Call for Sponsorship

Hypothesis, a 501(c)3 nonprofit, is looking for key organizations to join us in sponsoring I Annotate 2017, the fifth annual conference dedicated to advancing open digital annotation practices and technologies. This year's conference will be held May 3-6 in San Francisco at the historic Fort Mason Arts & Culture Center. 150-200 attendees from around the world will come together for two days of presentations, panels, and demos, followed by a day-long hackathon for developers to roll up their sleeves and collaborate on current annotation technology projects.

The gathering provides a unique opportunity to connect your organization's products and programs with a diverse group of leading thinkers and practitioners from education, journalism, publishing, research, science, and technology in an intimate setting designed to foster discussion, learning, and action.

Following the W3C's recent publication of annotation standards for the Web, I Annotate 2017 will focus on themes drawn from activities at the center of the annotation community:
- Increasing **user engagement** in publication, science, and research
- Empowering **fact checking** in journalism
- Building **digital literacy** in education

Keynote

Digital pioneer Esther Dyson will deliver the I Annotate opening keynote. Dyson's vibrant, varied career has engaged her deeply in the fields where annotation thrives: "I'm especially excited to speak at I Annotate," she says, "I started my career as a fact-checker for Forbes magazine and have a longtime passion both for the truth and for freedom of speech." Dyson was also an early investor in Flickr, which pioneered web based image annotation, and the social tagging company Del.icio.us, which give her deep familiarity with the technical goals and user benefits of interoperable annotation.

Dyson is a trained cosmonaut, a highly regarded journalist, has led key technical organizations like ICANN and the Electronic Frontier Foundation, and wrote the best-selling, widely translated book *Release 2.0: A Design for Living in the Digital Age*. She's served on the boards of many companies and is currently executive founder of The Way to Wellville—a 10-year nonprofit project mentoring five small US communities cultivating health among their residents and generating data about how they do it. The ultimate goal is to show the value of investing in health as an asset and to inspire others to do so.

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Program & Attendees

I Annotate 2017 will be held May 3-6 in San Francisco's historic [Fort Mason Arts & Culture Center](). A more detailed agenda based on conference themes will be distributed in April 2017.
- **Pre-conference Social**: Wed May 3, 6-9pm
  - Attendees gather before the conference for cocktails and snacks to renew contact and make new connections
- **I Annotate 2017**: Thu-Fri May 4-5, 8-5pm
  - 150-200 expected attendees at the primary event, drawn from leading thinkers and practitioners in education, journalism, publishing, research, science, and technology
- **Annotation Hackathon**: Sat May 6, 8-5pm
  - Approximately 40 attendees at the associated Hackathon, mostly drawn from attendees with a technical focus

Review programs from previous I Annotate conferences: [2016 in Berlin](), and [2015](), [2014](), and [2013]() in San Francisco.

Sponsorship Opportunities

All conference sponsors have the following opportunities to connect with I Annotate attendees and broader audiences through conference collateral and social posts.
- An opportunity to present to conference attendees
- Table space for literature and table-top signage, and/or multimedia display during the general conference
- Named recognition for sponsorship in:
  - [Conference website]()
  - Conference agenda
  - General material published from session proceedings
  - Social posts from Hypothesis and I Annotate

To focus their recognition, sponsors can choose to underwrite specific I Annotate services or activities, such as the conference venue, breakfasts, lunches, the hackathon, videography for recorded sessions, wifi Internet access for attendees, session video streaming, the pre-conference social, or t-shirts.

Sponsorship Contact

Interested sponsors can [contact Hypothesis about I Annotate 2017 online]() or by emailing [info@iannotate.org]().