ForumGlobal

هيئة تنظيم الاتصالات
TELECOMMUNICATIONS REGULATORY AUTHORITY
Kingdom of Bahrain - مملكة البحرين

7-8 | MAY

MANAMA
KINGDOM OF BAHRAIN
& ONLINE

THE MENA
ARTIFICIAL
INTELLIGENCE
SUMMIT 2024

SPONSORSHIP BROCHURE

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#MENA-AI
mena-aisummit.com

THE MENA ARTIFICIAL INTELLIGENCE SUMMIT 2024

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Introduction

GCC and MENA countries are actively promoting and developing AI and establishing governance systems to enable its potential and address its risks. AI policy and technology development varies across the region, while the UAE and Saudi Arabia are notable in being the primary first movers. As continues to be the case in other regions around the world, much discussion is focussed on the development of national, but also of regional cooperation and alignment, particularly concerning approaches to governance.

This conference, hosted by Forum Global and the TRA (Telecommunications Regulatory Authority of Bahrain), will discuss AI's regional status, its relationship to ethics, competitiveness, cultural values, infrastructure, skills, security and sustainability. It will explore how to position MENA as a leader in AI governance globally and seek to develop the potential for MENA as a true innovation hub for dynamic AI development globally.

Why sponsor the Bahrain Artificial Intelligence Summit 2024?

▶ **Exclusive speaking positions** | Your organization can contribute to the discussion.

▶ **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.

▶ **Global outreach** | Convey your message to a broad and international audience.

▶ **Networking opportunities** | Connect with your fellow attendees during coffee and lunch breaks throughout the event.

▶ **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities.

▶ **Exhibition and demos area** | Showcase your products and solutions or share a position paper with the 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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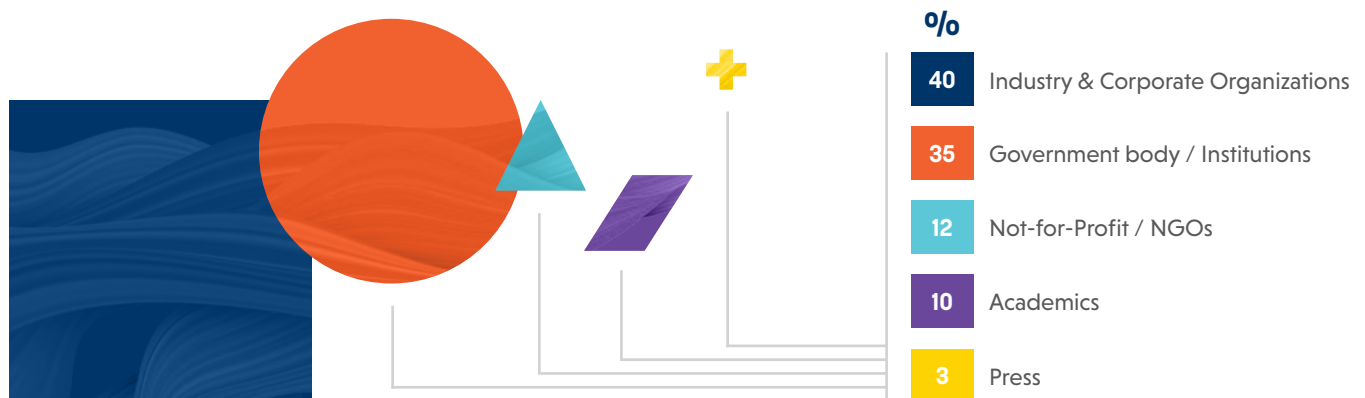TELECOMMUNICATIONS REGULATORY AUTHORITY
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Our portfolio of AI Conferences

Bringing together key senior stakeholders and policymakers in the field of AI, the model for the event is based on the highly successful European edition of this event, which has recently attracted 200 international experts in-person and thousands online.

A Breakdown of Expected Delegates

Based on our portfolio of previous events spanning the AI, cyber security and technology sectors, we are expecting 200+ delegates to attend the conference, with the following breakdown:

%

40	Industry & Corporate Organizations
35	Government body / Institutions
12	Not-for-Profit / NGOs
10	Academics
3	Press

Sponsors and Partners of Previous Artificial Intelligence Conferences

Access Partnership

amazon

BSA | The Software Alliance

euronews.

FiscalNote
EU Issue Tracker

Hewlett Packard Enterprise

HUAWEI

IBM

intel.

Microsoft

orange

salesforce

SAP

workday.

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Past speakers at our AI Conferences

Thierry Breton
Commissioner Internal Market,
European Commission

Věra Jourová
Vice-President,
European Commission

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

Nadia Calviño
First Deputy Prime Minister of Spain and Minister for Economy and Digitalization

Amandeep Singh Gill
UN Secretary-General's Envoy on Technology / Under Secretary General

Simon Kennedy
Deputy Minister of Innovation, Science and Economic Development,
Canada

Alan Davidson
Assistant Secretary of Commerce for Communications and Information, Administrator,
US NTIA

Elham Tabassi
Associate Director for Emerging Technologies, Information Technology Laboratory,
NIST

Yoichi Iida
Assistant Vice Minister, Ministry for Internal Affairs and Communications (MIC), Japan; Chair of Hiroshima Process WG

Simon Coveney
Minister for Enterprise, Trade and Employment,
Ireland

Karel Havlíček
Deputy Prime Minister and Minister of Industry and Trade,
Czech Republic

Dorothee Bär
Minister of State for DIgitalisation, Federal Chancellory,
Federal Republic of Germany

Dragoș Tudorache
MEP, Chair of the Special Committee on Artificial Intelligence in the Digital Age (AIDA),
European Parliament

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

John Kamara
Founder of AI Center of Excellence (AICE) Africa

Rumman Chowdhury
Data Scientist

Bob Kimball
Vice President & AGC,
Amazon

Elena Fersman
Vice President and Head of Global AI Accelerator,
Ericsson

Stéphane Negre
President,
Intel France

Dr. Sebastian Wieczorek
Vice President - Artificial Intelligence Technology,
SAP SE

Please Note: Job titles and organisations were correct at the time of speaking and may have changed since.

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Sponsorship Packages

Platinum Package — $20,000

- Speaking position for a company representative during one of the main plenary sessions;
- 5 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organizations);
- Inclusion of your organization logo as a 'platinum sponsor' across all pre-event and event day materials, both on the virtual platform and the physical venue including:
  - Conference website (with link to your website)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
  - On all post event materials, including recorded version of all sessions
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- Opportunity to take both a physical and a virtual exhibition stand to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of attendees who will be participating;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organized.

Gold Package — $12,000

- 3 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in cases restrictions are in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organizations);
- Inclusion of your organization logo as a 'gold sponsor' across all pre-event and event day material, including:
  - Conference website (with link to your website)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
  - On all post event materials, including recorded version of all sessions
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually;
- Opportunity to take both a physical and a virtual exhibition stand to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of attendees who will be participating
- 1 place at the pre-conference VIP and speaker networking dinner – if organized.

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Catering Packages

Exclusive Sponsorship of VIP & Speaker dinner — $10,000

We are pleased to offer the opportunity for an organization to sponsor and host a pre-conference networking dinner. All speakers, high-level guests and senior policymakers who are participating at the event in-person meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.

- Your organization seen as the exclusive 'host' for the dinner;
- Three-course dinner for conference speakers and invited guests;
- The opportunity for a representative from your organization to introduce the dinner and lead the discussion;
- Opportunity to provide input in the guest-list and dinner seating plan;
- Exclusive branding at the dinner venue on banners and menu cards;
- 3 places at the dinner reserved for your representatives or guests;
- 1 guaranteed and complementary delegate place for an organization representative to attend the main conference.

Sponsorship of Cocktail Reception — $7,000

The Networking Reception will (as long as the Covid protocol at the venue allows it) be opened to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- Your organization seen as the exclusive 'host' of the cocktail reception;
- Exclusive branding at the reception venue on a banner;
- The opportunity for a representative from your organization to give welcome address;
- 3 places at the reception reserved for your representatives and guests;
- 1 guaranteed and complementary delegate place for an organization representative to attend the main conference.

Exclusive Sponsorship of conference refreshments — $5,000

- Corporate identity displayed in the refreshments area during coffee break;
- 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);
- 1 complementary delegate place.

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

Product Opportunities

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.

Hand Sanitizer Sponsorship $1800

› Company logo in full color printed on individual hand sanitizer bottles distributed to all attendees on their arrival at the venue. Cost of production is included.

› Recognition on exclusive "Thank you for helping to keep us safe" signage at event.

Sponsorship of lanyards $4000 + cost of production

› Company logo printed in full color on all lanyards.

› Option of having the lanyard production organized by Forum Europe (production costs to be covered by your organization) or to provide the lanyards yourself.

› Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Sponsorship of conference badges $2000

› Company logo printed in full color on all delegate badges.

› Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Please note: joint sponsorship of both lanyards and badges is available at the discounted rate of $5,000.

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Exhibition Opportunities

Exhibit at The MENA Artificial Intelligence Summit

Stand Size 1.5m x 2m	$3,000

Be recognised as an important sector leader with an exclusive exhibition space during the MENA Artificial Intelligence Summit.

This two 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 are 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 **1.5m x 2m,** including a display table

▶ Admittance to the exhibition area for one representative to act as a host/hostess on the stand

▶ Listing of your company details on the event website along with contact details and a link to your homepage

In addition, you will also receive access to the main conference delegate e-pack, which includes a delegate list and details of the presentations made at the conference.

Exhibition details:

▶ 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 are invited to prepare their stand between and **07.00 - 09:00** on the day of the conference

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