

ARTIFICIAL INTELLIGENCE 2019

Towards a strategic approach to AI in Europe



December 2019 / Brussels
Sponsorship Brochure

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Contents

P 3 Why Sponsor this Conference?

P 4 Details of the Inaugural Edition

P 5 Recent speakers at Forum Europe events

P 6 Sponsorship Packages

P 7 Catering Packages

P 8 Product Opportunities

P 9 Exhibition Opportunities

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.

 **ForumEurope**

Contact - Rose Maloney

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Why Sponsor this Conference?

Sponsorship of Artificial Intelligence 2019

Bringing together over 200 delegates, Artificial Intelligence 2019 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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Details of the Inaugural Edition

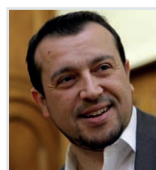
Based on 200 attending delegates



Key Speakers from 2018



Jyrki Katainen
Vice-President for Jobs,
Growth, Investment and
Competitiveness
European Commission



Nikos Pappas
Minister of Digital Policy,
Telecommunications and
Media
Greece



David J. Redl
Assistant Secretary for
Communications and
Information and Administrator,
National Telecommunications
and Information
Administration
U.S Department of Commerce



Lucilla Sioli
Director of Artificial
Intelligence and Digital
Industry, DG CONNECT
European Commission



**His Excellency Omar Bin
Sultan Al Olama**
Minister of State for Artificial
Intelligence
Government of the United
Arab Emirates

Previous delegates at Forum Europe events have included

Airbus Defence and
Security
Alcatel-Lucent
Allianz SE
Apple
Barclays
BNP Paribas Fortis
Booking.com
BSA | The Software
Alliance
Citi
Commerzbank AG
Council of the EU

Daimler
Dell
Deloitte
Deutsche Post DHL
Deutsche Telekom AG
ENISA
ETSI
eu-LISA
EuroCIO
European Central Bank
European Commission
European Data Protection
Supervisor

European Parliament
Europol
ExxonMobil
Gartner
GE Capital
Google
GSMA
Hewlett Packard
Enterprise
Huawei
IBM
Inmarsat
Intel Corporation

KPMG
McAfee
Microsoft
O2
Oracle
Orange
Proximus
Qualcomm
RAND Europe
Reuters
Samsung
SAP
SAS

Siemens
Sopra Steria
Symantec
T-Systems International
Telefonica, S.A.
Thales
Toyota Motor Europe
Trend Micro
Verizon Enterprise
Solutions
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



Vera Jourová
Commissioner for Justice
Consumers and Gender
Equality
European Commission



Mariya Gabriel
European Commissioner for
Digital Economy and Society
European Commission



**His Excellency Omar Bin
Sultan Al Olama**
Minister of State for Artificial
Intelligence
Government of the United
Arab Emirates



Stéphane Negre
President
Intel France



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



Roberto Viola
Director General
DG CONNECT, European
Commission



Lucilla Sioli
Director for Digital Industry
and AI
DG CONNECT, European
Commission



Bénédicte Javelot
Chief Strategy Officer
Orange



Khalil Rouhana
Deputy Director General
DG CONNECT, European
Commission



Ségolène Martin
Founder and CEO
Kantify



Andrea Jelinek
Chair
European Data Protection
Board



John Frank
Vice President, EU
Government Affairs
Microsoft Corporation



Lowri Evans
Director General
DG GROW, European
Commission



Jo Deblaeire
Chief Operating Officer
Accenture



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



Despina Spanou
Director Digital Society Trust
& Cybersecurity
DG CONNECT, European
Commission



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

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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 Plus	Platinum	Gold
Exclusive speaking position for company representative (subject to suitability to programme)	✓	✓	
Exclusive speaking position for client / partner organisation (subject to suitability to programme)	✓		
Places for company representatives to attend pre-conference dinner	2	1	
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	Priority branding	✓
Exhibition space in refreshments / networking area	Prime location	Prime location	✓
Advert in delegate handout	✓	✓	✓
Complimentary delegate places	5	3	1
Cost	€13,500	€12,000	€5,000

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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

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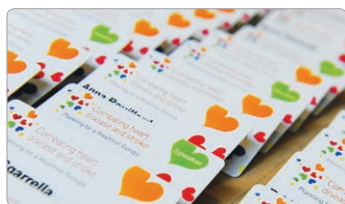
As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will 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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