

# ARTIFICIAL INTELLIGENCE

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Developing  
a European  
Strategy for AI

18 October 2018 / Brussels



Sponsorship Brochure

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**PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.



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## Why Sponsor this Conference?

### Sponsorship of Artificial Intelligence 2018

Bringing together over 200 delegates, Artificial Intelligence 2018 will provide a platform for key policymakers and stakeholders to discuss and debate the most pertinent issues affecting the sector.

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully target key European public sector officials. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

### Why sponsor this event?

- The chance to promote your organisation to delegates including European Institutions, key public sector representatives, C-Level executives, national government officials, and many others.
- The opportunity to strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key decision makers and procurement officials.
- Interact with delegates face to face during the numerous networking opportunities.
- Benefit significantly from a highly sought after platform to share your view to a keenly interested, relevant and, above all, influential audience.



There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

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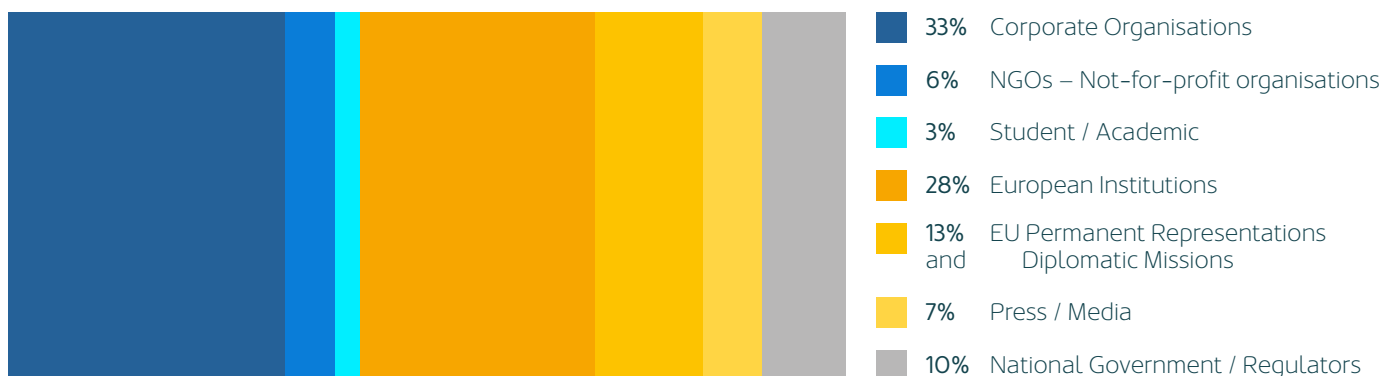
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## Details of a typical Forum event

### A typical delegate breakdown based on 200-250 delegates



### Previous delegates have included

Airbus Defence and Security	City of The Hague	European Central Bank	IBM	RAND Europe
Alcatel-Lucent	Civil Aviation Authority	European Commission	Information Systems Authority of Estonia	Reuters
Allianz SE	Commerzbank AG	European Cybercrime Centre (EC3)	Inmarsat	Rovio
Apple	Committee of the Regions	European Data Protection Supervisor	Intel Corporation	Samsung
Atos Belgium	Council of the EU	European Economic & Social Committee	KPMG	SAP
BAE Systems	Daimler	European External Action Service	Lenovo	SAS
Barclays	Dell	European Parliament	McAfee	Siemens
Belgacom	Deloitte	Europol	Microsoft	Sopra Steria
BlackBerry	Department for Business, Innovation & Skills, UK Government	ExxonMobil	National Cyber Security Centre - Netherlands	SWIFT
BNP Paribas Fortis	Deutsche Post DHL	Gartner	NATO	Symantec
Booking.com	Deutsche Telekom AG	GE Capital	O2	T-Systems International
BSA   The Software Alliance	ENISA	Google	Oracle	Telefonica, S.A.
BT plc	ETSI	GSMA	Orange	Thales
Capgemini Consulting	eu-LISA	Hewlett Packard Enterprise	Port of Rotterdam	Toyota Motor Europe
Central Bank of Ireland	EuroCIO	Huawei	PriceWaterhouseCoopers	Trend Micro
CERT-EU	Euronext		Proximus	Verizon Enterprise Solutions
Citi			Qualcomm	VISA Europe
				Vodafone

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## Recent speakers at Forum Europe events

### Speakers have included



**Alexander De Croo**  
Deputy Prime Minister and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services  
Government of Belgium



**Tibor Navracsics**  
European Commissioner for Education, Culture, Youth and Sport  
European Commission



**Violeta Bulc**  
European Commissioner for Transport  
European Commission



**Sir Julian King**  
Commissioner for the Security Union  
European Commission



**Khalil Rouhana**  
Deputy Director-General  
DG CONNECT  
European Commission



**Kaja Kallas**  
MEP, Rapporteur - Towards a Digital Single Market Act  
European Parliament



**Brando Benifei**  
MEP, Member of the Committee on Employment and Social Affairs  
European Parliament



**Eva Maydell**  
MEP, Member of the Committee on the Internal Market and Consumer Protection  
European Parliament



**Rosa Barcelo**  
Head of Sector, Digital Privacy  
DG CONNECT, European Commission



**Lucilla Sioli**  
Head of Unit, Digital Economy and Skills  
DG CONNECT, European Commission



**Mechthild Rohen**  
Head of Unit, Internet of Things  
DG CONNECT, European Commission



**Bernardo Barani**  
Acting Head of Unit, Future Connectivity Systems  
DG CONNECT, European Commission



**Miguel Gonzalez-Sancho**  
Head of Unit, eHealth, Well-Being and Aging  
DG CONNECT, European Commission



**Daniel Pradelles**  
Director, Global Strategic Engagements & External Relations Privacy Office  
Hewlett Packard Enterprise



**John Frank**  
Vice President, EU Government Affairs  
Microsoft Corporation



**Álvaro Gómez-Meana Fernández**  
Worldwide Healthcare Chief Technologist  
Hewlett Packard Enterprise



**Jo Deblaere**  
Chief Operating Officer  
Accenture



**John Burn-Murdoch**  
Senior Data-Visualisation Journalist  
The Financial Times



**Clayton Hamilton**  
Unit Leader for eHealth and Innovation  
WHO Regional Office for Europe



**Ger Baron**  
Chief Innovation Officer  
City of Amsterdam

\* Job titles and organisations at time of the conference



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## Sponsorship Packages

Prices listed do not include VAT

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

Benefits	Platinum	Gold	Silver
Exclusive speaking position for company representative (subject to suitability to programme)	✓		
Place for one company representative to attend pre-conference dinner	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor (at selected level) in marketing emails and press releases	✓	✓	✓
Distribution of company materials to delegates	✓	✓	✓
Company logo conference branding on main stage	Priority Branding	✓	✓
Exhibition Space in refreshments / networking area	Prime Location	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	5	3	1
<b>Cost</b>	<b>€12,000</b>	<b>€8,500</b>	<b>€5,000</b>

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## Catering Packages

Prices listed do not include VAT

### Exclusive Sponsorship of VIP & Speaker Dinner

€6,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places for main conference

### Exclusive Sponsorship of Lunch

€2,500

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

### Exclusive Sponsorship of Cocktail Reception

€3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

### Exclusive Sponsorship of Refreshments (3 refreshment breaks)

€2,000

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.



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## Product Opportunities

Prices listed do not include VAT

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



### Conference Badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference

**Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production**



### Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



### Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



### Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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## Exhibition Opportunities

Prices listed do not include VAT

Stand Size: 2.5m x 3m

€1500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the conference.

**This 1 day conference will offer exhibiting organisations the opportunity to:**

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands can be prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

**As part of the exhibitor's package, you will receive:**

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

**Exhibition details:**

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors will be advised in advance of a convenient time to prepare their stand.

You will then be contacted to confirm your reservation.

**Please note:** Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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