1) The INET Conferences - Building Internet expertise and regional capacity

The importance of connecting with regional Internet communities has never been greater. Local conditions require local solutions, assisted and informed by the technical expertise and policy experience of leading Internet community experts. Since 1994, the Internet Society has organized INET conferences around the world. Originally staged as annual global conferences, over time we have refined their focus, targeting the specific needs of previously underserved regions.

Today, the Internet Society holds multiple INETs each year, each with a unique regional focus and a selection of topics most relevant to the communities involved. The mutual benefits of this approach are clear. Local Internet communities get exposure to Internet issues of global and regional importance, and access to world-class technology and policy experts. In return, the experience of each unique INET enriches The Internet Society’s presence on the global stage.

INETs are characterized by:

Engagement of multiple Internet stakeholders: Consistent with the Internet Model of development, INETs encourage diverse participation from multiple stakeholder groups. In particular, INETs provide an excellent platform to network our Chapters, Organizational and Individual members, with other partners from the technical community, government, and civil society.

Strategic locations: We hold INETs at the regional locations where they are most needed. This reduces barriers such as travel time and cost, which are critical considerations in the developing world. Also, where possible, we hold INETs alongside other relevant meetings to increase participation.

Agendas tailored to regional needs: INET meetings are more than just a narrow policy seminar or educational workshop. Each INET agenda is developed in consultation with local representatives to address a range of topics that meet their specific needs.

The INET meetings continue a longstanding tradition of extending the benefits of the Internet to communities in all parts of the world. Like the Internet itself, INETs continue to evolve and grow in importance, changing to suit local environments, refined and re-defined by the needs of Internet users themselves.

About the Internet Society (ISOC)

Founded in 1992, the Internet Society (www.internetsociety.org) is the world’s most trusted independent source of leadership for Internet policy, technology standards, and future development. Utilizing its principled vision and substantial technological foundation, ISOC promotes the open development, evolution, and use of the Internet for the benefit of all people. ISOC has more than 60,000 individual members, 128 Organizational Members around the world as well as 90 chapters. At policy level, ISOC is a well-respected partner with OECD, ITU, UNESCO and the World Economic Forum.
2) INET New York – The Copyright Alert System

The Internet Society supports the development of a robust digital content environment that will foster the continued growth and development of the Internet. Such an environment will provide reasonable mechanisms for managing creative rights that respect the Internet’s fundamental attributes and empower user creativity. However, identifying mechanisms that strike an appropriate balance has proved challenging. For instance, recent legislative efforts to limit access to copyright infringing content on the Internet (e.g., PIPA/SOPA) were criticized for failing to account for potential negative impacts to the Internet’s technical architecture. Online protests against the proposed legislation led to its demise in Congress, which has only served to safeguard the status quo. Unfortunately, a great deal of effort and expense by all parties involved in the legislative debates have resulted in no progress toward the mutually beneficial end goal of fostering a robust digital content environment. Real progress is needed; new approaches are needed; but first and foremost, cooperation will be required. The Internet Society hopes to facilitate cooperation and is seeking out promising new approaches.

The Center for Copyright Information (CCI) was formed as part of a collaborative effort between U.S. content creators in the movie and music industries and leading Internet service providers, and CCI has an Advisory Board of consumer advocates, privacy and education specialists and technical experts. CCI will soon launch a Copyright Alert System (CAS) as “part of a progressive educational system to help subscribers understand the significance of protecting copyright in the digital environment, to advise them about the importance of avoiding inadvertent or intentional online distribution of copyrighted content, and to suggest legal ways to obtain digital content.” Internet Society members, particularly those in the New York area, are very interested in learning more about the CAS.

This INET conference will gather about 150 Internet Society members and a variety of stakeholders seeking to provide a dialogue on key issues relating to the CCI’s copyright alert system. The two panel discussions will seek to provide some useful information to the Internet Society members on how the CAS will work, thus allowing the audience to discuss and deliberate on the functionality and effectiveness of this new system.

Over the last 18 months, ISOC has hosted similar events to discuss the importance of securing future growth and stability of the Internet in Cape Town, Kuala Lumpur, Montevideo, Hong Kong, Dakar, Delhi, Panama City, Buenos Aires, San Francisco, Cairo, Washington DC, Rabat, Frankfurt and London.

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1 http://www.copyrightinformation.org/alerts
3) Program Outline

INET New York, November 15, 2012, 3:00 – 7:00 pm
Venue: New York University Law School

The Copyright Alert System

2:30 – 3:00 Registration

3:00 – 3:15 Opening Session
• Opening welcome by Internet Society
• Introduction of the ISOC-NY Chapter
• Platinum sponsor remarks

3:15 – 3:45 Overview of CCI and CAS by Jill Lesser
Speech followed by Q&A with the audience

3:45 – 4:45 CCI Board and CCI Member Representatives
Panel discussion followed by Q&A with the audience

4:45 – 5:00 Break

5:00 – 6:00 CCI Advisory Board and Public Interest Representatives
Panel discussion followed by Q&A with the audience

6:00 – 6:10 Closing

6:10 – 7:00 Refreshments
4) Sponsorship Opportunities

The Internet Society offers a range of sponsorship opportunities for the INET in New York:

**INET Conference - Sponsorship Opportunities**

Association with INET and the Internet Society is a highly valued and unique opportunity. Sponsors of the INET meeting benefit from a high visibility both onsite and through global Internet Society communication and regional media coverage. This exposure positions sponsors as leaders at the intersection of Internet technology, policy and business issues.

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<tr>
<th>Benefit</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
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<td>Executive address to the Conference (speaking slot)</td>
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<td>Executive quote in the Internet Society press release on the INET meeting</td>
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<td>Logo insertion in the Internet Society’s newsletter together with event announcement</td>
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<td>Thanks and recognition of company and representative executive at the INET meeting</td>
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<td>Recognition (logo placement) in the INET conference program and on the Internet Society website’s INET web page (with link to company’s website)</td>
<td>Top Platinum Sponsor</td>
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<td><strong>Investment</strong></td>
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5) Next Steps

To discuss any of the above opportunities further please contact:

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Notes
ISOC understands and respects the need for sponsoring organizations to manage their brands in the most effective way possible to gain full value from these opportunities. Therefore all hosts/sponsors maintain responsibility for providing any signage, literature, displays, and/or branded gifts, bags/folios associated with sponsorship benefits.

Appropriate logos will be requested for website and publication recognition. Signage size requirements/allowances will be provided to ensure the most effective displays in the meeting spaces.