

THE WORLD'S LEADING
SUMMIT ON HUMAN RIGHTS
IN THE DIGITAL AGE

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RightsCon Toronto



MAY 16-18, 2018
BEANFIELD CENTRE AT EXHIBITION PLACE
RIGHTSCON.ORG





RightsCon
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Access Now is proud to bring you the seventh installment of RightsCon, **the world's leading summit on human rights in the digital age.**

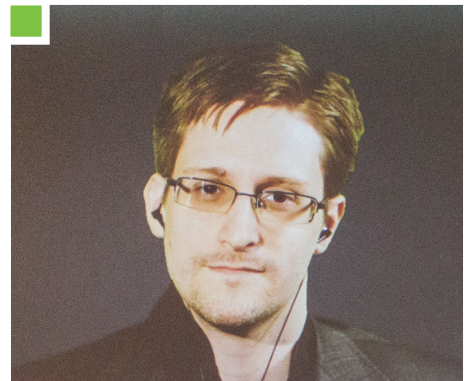
Every year, **RightsCon** brings together business leaders, policy makers, general counsels, government representatives, technologists, and human rights defenders from around the world to break down silos, create partnerships, and drive large-scale, real-world change toward a more free, open, and connected world.

For 2018, we are pleased to bring RightsCon to Toronto, Canada's largest and most diverse city, and a dynamic hub for tech. As a place that supports and upholds values of diversity and inclusion, Canada stands in stark contrast with recent global trends toward isolationism and exclusion.

RightsCon Toronto (May 16-18, 2018) will build on these values of diversity and inclusion by creating a platform for the most pressing tech challenges to be tackled — a platform with respect for diversity, inclusion, and human rights at its core.

The program for RightsCon Toronto will tackle issues of critical importance, including:

Connectivity and net neutrality	Algorithmic accountability and transparency
Privacy and data protection	Countering violent extremism and hate speech
Fake news and content filtering	Encryption and cybersecurity
Internet jurisdiction, sovereignty, and legal landscapes	Innovation, trade policy, and copyright
Diversity and digital inclusion	AI, automation, supply chains, and the future of work
Information controls and internet shutdowns	Business transparency, accountability, and remedy
Smart cities and the internet of things	Global journalism and freedom of expression



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- Confronting online hate speech
- From left to right: Brett Solomon, Andrei Soldatov, Manal Bahey Al-Din Hassan, Marietje Schaake, Mitchell Baker, and Julie Owono
- U.S. Senator Ron Wyden
- Edward Snowden
- The Access Now Lounge

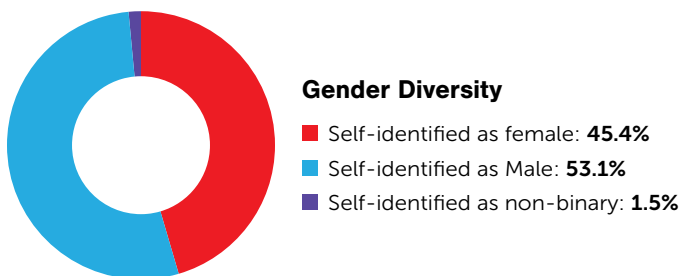
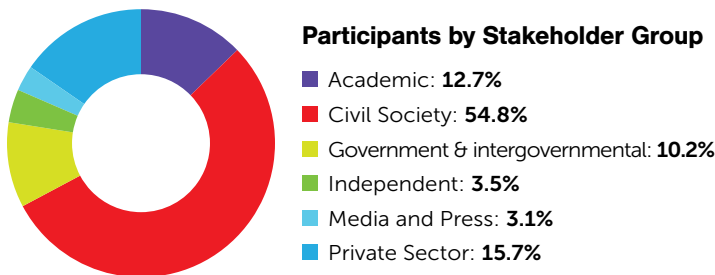
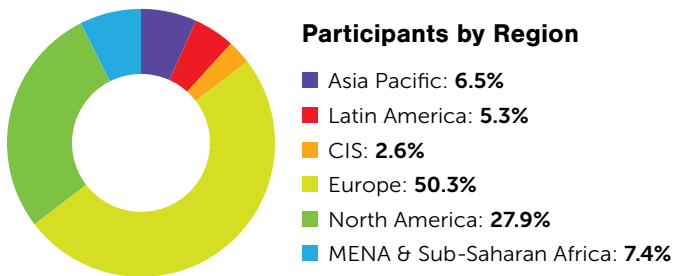


- Opening ceremonies
- Deputy Prime Minister of Belgium Alexander De Croo
- Corporate and Civil Society Transparency Reports
- Mitchell Baker
- RightsCon Cocktail Party Hosted by Automattic
- VR Screening of "We Who Remain", by Nuba Reports
- The Access Now Digital Security Clinic



The **RightsCon community** includes hundreds of the world’s leading experts and influencers. Our community is both global, representing more than 100 countries around the world, and multistakeholder, with representatives from the tech and telecom industries, government, human rights, civil society, journalism, academia, law, legislation, activism, and philanthropy. The community is also diverse, with a strong track record in gender parity amongst participants and speakers.

■ RightsCon Brussels in numbers



■ Previous speakers, session organizers, and public participants

Alexander de Croo
Deputy Prime Minister of Belgium

Göran Marby
CEO and President of ICANN

Mitchell Baker
Executive Chairwoman at Mozilla

Salil Shetty
Secretary General at Amnesty International

Richard Arbeiter
Director General, Freedom and Human Rights, Global Affairs Canada

Elisabeth de Dobbeleer
Vice President and Deputy General Counsel at Cisco

Frank La Rue
Assistant Director-General for Communication & Information at UNESCO

John Ralston Saul
Co-Founder & Co-Chair at Institute for Canadian Citizenship (ICC)

Ron Deibert
Director at Citizen Lab

Larry Stone
President of Group Public and Government Affairs at British Telecom (BT)

Cindy Cohn
Executive Director at Electronic Frontier Foundation (EFF)

Brad Smith
President and Chief Legal Officer at Microsoft

Rick Salgado
Director of Law Enforcement and Information Security at Google

Viviane Reding
Member of the European Parliament, former Vice-President of the European Commission

Matt Peacock
Group Director of Corporate Affairs at Vodafone

Matthew Prince
CEO at CloudFlare

Natasha Jackson
Head of Public Policy & Consumer Affairs at GSMA

Carolina Rossini
Global Connectivity Policy Manager at Facebook

Michael Geist
Research Chair in Internet and E-commerce Law, University of Ottawa

Uri Rosenthal
Dutch Special Envoy for Cyberspace and former Foreign Minister, the Netherlands

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

Sponsorship offers a unique opportunity for participating organizations to engage deeply and effectively with the conference and its community of experts across a broad range of critical issues.

Expand your networks

1,518 participants from 105 countries and more than 700 organizations came to RightsCon Brussels. We are projecting **at least 2,000 participants** to come to RightsCon Toronto. The formal (and informal) opportunities to connect with others, whether it's in a workshop, through a curated bilateral meeting, or the many RightsCon social events, are invaluable. Not sure where to start? We'll work with you to help you make the most of it, from arranging introductions to offering priority access to some of our bilateral meeting rooms.

Show your engagement

As more and more people come online, and come to depend on the internet and internet-enabled technologies to connect, work, and live, the issues on the table are only becoming more important — and the need for stakeholders to meaningfully engage with them more critical. Sponsorship is a great way to signal to the conference's community of influencers that you are ready to engage — and we can work with you to help you join and partake in this conversation in a way that is targeted, respectful, and effective.

Get a global perspective

The issues that are brought to the table at RightsCon have the ability to affect millions of people around the world at a time. Still, geographic, legal, and cultural borders have underscored the importance of understanding and operating within local and regional contexts. At RightsCon, you can get just that: we regularly draw participants from **more than 100 countries** around the world, including representatives from international, regional, and national organizations like the U.N., EU, the ITU, AFRINIC, the OSCE, and more.

Hear from the most affected

Policies and practices rarely have an equal impact on the people they affect, and even the most well-intentioned can have a disproportionate impact on the marginalized. It's crucial to understand how proposed legislation, rulings, statements, or actions can affect **the most vulnerable in society** — and we can help you do just that at RightsCon, where we bring local communities and users to speak, including, for example, indigenous peoples of Ecuador, human rights defenders from Egypt, Syria, and Iran, and more.

Learn from the best

RightsCon brings together the world's **top experts** from multiple fields, including cybersecurity, censorship and free expression, trade and copyright, artificial intelligence, internet jurisdiction, privacy and data protection, and more. RightsCon offers an incredible opportunity to engage with these experts, and to get thoughtful advice and guidance. We can help guide you toward the individual experts and sessions best suited to answering your questions.

Launch a project or showcase your work

Already involved? Use RightsCon as an opportunity to demonstrate to a broad community of engaged stakeholders your latest project, initiative, research, or strategy, whether it's through a programmed session, "un-programmed" event, exhibition booth, or strategically placed giveaways. We'll work with you to help you craft a strong session proposal or organize a side event. We'll also offer you priority access to some of our exhibition booths, and even authorize the distribution of independently branded materials.

Support RightsCon and its community

In the past several years, RightsCon has continued to grow by leaps and bounds, from just a few hundred participants in Silicon Valley in 2011 to more than 1,500 participants in Brussels this past year in 2017. As the conference, and the community, continues to grow, so do our costs. Sponsorship provides the necessary resources to cover essential production and organizing costs, to provide complimentary or discounted registration to users who would otherwise be prohibited from attending due to financial hardship, to offer small travel support grants to a select number of participants, and to ensure that we host the best possible event.



■ Previous participating organizations

- AFRINIC
- Airbnb
- Amnesty International
- Association for Progressive Communications (APC)
- Berkman Klein Center for Internet & Society
- Cisco
- Citizen Lab
- Cloudflare
- Committee to Protect Journalists
- Council of Europe
- Derechos Digitales
- Digital Defenders Partnership
- Dropbox
- European Digital Rights (EDRi)
- Electronic Frontier Foundation (EFF)
- European Commission
- Facebook
- Free Press Unlimited
- Fund for Global Human Rights
- Global Affairs Canada
- Global Network Initiative
- Google
- GSMA
- Human Rights Watch
- Humanity United
- Index on Censorship
- Internet & Jurisdiction
- Internet Sans Frontières (Internet Without Borders)
- Internews
- LINE Corporation
- LUSH Cosmetics
- McGill University
- National Council of Canadian Muslims
- Netherlands Ministry of Foreign Affairs
- New America's Open Technology Institute
- Nokia Group
- Oak Foundation
- Office of the UN High Commissioner for Human Rights
- OpenMedia Canada
- Open Society Foundations
- Organization of Security & Cooperation in Europe (OSCE)
- Physicians for Human Rights
- Psiphon Inc
- Ranking Digital Rights
- Skoll Foundation
- Snapchat
- Stripe
- Swedish International Development Agency
- Swiss Federal Department of Foreign Affairs
- Telefonica
- Telenor Group
- Telia Company
- U.S. Department of State
- UK Foreign & Commonwealth Office
- University of Toronto
- UNESCO
- Verisign, Inc.
- Vodafone Group
- WhatsApp Inc.
- Yahoo
- YouTube

■ Previous sponsors



We offer five tiers of sponsorship packages:

FRIEND OF RIGHTSCON (\$10,000 USD)

As a Friend of RightsCon, you'll enjoy the opportunity to have your name and logo displayed before, during, and after on the official RightsCon website. You'll also enjoy two (2) complimentary tickets.

NETWORKED SPONSOR (\$25,000 USD)

As a Networked Sponsor, you'll enjoy the following:

- ▶ Name and logo displayed on official materials during RightsCon, including program, banners, and name badges
- ▶ Name and logo displayed on the RightsCon website before, during, and after the conference
- ▶ Four (4) complimentary tickets

PLATFORM SPONSOR (\$50,000 USD)

As a Platform Sponsor, you'll enjoy the opportunity to distribute independently branded collateral as giveaways to participants, as well as the following:

- ▶ Name and logo displayed on official materials during RightsCon, including program, banners, and name badges
- ▶ Name and logo displayed on the RightsCon website before, during, and after the conference
- ▶ Seven (7) complimentary tickets

LEAD SPONSOR (\$100,000 USD)

As a Lead Sponsor, you'll have priority in booking private bilateral rooms, exhibition booths, as well as:

- ▶ Opportunity to distribute independently branded collateral as giveaways to participants
- ▶ Name and logo displayed on official materials in the lead up to RightsCon through the RightsCon Rundown mailer
- ▶ Name and logo displayed on official materials during RightsCon, including program, banners, and name badges
- ▶ Name and logo displayed on the RightsCon website before, during, and after the conference
- ▶ Ten (10) complimentary tickets

PRESENTING SPONSOR (\$250,000 USD)

As the Presenting Sponsor, your support will also be used to waive the cost of registration for participants from NGOs, civil society, academia, and small startups (an estimated value of \$450,000 USD). This support will be publicly acknowledged to all participants during the registration process. You'll also enjoy the opportunity to join Access Now's Executive Director on stage during the Opening Ceremonies (our main plenary session), as well as:

- ▶ Priority in booking private bilateral rooms
- ▶ Priority in hosting exhibition booths
- ▶ Opportunity to distribute independently branded collateral as giveaways to participants
- ▶ Name and logo displayed on official materials in the lead up to RightsCon through the RightsCon Rundown mailer
- ▶ Name and logo displayed on official materials during RightsCon, including program, banners, and name badges
- ▶ Name and logo displayed on the RightsCon website before, during, and after the conference
- ▶ Twenty (20) complimentary tickets

We also offer **à la carte** and **in-kind sponsorship opportunities**:

RIGHTSCON STARTUP SPONSORSHIP

Is your company a young startup looking to expand its network and increase exposure? Want to show your commitment to human rights in tech, but can't yet reach our standard sponsorship tiers?

For companies with an annual budget of \$5 million or less, we'll proudly showcase your company as a RightsCon Startup Sponsor and provide you with the same opportunities and benefits as our Friend of RightsCon for half the price (\$5,000 USD).

RIGHTSCON COMMUNITY TRAVEL SUPPORT

Bring the most experienced session organizers and speakers to RightsCon Toronto with direct travel support. This would take the form of a grant or stipend covering the cost of travel, accommodation, and/or incidental expenses such as food and local travel, and would be administered directly to recipients by the Sponsor on the advice and guidance of Access Now.

Access Now is well-placed to identify those attendees who are critical to ensuring dialogue and outcomes, but face financial hardship and would otherwise not be able to attend RightsCon.

In return, you'll enjoy the opportunity to have your name and logo displayed on the website before, during, and after the conference.

RIGHTSCON AFTER DARK

Throw the party of a lifetime for the RightsCon community. This would take the form of a venue rental (such as office, bar, or restaurant) and/or catering covering the cost of food and drink for RSVP'd attendees. Post-programming social events include:

- ▶ The official off-site after party on Day 1 (Wed, May 16), typically held from 8pm till late
- ▶ The official on-site cocktail party on Day 2 (Thur, May 17), held at the conference venue directly following the afternoon's last session
- ▶ The official off-site after party on Day 2 (Thur, May 17), typically held from 8pm till late
- ▶ The official off-site "dry" parties (May 16, 17, and 18), held from 8:30pm till late

In return, you'll enjoy the opportunity to be named as the host of the event on the RightsCon website, in the program, and in email communications to all conference participants.

RIGHTSCON VILLAGE BOOTH

Engage directly with RightsCon attendees with a dedicated booth in the Hub, our space for informal networking and engagement between participants. You'll have a dedicated space for the duration of the conference (three days) to set up independent branding and signage, give away reports and promotional materials, and connect personally and meaningfully with participants.

RIGHTSCON HUB & LOUNGES

Put your stamp on the home of RightsCon by branding a dedicated lounge area for event attendees to gather, work, and mingle. Four informal, non-programmed spaces are available:

- ▶ The Hub — our village space for informal networking and participant engagement — will include work stations and exhibition booths and will be promoted as the focal point of the venue
- ▶ The lounges — informal spaces where RightsCon participants connect with each other

The Hub and lounges are excellent opportunities to stand out from the crowd and literally put yourself on the map to differentiate yourself during RightsCon (e.g., "Hey, let's meet at the Access Now Lounge").

Please note that the à la carte opportunities are different from the standard sponsorship tiers listed on page 8, which includes separate opportunities and benefits.



See you at Beanfield Centre at Exhibition Place, the home of RightsCon Toronto 2018!

For questions and inquiries, please contact:

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nickd@accessnow.org



Access Now is the proud host of RightsCon. Access Now is a global non profit organization that defends and extends 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.

For more information about RightsCon, please visit: rightscon.org
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