

AIWEEK

PRESENTED BY **SCOOP NEWS GROUP**



May 10-14, 2021

National AIWeek is a national sxsw-style tech festival gathering the biggest names in tech and artificial intelligence. This year's digital festival will be held **May 10-14, 2021** and will feature 100+ community events including summits, fireside chats, roundtables and social events that will bring together top C-suite leaders to discuss ways to harness the emerging technology's potential to revolutionize all aspects of life.

In addition to the many community activities, Scoop News Group will be presenting a number of their own events. The **SNG Live Virtual Speaker Series** will host three daily micro-summits which will explore the future of AI across the federal and state governments as well as the Department of Defense. FedScoop will also be moderating a series of **VIP executive virtual roundtables**. Finally, the FedScoop editorial team will be releasing the list of the **Best Bosses in Federal IT**.

AIWEEK BY THE NUMBERS

10,000

ATTENDEES

100+

COMMUNITY EVENTS

150

VIP SPEAKERS

AUDIENCE BREAKDOWN BY TYPE

60%

GOVERNMENT

25%

INDUSTRY EXECUTIVES

15%

EDUCATION

AIWEEK

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SPONSORSHIP LEVELS

UNDERWRITER | \$150K

Underwriters of AI Week will experience a wide range of benefits including branding, thought leadership, lead generation, content creation and audience interaction.

Sponsorship Benefits:

- ▶ **10,000 Leads**
- ▶ **25 Million impressions:**
 - Inclusion in AI Week television promotional campaign reaching millions of professionals in the Washington, DC metro area.
 - Inclusion in digital and email promotion across Scoop News Group websites and its database of over 800,000 subscribers
 - Inclusion in high volume AI Week social media campaign
- ▶ **3 Thought Leadership speaking opportunities**
 - Speaking roles in **2 SNG Live Speaker Series** (choices below)
 - Enhancing AI in Government – 5/10
 - Artificial Intelligence for SLED – 5/12
 - AI for Defense – 5/13
 - 2 video segments from speaking sessions
 - Participation in **Best Bosses in Fed IT C-Level Roundtable discussion**
- ▶ **Sponsorship of Best Bosses in Fed IT Awards**
List and promotion

DIAMOND SPONSORSHIP | \$75K

Sponsorship Benefits:

- ▶ **1,000 leads**
- ▶ **3 thought leadership speaking opportunities**
 - Speaking roles in **2 SNG Live Speaker Series**
 - Enhancing AI in Government – 5/10
 - Artificial Intelligence for SLED – 5/12
 - AI for Defense – 5/13
 - 2 video segments from speaking sessions
 - Participation in **Federal IT C-Level roundtable discussion**
- ▶ **Branding and promotion**
 - Branding on SNG Live virtual platform
 - Inclusion in email promotion
 - Inclusion social media campaign

PLATINUM SPONSORSHIP | \$60K

Sponsorship Benefits:

- ▶ **1,000 leads**
- ▶ **Logo sponsorship of 3 SNG Lives during week**
- ▶ **Thought leadership video and promotion**
- ▶ **Branding and promotion**
 - Branding on SNG Live virtual platform
 - Inclusion in email promotion
 - Inclusion social media campaign