



**The  
Alan Turing  
Institute**

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**Sponsor AI UK 2025**

# Why partner with AI UK?

- Access to a unique collection of thought leaders and expand your network.
- Showcase your latest work to a highly captive audience.
- Align your brand with the UK's only national data science and AI showcase event.

# Purpose of event

AI UK started because we identified a gap in the landscape for an event that explores cutting-edge data science and AI research, connects leading experts in the field, whilst delivering lively debates and thought provoking discussions around the most important topics in this sector. AI UK has the sole purpose to drive research and innovation for the public good. Since then, past events have steadily grown, and we strive to make each year even better than the last.

AI UK 2024 will continue The Alan Turing Institute's work to drive an informed conversation on the most pressing societal issues. This year we will respond to requests for more technical content and workshops, more networking time and a distinguished list of industry leaders scheduled.

We have come a long way, but we would still greatly benefit from your support. Your generous contribution will help us successfully extend our mission.

- 1** Advance world-class research and apply it to national and global challenges.
- 2** Build skills for the future.
- 3** Drive an informed public conversation.

# Attendees profile

The Alan Turing Institute is proud to have such a diverse and inclusive audience attending AI UK. Attendees work in all sectors of the data science and AI ecosystem. Your brand can connect with 1500 leading AI and data science academics, students, policymakers, and industry leaders, that travel from all over the UK as well as internationally to attend.

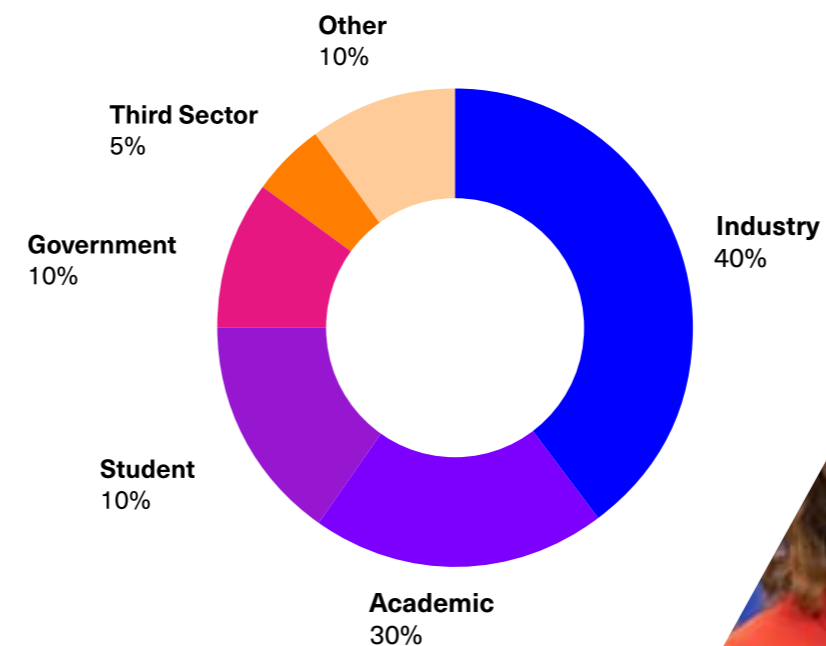
This partnership opportunity is a great way to engage with leading experts this field as well as exploring the cutting-edge research and immersive demonstrations.

**30%** of attendees were from minority ethnic groups.

**40%** of attendees identified as female.

**53%** of attendees were not connected to The Alan Turing Institute

# Audience industry



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## Press and media

### AI UK Campaign

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**444,000**

impressions

**11,200**

engagements

**14,200**

link clicks

### AI UK website

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**152,000**

views

**44,000**

users

**2,200**

programme  
downloads

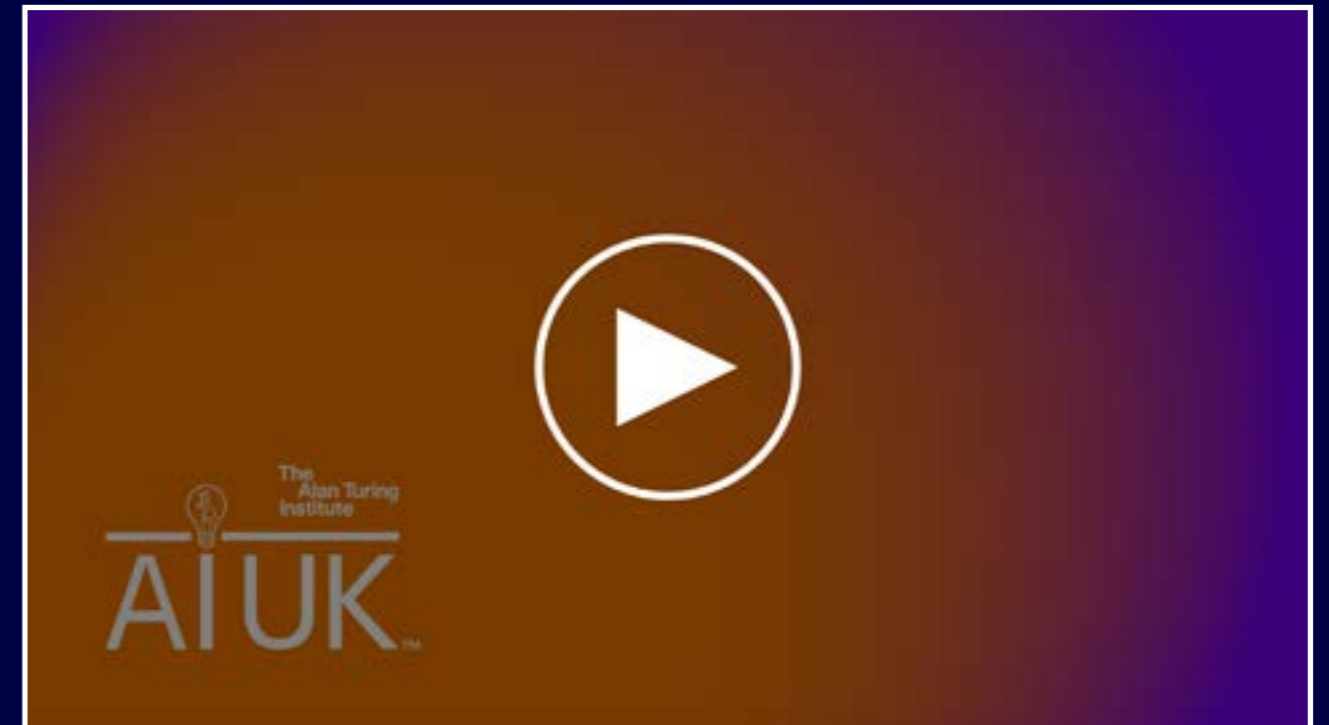
### Press

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AI UK was attended by journalists from a wide range of national and specialist media outlets, including *Reuters*, *The Guardian*, *The Washington Post*, *Politico*, *The Telegraph* and *The Daily Mail*.

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## Event video



“The makeup of the panels was excellent!  
The speakers all offered complementary  
*perspectives and were engaging.*”

“The breadth of content was *excellent*”

“*Incredibly* thought provoking”

“AI UK was overall a *great experience!*  
Loved the venue, and generally had a  
super smooth experience!”



# Sponsor AI UK 2025

The items outlined below are included in all sponsorships of AI UK.

## Branding and marketing

Logo and profile on AI UK website with link to your website  
Logo on event emails to registered attendees with link to your website  
Logo on social media assets with 2 x posts shared on Twitter, LinkedIn and Instagram (posts will be linked back to the AI UK microsite)  
Logo on downloadable event programme and floor plan  
Social media assets to share on your social media

## Large 4mx3m exhibition space

*Sponsors can bring their own stand or enhance the included package:*  
3m (W) x 2.5 (H) LED lightbox with custom branded printed canvas  
Prime position for footfall  
3m x 2m floor space for demonstration, showcases and or activations  
40" 4K UHD TV  
Branded high table (white)  
1 high stool (white)  
Wi-Fi and standard power (each stand will be provided with a 4-way 13 amp power)  
Package price covers the crewing and logistics of stand construction and de-rig

## Event

Logo on partner wall signage at event and all venue room screens  
Logo on a holding slide displayed in between stage sessions

## Programme\*\*

Opportunity to organise and host a workshop as part of the programme  
Nominate a speaker or panellist for the stage

## Networking & tickets`

Claim up to 8 tickets with the option to purchase more

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**Total**    £16,000 + VAT

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**Note for charities, government departments and third sector organisations:** As a registered charity, the Turing recognises the many funding challenges that third sector organisations face, if you are interested in partnering on AI UK, please contact us to discuss how we can work together.

\*Sponsors are responsible for the design and supply of exhibit specific artwork (in line with the AI UK standardised branding) for their stands. Artwork files will need to be provided in the correct format for printing but templates will be provided.

\*All sponsoring opportunities that relate to content programming must be shaped in collaboration with the AI UK team.

# Optional sponsor add-ons

Sponsors can add-on the following bespoke benefits:

**Networking reception** – Host the networking reception on the day 1 of AI UK

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**1 available**  
£24,000 + VAT

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**Lanyards** – Brand the event lanyards given to every attendee

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**1 available**  
£20,000 + VAT

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**A stage** – put your brand front and centre of either The Conversation stage (dynamic dialogues and keynote sessions) or The Research stage (cutting edge research and innovation)

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**2 available**  
£8,000 + VAT

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**Lift wraps and signage** – share your message with attendees as they travel throughout the 6 floors of AI UK.

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**1 available**  
£8,000 + VAT

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**Access fund** – support an inclusive AI UK by helping cover costs to support individuals who may otherwise face barriers to participate in the event i.e. caring responsibilities or financial hardship.

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**1 available**  
£4,000 + VAT

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## Optional stand add-ons

All demonstrators can add-on the following options to enhance your stand:

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<b>Additional high stool</b> Black or white	£80 + VAT
<b>Poseur table</b> Black or white	£135 + VAT
<b>Display plinth</b> White	£186 + VAT
<b>Branded white lockable cabinet</b> White	£215 + VAT
<b>Double-sided Whitebox Lite</b> Backlit double sided lightbox, 1m (w) x 2m (h).	£375 + VAT
<b>Custom branded vinyl floor</b>	£430 + VAT
<b>Upgraded 50" screen</b>	£266 + VAT
<b>Upgraded 65" screen</b>	£556 + VAT
<b>Upgraded 43" interactive touch screen</b>	£907 + VAT
<b>Poseur table with inbuilt USB charging hub</b>	£415 + VAT
<b>Additional cabling and adaptors</b>	POA

Exhibitors are responsible for the design and supply of exhibit specific artwork (in line with the AI UK standardised branding) for their stands. Artwork files will need to be provided in the correct format for printing but templates will be provided.

If sponsors have any other specific requests, we are more than happy to help, please speak to a member of the AI UK team.

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## Eligibility and criteria

Prospective sponsors and demonstrators will both be subject to an internal due diligence check. In addition, they must:

- Be an organisation registered in the UK
- Demonstrate commitment to the Institute's goals to change the world for the better with data science and AI.

We work flexibly with our sponsors, aiming to understand their needs and objectives and tailoring the partnership to achieve success for both parties. We are happy to hear from charities and third sector organisations to explore other opportunities for participation.

### Important notes

Sponsors will be responsible for covering the costs of (a) artwork management, (b) arrangement and all expenses of shipping materials, equipment and other items to the venue by the timeline provided and (c) sponsor staff expenses i.e. travel arrangements such as hotel and transport.

### How to book

To discuss your sponsorship of AI UK, please contact Head of Events, Joanna Stacey on [AIUK@turing.ac.uk](mailto:AIUK@turing.ac.uk).

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**Visit:** [ai-uk.turing.ac.uk](https://ai-uk.turing.ac.uk)

**Contact:** [aiuk@turing.ac.uk](mailto:aiuk@turing.ac.uk)

