

# AIWEEK

PRESENTED BY **SCOOP NEWS GROUP**



## HOST KIT

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**DELL**Technologies

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# WELCOME TO THE NATION'S LARGEST AI COMMUNITY.

Artificial Intelligence is revolutionizing every aspect of the world around us. AI Week, presented by Scoop News Group, is about coming together to **discuss big ideas** and **explore the future and impact** of this transformative technology.

Taking place **May 10–May 14, 2021**, AI Week will be **powered by the AI and tech community** through **80+ events** that will bring tech's brightest minds and visionaries together to learn, connect, collaborate and inspire.

Host your own AI Week affiliated event to **elevate your brand** and **make your mark**.

# SPONSORS

## DIAMOND SPONSORS

The logo for Dell Technologies, featuring the word "DELL" in a blue, stylized font with three diagonal lines through the "E", followed by the word "Technologies" in a grey, sans-serif font.

The logo for Leidos, featuring a stylized arrowhead icon in purple and grey to the left of the word "leidos" in a bold, dark blue, sans-serif font.

# WHY HOST AN AI WEEK EVENT?

## When you host an AI Week event, you will:

**Extend** your reach to thousands of AI and tech leaders, decision makers and leaders from government, tech, academia, and influential VCs

**Maximize** your event's exposure by being included on our official AI Week Calendar

**Amplify** your brand and event through inclusion in AI Week marketing emails and social media promotion

**Position** your organization's market leadership, expertise, and solutions

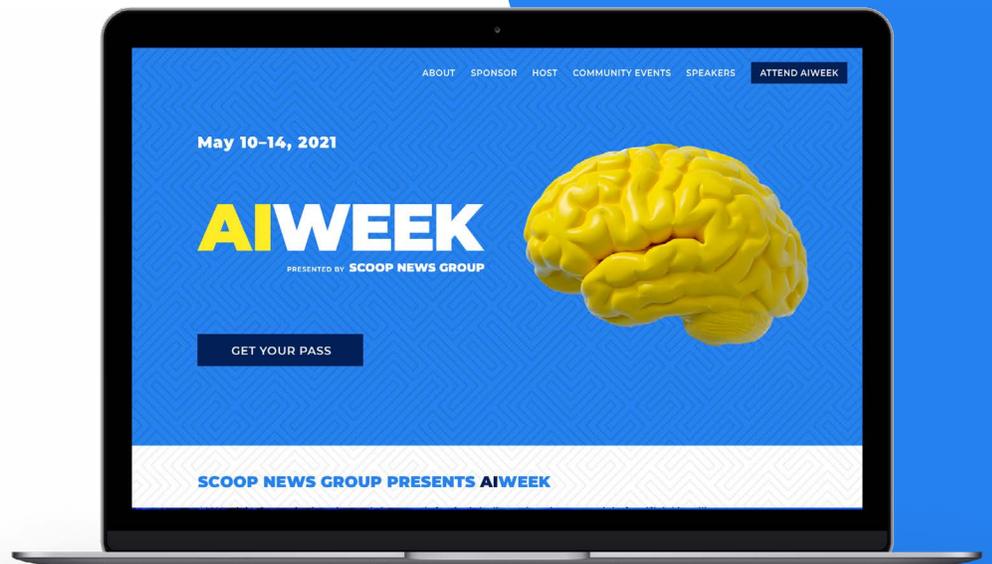
# HOW WE'LL HELP

## PROMOTION

Each week, we'll announce and promote AI Week events via e-mail and our social media platforms.

## STRATEGY

Our award-winning events team is here to help! If you are building an event from scratch, our dedicated AI Week team is here to help you identify the best strategies and share best practices for putting together an incredible event.



# RECOMMENDED FORMATS

## VIRTUAL ROUNDTABLE

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### CONCEPT

An intimate and interactive discussion amongst peers

### KEY ELEMENTS

- Moderator/Host to lead the discussion
- Compelling discussion topic
- Dynamic discussion questions

## VIRTUAL SUMMIT

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### CONCEPT

A combination of keynote speakers, fireside chats and panels discussions with tech leaders that will present research, share case studies, outline plans for 2021 or discuss the “next big thing” in tech

### KEY ELEMENTS

- Compelling presentations on timely topics
- Interesting speakers
- Big reveals

## VIRTUAL DEMO

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### CONCEPT

Virtual demonstration or lab tour to showcase a product, service, or project

### KEY ELEMENTS

- Opportunity for Q&A

## **VIRTUAL CLASS**

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### **CONCEPT**

An expert-led session to teach tools and techniques, where attendees can learn something new

### **KEY ELEMENTS**

- Exploring trends, case studies and lessons learned of a timely topic

## **VIRTUAL HAPPY HOUR**

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### **CONCEPT**

Gather in an informal setting to socialize, network, cultivate relationships, discover partnerships and have fun

### **KEY ELEMENTS**

- Virtual meeting space that allows for video participation
- Breakout rooms attendees can rotate to, to maximize networking
- Fun icebreaker questions
- Fun!

## **VIRTUAL HACKATHON**

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### **CONCEPT**

An opportunity to collaborate on a project with your peers to solve real-world challenges by applying AI and machine learning

### **KEY ELEMENTS**

- Ability to host the event over multiple days
- Virtual meeting space that allows for collaboration, like screensharing and whiteboarding
- Moderator/Host to help guide the event

# GET READY TO HOST!

**Register your AI Week Event**

Head to **aiweek.com** to submit  
a Host Request form and secure your  
place on the official AI Week calendar.

# 2020 AI WEEK

**102,918,301**

Impressions

**9,182**

Attendees

**60+**

Thought Leaders

**3**

Underwriting Sponsors

# AIWEEK

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