participants, especially those from Latin America and the Caribbean, the Middle East and North Africa, sub-Saharan Africa, and the Asia Pacific region.

### Attend the social event(s) of the year

Support RightsCon and get complimentary tickets to the digital community's leading conference of the year, plus access to side sessions, private gatherings, after-parties, luncheons, other social events, and more.

### Support Access Now

When RightsCon closes, the issues on the table don't vanish. Help Access Now keep these critical conversations moving past the Closing Ceremony with your sponsorship.



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**KNOW YOUR AUDIENCE**

RightsCon attracts a unique blend of experts from the technical, operational, business, and policy-making internet communities around the world, including government representatives, CEOs and business leaders, engineers and technologists, philanthropists and executive directors, policymakers and advocates, lawyers and professors, human rights activists, and internet users.

Below are just a few metrics that demonstrate the depth and breadth of our expert audience.

**2016 Silicon Valley**

**84**

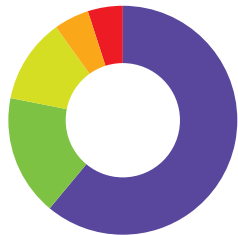
Countries

**1,122**

Participants

**3**

Full days



- 61% from civil society
- 17% from the private sector
- 12% from academia
- 5% from government and intergovernmental bodies
- 5% from press and media



- 64% from North America
- 12% from Europe
- 7% from Latin America
- 8% from MENA / South Asia
- 9% from Africa, CIS, East Asia, Southeast Asia, Oceania

**2017 Brussels (Projected)**

**90+**

Countries

**1,200+**

Participants

**3**

Full days

**PREVIOUS PARTICIPATING ORGANIZATIONS, COMPANIES, AND GOVERNMENTS**

- Airbnb
- American Bar Association
- AnchorFree
- Andreessen Horowitz
- AVG Technologies, Inc.
- Berkman Center for Internet & Society
- CloudFlare
- Dutch Ministry of Foreign Affairs
- Electronic Frontier Foundation
- European Commission

- Facebook
- Ford Foundation
- Foreign Ministry of Estonia
- Global Affairs Canada
- Global Network Initiative
- Google
- Hewlett Foundation
- Hivos
- International Development Research Centre
- Internet Sans Frontières
- Internet Society

- LinkedIn
- Microsoft
- Mozilla
- Peace and Security Funders Group
- Skoll Foundation
- Snapchat
- SoundCloud
- Telefonica
- Twitter
- UK Foreign & Commonwealth Office
- UNESCO



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# SPOTLIGHT



1. Brett Solomon, Executive Director, Access Now
2. Estelle Massé, Policy Analyst, Access Now
3. Postcards From Around the World: Censorship, Controls, Surveillance, and the Rising Tide of Opportunity
4. Mitchell Baker, Executive Chair, Mozilla
5. RightsCon Silicon Valley
6. Digital Security Clinic at RightsCon Silicon Valley





## MORE ABOUT RIGHTSCON

The RightsCon Brussels 2017 Program will tackle leading and emerging issues, such as encryption and cybersecurity, intermediary liability and data center location, transparency reporting and best practices on user trust, the internet of things, smart cities and their impacts on society, emerging global markets, complex compliance and regulatory environments, and more.

In addition to the program, RightsCon is also home to:

- ▶ **Satellite events** like Crypto Summit and the Iran Cyber Dialogue;
- ▶ **The Demo Room and Lightning Talks** showcasing the latest technologies, tools, and initiatives from Silicon Valley and beyond;
- ▶ A **General Counsels meeting**, bringing together the industry's leading GCs (from Airbnb, Facebook, Google, Twitter, WhatsApp, and more) to tackle the ever-changing legal and regulatory landscape of technology;
- ▶ **Private roundtables and closed-door meetings** enabling representatives to speak directly with users and engage with other actors in private, bilateral meetings.

## RIGHTSCON HIGHLIGHTS

RightsCon has consistently delivered action-packed agendas on the latest issues facing the tech and human rights sectors through the help of all-star participants. These individuals include some of the best and brightest in the digital community.

Previous RightsCon speakers and participants have included:

**Brad Smith** (President and Chief Legal Officer, Microsoft)

**Colin Crowell** (Vice President of Global Public Policy, Twitter)

**David Kaye** (UN Special Rapporteur on the Right to Freedom of Opinion and Expression)

**Dunja Mijatovic** (OSCE Representative, Freedom of the Media)

**Elinor Buxton** (Senior Cyber Research Analyst, Foreign and Commonwealth Office, UK)

**Frank La Rue** (Assistant Director-General for Communication and Information, UNESCO)

**Judith Lichtenberg** (Executive Director, Global Network Initiative)

**Larry Stone** (President, Group Public and Government Affairs, British Telecom)

**Marietje Schaake** (Member of the European Parliament, the Netherlands)

**Mitchell Baker** (Executive Chairwoman, Mozilla)

**Salil Shetty** (Secretary General, Amnesty International)

**Uri Rosenthal** (Dutch Special Envoy for Cyberspace)

At RightsCon, participants will be given the opportunity to lead or identify sessions on the most pressing issues facing the tech sector.

Previous RightsCon programming highlights include:

- ▶ **Addressing extremism online; combating terrorism online**
- ▶ **TPP: Is trade policy putting digital rights at risk?**
- ▶ **Privacy, anonymity, and warrantless access to subscriber identification data**
- ▶ **Fireside chat on reforming government surveillance: Edward Snowden and Ron Deibert**
- ▶ **Jurisdiction and extraterritoriality in a connected world**
- ▶ **Protecting user rights: practical issues facing early stage companies**



## SPONSORSHIP TIERS

### **\$250,000 PRESENTING SPONSOR (LIMITED AVAILABILITY)**

- ▶ Logo and name prominently displayed on all materials
- ▶ Opportunity to join the Opening and Closing Ceremonies
- ▶ A curated RightsCon experience, including private roundtables
- ▶ Eight complimentary tickets for your team to the conference
- ▶ Four complimentary tickets for your partners to the conference
- ▶ **Plus**, sponsorship benefits of Networked Sponsor level

### **\$100,000 NETWORKED SPONSOR**

- ▶ Logo and name on official email communications
- ▶ Opportunity to display branding with independent signage
- ▶ Six complimentary tickets for your team to the conference
- ▶ Two complimentary tickets for your partners to the conference
- ▶ **Plus**, sponsorship benefits of Platform Sponsor level

### **\$50,000 PLATFORM SPONSOR**

- ▶ Logo and name printed on participant name badges
- ▶ Opportunity to distribute collateral and giveaways
- ▶ Four complimentary tickets for your team to the conference
- ▶ Two complimentary tickets for your partners to the conference
- ▶ **Plus**, sponsorship benefits of Hub Sponsor level

### **\$25,000 HUB SPONSOR**

- ▶ Logo and name on official banners, signage, and program
- ▶ Guaranteed access to all official social events
- ▶ Two complimentary tickets for your team to the conference
- ▶ Two complimentary tickets for your partners to the conference
- ▶ **Plus**, sponsorship benefits of Friends of RightsCon level

### **\$10,000 FRIENDS OF RIGHTSCON**

- ▶ Logo and name on website
- ▶ One complimentary ticket for your team to the conference
- ▶ Two complimentary tickets for your partners to the conference

## A LA CARTE AND IN-KIND SPONSORSHIPS

### **TRAVEL SUPPORT SPONSORSHIP**

The RightsCon community draws its strength from its global diversity - and in sponsoring RightsCon your support will enable Access Now to bring participants from around the world and from the Latin America and the Caribbean, the Middle East and North Africa, Sub-Saharan Africa, and the Asia Pacific regions. Every \$10,000 you provide can support the airfare and accommodations for the duration of the conference for 4+ expert participants who will owe a debt of gratitude.

### **RIGHTSCON AFTER PARTY SPONSORSHIP**

Open your office or venue to the RightsCon community and host one of the digital community's greatest social event of the year on the first day of the conference. (The second greatest social event of the year is the afterparty on day two of the conference!) With your logo and name displayed on the website, conference program, social media, and email communications as the official host, you'll generate a huge amount of brand exposure to a truly global audience of experts in your field — all in the kind of relaxed setting that encourages lasting network building. The connections you can make as the official host will resonate long after the conference ends.



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## A LA CARTE AND IN-KIND SPONSORSHIPS

### RIGHTSCON COCKTAIL PARTY SPONSORSHIP

Don't have the space to host the RightsCon community? No worries. Sponsor our Cocktail Party, which takes place at the conference venue. With your logo and name displayed on the website, program, social media, and email communications as the official sponsor, you'll generate a huge amount of brand exposure to a truly global audience of experts in your field.

### LUNCH SPONSORSHIP

Want to make sure you grab everyone's attention? Sponsor lunch for the RightsCon community and everyone will see your logo and name displayed on the website, conference program, social media, and signage highlighting your sponsorship for all participants to see.

### BREAKFAST SPONSORSHIP

Start the day off right with incredible brand exposure at breakfast, knowing that the coffee and bagels you've made possible will endear you to everyone. Sponsor a continental breakfast for the RightsCon community and everyone will see your logo and name displayed on the website, conference program, social media, and signage highlighting your sponsorship for all to see.

### WIFI SPONSORSHIP

Sponsor wireless internet capability for all participants, and everyone will see your name and logo prominently displayed on signage with the WiFi log-in information - from there, all you need to do is let the thank yous roll in as people happily email, tweet, and meme their best.

### PERSONALIZE YOUR SPONSORSHIP

Think outside the box: Sponsor a tamale cart (or two) to keep people well-fed, a meditation/massage room for relaxation, a climbing wall to get the blood pumping, a foosball table for some old-fashioned fun, and more — don't be afraid to get creative!

Please note Access Now is legally registered in the U.S. as a 501(c)3 tax-exempt organization. As a Belgian A.I.S.B.L., Access Now is also legally registered in Brussels.



Access Now is an international not-for-profit organization dedicated to defending and extending the digital rights of users at risk around the world. By combining innovative policy, global advocacy, and direct technical support, we fight for open and secure communications for all.

We are a team of 40, with local staff in more than 10 locations around the world - Berlin, Brussels, Cordoba, Delhi, London, Manila, Nairobi, New York, San Jose, Tunis, and Washington DC. We maintain four legally incorporated entities - Belgium, Costa Rica, Tunisia, and the United States - with our tech, advocacy, policy, granting, and operations teams distributed across all regions.

#### Access Now Europe

Access Now is pleased to operate a legally incorporated entity in the city of Brussels, where we are a leading civil society voice that advocates for policies which defend and extend the digital rights of users. Our Brussels team focuses on a broad range of issues at the EU-level, including privacy and data protection, surveillance and national security, intermediary liability, corporate social responsibility, and network neutrality.

For more information about RightsCon, please visit:  
[rightscon.org](http://rightscon.org)

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For questions and concerns, please contact:

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