THE **ARTIFICIAL** UNINTELLIGENCE
CONFERENCE

September 16th, 2025   Live, Online, and Free

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Our Approach

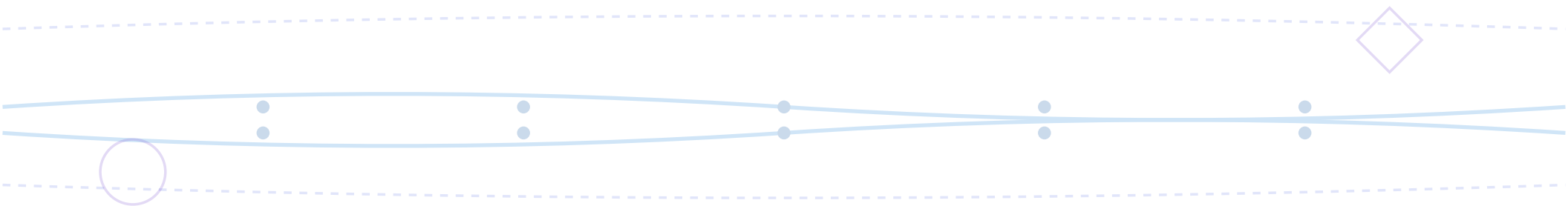Conferences often default to the traditional vendor-buyer matchmaking model. We've chosen a fundamentally different path: build a vibrant, engaged community of practitioners, innovators, and decision-makers.

Focused on community and community-first, our underlying philosophy is to facilitate growth by continuously delighting our audience through relevant, engaging content.

Why We Are Different

By making our 24-hour global conference online and free, we've eliminated the typical constraints of traditional events:

- No travel costs or logistics
- No per-person registration fees
- No limit on team participation
- No geographical barriers

For sponsors, this accessibility translates directly into:

- Access to entire organizational teams rather than individual representatives
- Engagement with multiple stakeholders across decision-making chains
- Connection with both current and future decision makers
- Global audience participation across 37 time zones
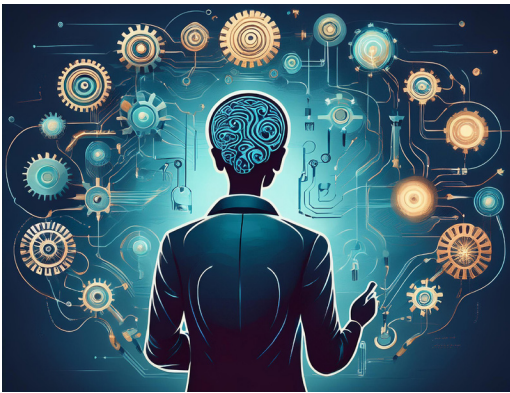
This approach means your message reaches beyond the traditional buyer-vendor dynamic to engage with:

- Technical practitioners implementing AI solutions
- Developers showing industry specific technical solutions with AI
- Innovation leaders shaping strategy
- Community influencers driving adoption
- Senior executives making investment decisions

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Community-First Lead Generation

Direct Engagement Opportunities

- Dedicated sponsor landing pages with conversion tracking
- Branded session interactions with real-time engagement metrics
- Moderated discussion spaces where your team can demonstrate expertise
- Post-session connection opportunities with engaged participants
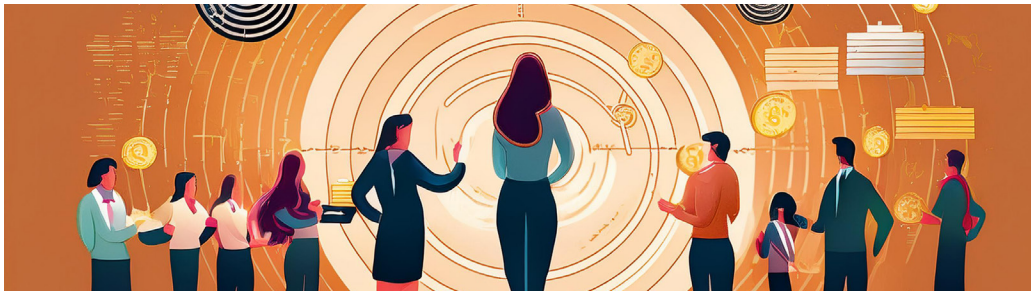
Targeted Promotion Strategy
Instead of sharing registration lists, we:

- Work with your marketing team to align our promotional strategy with your ideal customer profile (ICP)
- Drive pre-qualified traffic to your promotional assets on your site through targeted marketing
- Enable organic lead capture through sponsored content engagement
- Provide analytics on content engagement and session participation

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Community-First Lead Generation

Quality Over Quantity
Our approach focuses on generating high-intent leads through:

- Direct interaction during themed sessions aligned with your solution space
- Natural discovery through thought leadership content
- Organic community participation and industry-specific relationship building
- Measured engagement with your branded content and sessions

This methodology ensures that while we maintain our community's *privacy*, sponsors receive valuable connections with participants who have demonstrated **genuine interest** in their solutions through **active engagement**.

Lastly, as a *community-focused event*, we don't allow vendor pitches in sessions. We're not focused directly on AI tools but rather, *the experiences of the people* deploying and utilizing them. However, you can't discuss your experiences using AI tools without showcasing the tools that use them. As a sponsor, your participation helps steer the focus of certain topics and provides what we believe is **true brand evangelism** where the audience gets to witness t*he proof in the pudding* without being over-burderened by pushy sales techniques.

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Reaching the Developer Community

The global tech audience is the *hardest market* in the world to engage. The industry changes daily, the players shift weekly, and sometimes it's hard to know where your audience is and how to reach them. Standard techniques for lead generation are inefficient because of the need to filter through the noise of bots and out of scope registrants to understand who the valuable leads are.

We have been experts in this space, specifically in reaching a developer audience, for well over a decade. Our first global event in 2010 attracted 1,200 people logging in through Skype. In the past fifteen years, we've participated in over 1,000 events.

Our growth techniques are **multi-channel, pinpointed, and refined over years of success and failure**. We recognize that while there are 28.7 million estimated developers in the world today, AI is lowering the barrier of entry and this number is likely to skyrocket. It is more important now than it ever has been to reach the right audience with the right message.

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Early Bird Sponsorship Offers

Sponsor at a Gold or Platinum level before July 16th, 2025 and retain your current rate when sponsoring again in 2026. Should you increase your sponsorship package next year, the discounted difference will be prorated against your 2026 investment.

Priority on Sponsorship Promotion.

First claim on available surplus inventory (ie open newsletter slot, moderator spot, etc.). *Platinum and Gold only

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Sponsorhip Tiers and Pricing

Included in Plan	Community	Silver	Gold	Platinum
Price	Free	$10,000	$25,000	$50,000
Sponsorship recognized in conference newsletter	✓	✓	✓	✓
Sponsorship promoted on homepage and sponsorship section of the website	✓	✓	✓	✓
4 hour moderator host time slot with branded background during each session	if available	if available	✓	✓
Automatic approval to host a viewing party with your community	✓	✓	✓	✓
Backlink to Promotional Offer in "Support our sponsors" section of registration confirmation page.	✗	✓	✓	✓
Logo featured in Sponsorship Section of homepage	✗	Under Silver Section	Under Gold Section	Under Platinum Section
Logo featured on Sponsors page of website	Under Community Section (bottom of page)	Under Silver Section	Under Gold Section	Under Platinum Section (top of page)
Backlink to Promotional Offer in "Support our sponsors" section of registration confirmation page.	✗	✗	✓	✓
Dedicated Sponsor page featuring company/product bio and links to promotional asset	✗	✗	✓ 1 promoted asset 3 asset swaps/updates	✓ 3 promoted assets 3 asset swaps/updates
Event (paid and organic) promotional efforts tailored to target your ICP and target personas, co-branded if desired.	✗	✗	✓	✓
Guest blog publication	✗	✗	✓	✓(3x)
7-10 minute branded interview promoting participation in the conference.	✗	✗	✓	✓
Evergreen branded session video content raw video files provided	✗	✗	✓	✓
Evergreen branded session video content made available to the public on Youtube	✗	✗	✓	✓
Branded video ad showcasing sponsorship	✗	✗	✗	✓
Advisory role in conference planning	✗	✗	✗	✓

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Planned Tracks

AI in Software Development

Software development is experiencing its most significant transformation since the introduction of object-oriented programming. This track explores how organizations are leveraging AI to:

- Accelerate development cycles through automated code generation and testing
- Enhance code quality and security through AI-powered analysis
- Streamline deployment processes with intelligent DevOps
- Augment developer productivity with AI pair programming
- Navigate the challenges of integrating AI into existing development workflows

Perfect for: Developer tools companies, cloud providers, DevOps platforms, and security solutions looking to connect with engineering leaders and practitioners actively implementing AI solutions.

Additional tracks are in the works with plans to be announced soon. For now, these tracks are for certain.

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Planned Tracks

AI in Banking and Finance

Financial institutions are racing to harness AI's potential while navigating complex regulatory requirements. This track showcases:

- Real-world applications of AI in risk assessment and fraud detection
- Machine learning implementations in algorithmic trading
- AI-powered personalization in digital banking
- Compliance and governance frameworks for AI in finance
- Success stories in automation of back-office operations

Perfect for: FinTech providers, compliance solutions, banking technology platforms, and security vendors seeking to engage with financial technology decision-makers and innovation leaders.
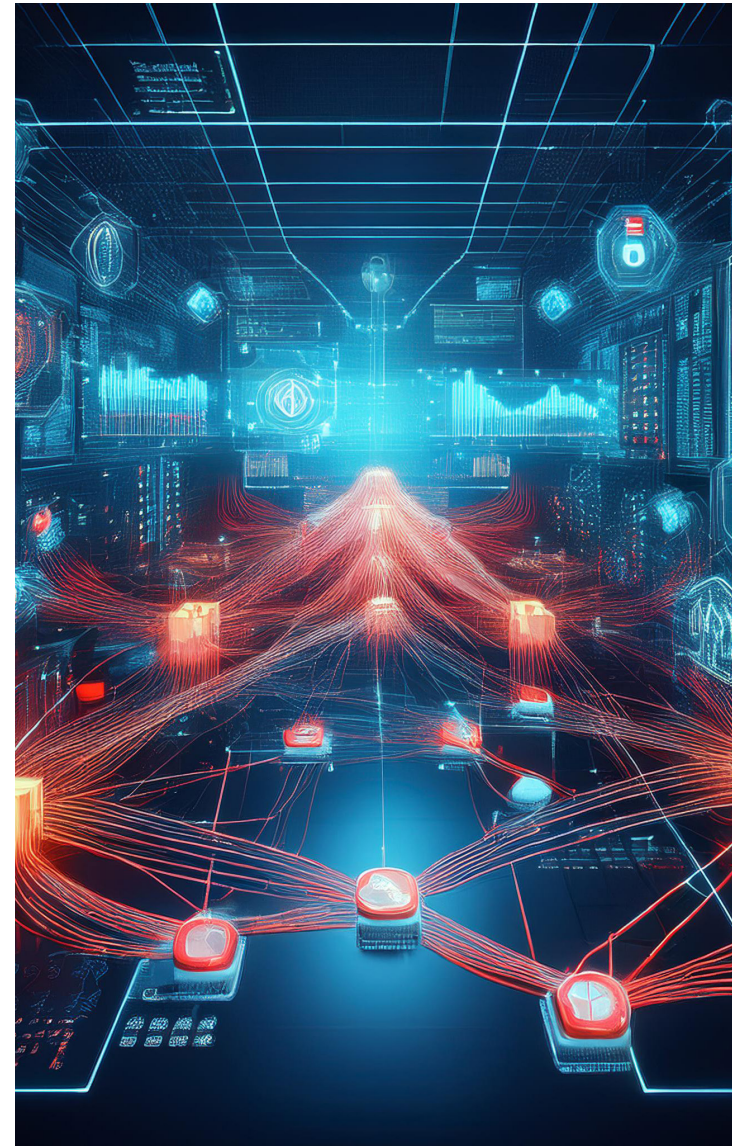
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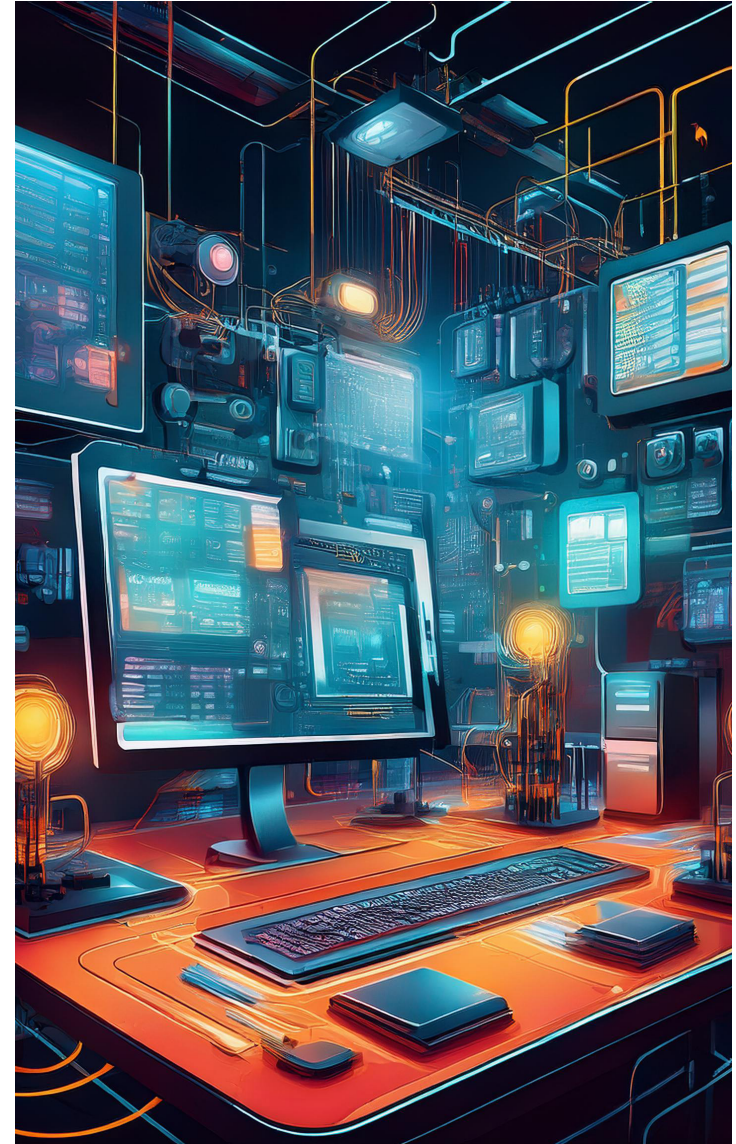
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Planned Tracks

AI in Media

The media landscape is being revolutionized by AI, creating new opportunities and challenges. This track examines:

- Content creation and optimization using generative AI
- AI-driven personalization and recommendation systems
- Automated content moderation and quality control
- Rights management and attribution in the age of AI
- Emerging business models enabled by AI technologies

Perfect for: Content management platforms, media technology providers, and creative tool companies looking to connect with media executives, content strategists, and technical decision-makers.

Additional tracks are in the works with plans to be announced soon. For now, these tracks are for certain.

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