

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

# RightsCon Silicon Valley

MARCH 30 - APRIL 1, 2016

MISSION BAY CONFERENCE CENTER

SAN FRANCISCO

[rightscon.org](http://rightscon.org)



**RightsCon**  
SILICON VALLEY  
MARCH 30 - APRIL 1, 2016

**Stamp your calendars: 2016 marks the fifth installment of the RightsCon Summit Series.**

**RightsCon is the world's leading conference convened on the future of the internet.** It brings together visionaries, investors, engineers, activists, lawyers, technologists, business leaders, and government representatives from around the world to build strategies, highlight emerging technologies, and showcase new initiatives in the pursuit of tomorrow's internet.

But RightsCon is much more than a conference — **it's the rise of a community of the world's leading actors and thinkers dedicated to the future of the internet.**

2016 will see a bigger, brighter, and better RightsCon, more dynamic and outcome-oriented than ever before. While programmatic development is ongoing, planned elements will tackle topical and current issues in the digital sector such as encryption and cybersecurity, intermediary liability and data center location, transparency reporting and best practices on user trust, the growing internet of things, emerging global markets, complex compliance and regulatory environments, and more:

- ▶ **Satellite events like Crypto Summit 2.0**, the second event in a series hosted by Access on encryption and the future of cybersecurity;
- ▶ **Demo Room and Lightning Talks** to showcase the latest technologies, tools, and initiatives from Silicon Valley and beyond;
- ▶ **Private roundtables** and closed-door meetings enabling business representatives to speak directly with users and engage with other business and government representatives in private, bilateral meetings.

**RIGHTSCON SPONSORS TO DATE (2011-2015)**





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# SPOTLIGHT



1. Brett Solomon, Executive Director, Access
2. May-Ann Lim, Executive Director, Asia Cloud Computing Association
3. Joe Sullivan, Chief Security Officer, Facebook
4. Del Harvey, Senior Director of Trust and Safety, Twitter
5. Mitchell Baker, Executive Chair, Mozilla
6. Brad Burnham, Managing Partner, Union Square Ventures







**RIGHTSCON  
BY THE NUMBERS**

**2015 Manila**

**660**

Attendees

**56**

Countries

**100+**

Sessions

**2014 Silicon Valley**

**723**

Attendees

**65**

Countries

**120**

Sessions

Access held the first RightsCon in Silicon Valley in 2011 and the second, regionally-focused conference in Rio de Janeiro in 2012. Both sold out with hundreds of leaders from around the world in attendance.

In 2014, RightsCon returned to Silicon Valley to discuss the many ramifications of the Snowden revelations. The result was a stellar program featuring 120 distinct sessions and almost 300 individual speakers; in attendance were 723 attendees from over 65 countries and 365 institutions.

In 2015, RightsCon moved to Manila to highlight the remarkable work being done in Southeast Asia. 660 attendees from 56 countries attended to debate, strategize, and implement outcomes through the 100+ sessions representing 35 institutions and 250 speakers over the two day period.



**2016 Silicon Valley (Projected)**

**1,000**

Attendees

**75**

Countries

**150**

Sessions



## COMMITTEES AND SPEAKERS

RightsCon has consistently delivered action-packed agendas on the latest issues facing the tech sector through the help of all-star programming and advisory committees and speakers. These individuals include some of the best and brightest in the digital community. Below are just a few of names of those who have previously participated at RightsCon:

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

**Dan Bross** (Senior Director of Corporate Citizenship, Microsoft)

**Nicole Karlebach** (Senior Legal Counsel, Business and Human Rights, Yahoo! Inc)

**Del Harvey** (Senior Director of Trust & Safety, Twitter)

**Cathleen Berger** (International Cyber Policy Coordination Staff, German Foreign Office)

**Matt Perault** (Public Policy Manager, Facebook)

**Karen Reilly** (Development Director, The Tor Project)

**Derek Slater** (Global Public Policy Manager, Google)

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

**Randal S. Milch** (Executive Vice President, Verizon Communications)

**Matthew Prince** (Co-founder & CEO, CloudFlare)

**Christina DiPasquale** (Associate Vice President, Media Relations, FitzGibbon Media)

**Prasanth Sugathan** (Counsel, Software Freedom Law Center)

## PROGRAMMING HIGHLIGHTS

At RightsCon, sponsors and speakers will be given the opportunity to lead or identify sessions on the most pressing issues facing the tech sector. Below are a few highlights from sessions over the years:

▶ **Protecting User Rights: Practical Issues Facing Early Stage Companies** (2014)

▶ **Fix-it Felix: Best Practices for Remediating Violations Against Users** (2015)

▶ **Competition, Consumers, and Trolls: Why You Should Care About Patents** (2014)

▶ **Metadata for Good? Control, Empowerment, and Innovation** (2014)

▶ **Decentralizing the Web: Building and Supporting the Tech We Want** (2014)

▶ **Leverage: How Business Can Change the Paradigm for Protecting Human Rights** (2014)

▶ **The Internet's Monster Under the Bed: The So-Called "Right to Be Forgotten"** (2015)

▶ **Cease and Resist: Pushing Back Against Government Demands** (2015)

▶ **Understanding Users and Their Needs: A Need-finding Framework for Internet Freedom** (2015)

▶ **Strength in Numbers: Transparency Reporting & the Search for Meaning** (2015)

▶ **Support for Tech and Human Rights: What's Next?** (2015)



## REASONS FOR SPONSORSHIP

Why do we invite corporations to support and sponsor RightsCon? Because RightsCon offers businesses the perfect opportunity to generate exposure, goodwill, and growth, and, moreover:

### Show your users you care

Hold a press conference to tell your users you're committed to their privacy, security, and freedom of expression - or show them exactly how much you care by supporting the premier event on digital rights around the world. Actions, after all, speak louder than words.

### Hear from your customers

Today's digital world means a single action in California can have a global ripple effect. Leave the boardroom behind and hear how your company's policies and practices are changing your users' lives, straight from the source.

### Find your peers

RightsCon gathers the leading actors and thinkers across stakeholder and geographic lines. Representatives from the tech sector, civil society, governments, foundations and more will be there to talk shop, swap ideas, debate issues, and build lasting partnerships. Don't miss your chance to grab coffee with tomorrow's Mark Zuckerberg.

### 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 help drive the conversation forward yourself.

### Attend to 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 and other social events, and more - plus reduced pricing for tickets for your partners, vendors, and clients.

### Create your own space

Have an idea for a session you'd like to host? Want to brand and decorate a conference room? Think it would be great to throw your own after-party? Fancy having a signature branded cocktail in the hand of every mover and shaker in Silicon Valley? Support RightsCon and create your own space

in the industry's leading event of the year.

### 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.

### Cash in on some serious swag

Love tote bags? Can't get enough of free USB sticks and pens? Want to throw in some of your own branded swag to pass out to hundreds of attendees? Lend your support to RightsCon, and see all that happen and — even better — up your support to see your brand prominently placed on posters, banners, social media, programs, and more.

### Take center stage

While there's no connection between sponsoring RightsCon and speaking at RightsCon, the level of expertise and insight many tech companies can offer means that there are ample opportunities to take center stage and speak to an issue of interest.



## SPONSORSHIP TIERS

### PRESENTING SPONSOR — \$250,000 +

- ▶ **Bright lights:** Join the Executive Director on stage during the Opening and Closing Ceremonies to receive recognition of your generous support of RightsCon.
- ▶ **Social media is the new media:** RightsCon and Access related social media accounts reach thousands of users on multiple platforms; your generous support will mean recognition and attention from users across all platforms and accounts.
- ▶ **Old media is still media:** Like a more traditional approach? Your support will also mean acknowledgement in all RightsCon related press releases.
- ▶ **Cut the fat:** Can't wait to connect with your users? Skip the metaphorical line and receive acknowledgement from Access in all RightsCon related emails directed to registered attendees leading up to, during, and following the event itself.
- ▶ **Tech savvy:** See your name up in lights on RightsCon's official website, [rightscon.org](http://rightscon.org).
- ▶ **Programmatic highlight:** Receive prominent placement on the official program.
- ▶ **Branding, branding, branding:** See your company's logo on official banners and signage, or bring your own branded banners and signage to display.
- ▶ **Spotlight your issue:** Sponsor and/or lead one or more sessions, workshops, fireside chats, or private roundtables on an issue of interest to you and your company.
- ▶ **Free your inner exhibitionist:** Set up an exhibition booth during the conference or one of its many social and satellite events to launch a new initiative, talk with your users, or demonstrate a new product, project, or digital tool.
- ▶ **A curated experience:** Interested in meeting with specific representatives? Have a question you need answered? As our Presenting Sponsor, you can rest easy knowing that we will work hard to make your experience as fruitful as possible.
- ▶ **Be the belle of the ball:** Cinderella had to be home by midnight, but you don't. Enjoy complimentary access to private roundtables, cocktail hours, and afterparties.
- ▶ **Throw the party of the year:** Even better - have your name attached to the digital community's biggest party of the year. Gatsby won't have anything on you.
- ▶ **Discounted pricing:** Receive ten (10) complimentary tickets to share with your team as well as five (5) additional complimentary tickets and discounted pricing to share with your partners and customers.

### NETWORKED SPONSOR — \$100,000 +

- ▶ **Shoutout:** Receive acknowledgement of your generous support from the Executive Director during the Opening and Closing Ceremonies and all other opportunities.
- ▶ **Social media is the new media:** RightsCon and Access related social media accounts reach an estimated 15.5 thousand users on multiple platforms; your generous support will mean recognition and attention from users across all platforms and accounts.
- ▶ **Old media is still media:** Like a more traditional approach? Your support will also mean acknowledgement in all RightsCon related press releases.
- ▶ **Tech savvy:** See your name up in lights on RightsCon's official website, [rightscon.org](http://rightscon.org).
- ▶ **Branding, branding, branding:** See your company's logo on official banners and signage, or bring your own branded banners and signage to display.
- ▶ **Spotlight your issue:** Sponsor and/or lead a session, workshop, fireside chat, or private roundtables on an issue of interest to you and your company.
- ▶ **Be the belle of the ball:** Cinderella had to be home by midnight, but you don't. Enjoy complimentary access to all private roundtables, cocktail hours, and afterparties.
- ▶ **Throw the party of the year:** Have big ideas for a party of your own? Let us know what you're planning and we can make your event an official satellite social event.
- ▶ **Discounted pricing:** Receive six (6) complimentary tickets to share with your team as well as two (2) additional complimentary tickets and discounted pricing to share with your partners and customers.



## SPONSORSHIP TIERS

### PLATFORM SPONSOR — \$50,000 +

- ▶ **Tech savvy:** See your name up in lights on RightsCon's official website, [rightscon.org](http://rightscon.org).
- ▶ **Branding, branding:** See your logo incorporated on official banners and signage.
- ▶ **Support your favorite cause:** Sponsor and/or lead a session, workshop, fireside chat, or private roundtables on an issue of interest to you and your company.
- ▶ **Be the belle of the ball:** Cinderella had to be home by midnight, but you don't. Enjoy complimentary access to all private roundtables, cocktail hours, and afterparties.
- ▶ **Discounted pricing:** Receive four (4) complimentary tickets to share with your team as well as two (2) additional complimentary tickets and discounted pricing to share with your partners and customers.

### HUB SPONSOR — \$25,000 +

- ▶ **Tech savvy:** See your name up in lights on RightsCon's official website, [rightscon.org](http://rightscon.org).
- ▶ **Branding, branding:** See your logo incorporated on official banners and signage.
- ▶ **Be the belle of the ball:** Cinderella had to be home by midnight, but you don't. Enjoy complimentary access to all private roundtables, cocktail hours, and afterparties.
- ▶ **Discounted pricing:** Receive two (2) complimentary tickets to share with your team as well as discounted pricing to share with your partners and customers.

### FRIENDS OF RIGHTSCON — \$10,000 +

- ▶ **Branding:** See your logo incorporated on the official program and website with other Friends of RightsCon.
- ▶ **Be the belle of the ball:** Cinderella had to be home by midnight, but you don't. Enjoy complimentary access to all private roundtables, cocktail hours, and afterparties.
- ▶ **Discounted pricing:** Receive two (2) complimentary tickets to share with your team as well as one (1) complimentary ticket to share with your partners and customers.

### 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 be creative!

Please note Access is a 501(c)3 tax-exempt organization, and all support is tax deductible.



**Access defends and extends the digital rights of users at risk around the world. By combining innovative policy, user engagement, and direct technical support, we fight for open and secure communications for all.**

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

Questions? Concerns? Ready to commit?  
Contact **Brett Solomon** at [brett@accessnow.org](mailto:brett@accessnow.org) or at **+1 (917) 969 6077**