



GAI World 2026

Where Enterprise AI Budget Owners
Plan Their Next 12–24 Months

September 28 - 29
Hynes Convention Center | Boston, MA



ABOUT THE CONFERENCE

Enterprise GenAI: From Experimentation to Measurable ROI



Matt Konwiser, Field CTO, IBM

GAI World is the annual flagship conference produced by GAI Insights, convening senior enterprise leaders who are actively deploying and scaling GenAI inside real organizations.

GAI World brings together more than 500 C-suite executives, VPs, Directors, and Senior AI/operations leaders focused on applied GenAI use cases, operating models, governance frameworks, and measurable ROI.

Supported by leading technology partners and academic experts from Harvard Business School and MIT, GAI World represents the convergence of current, practical AI practices, academic rigor and enterprise execution excellence.

MESSAGE FROM LEADERSHIP

A Letter from the Organizers

GAI World was created to address a widening gap in the AI ecosystem.

While GenAI experimentation has become widespread, enterprise leaders continue to face hard questions about how to operationalize effectively and responsibly, measure ROI, manage risk, and move from pilots to wider deployments.

GAI World exists to serve those leaders.

Our audience is exclusive. Our agenda is curated. Our sponsors are partners in shaping a credible, enterprise-grade AI conversation. We prioritize substance over spectacle, insight over promotion, and long-term trust over short-term transactions.

Sponsorship at GAI World is an opportunity to participate in the enterprise AI ecosystem at a moment when strategic clarity matters more than ever.



Paul Baier

Co-founder, GAI Insights



John Sviokla

Co-founder, GAI Insights



Chase Williams
Technical Research Intern,
GAI Insights



Adam Rappaport
Co-Founder & Research
Analyst, GAI Insights

About GAI Insights

Who We Are | The Intelligence Behind GAI World

GAI Insights is a **GenAI-focused** industry analyst and advisory firm dedicated to helping enterprise leaders and their teams navigate the complex transition to a human + AI future. We translate rapid AI innovation into strategic direction, practical frameworks, and measurable outcomes for senior executives, AI leaders, and transformation teams.

**At a time when GenAI is both ubiquitous and overwhelming,
GAI Insights provides clarity, rigor, and context that empower organizations to:**

01

**Cut through noise with
trusted intelligence**

Read our daily enterprise GenAI news, curated analysis, and high-signal insights.

03

Build Strategic Roadmaps with confidence

Use our frameworks, benchmarking models, and executive workshops to accelerate AI transformation.

02

Equip teams for real adoption

Build capability through role-based training, skill assessments, and structured learning programs designed for enterprise readiness.

04

Connect Leaders Meaningfully

Join our year-round forums, learning labs, curated events, and annual conference that brings together decision-making peers.

Founded by seasoned analysts and enterprise AI practitioners — including executives with deep experience in strategy, technology adoption, and organizational transformation — GAI Insights combines analyst rigor with real-world perspective.

Our work has been featured in outlets such as *Harvard Business Review*, *MIT Sloan Management Review*, *Forbes*, and other leading publications, and we consistently partner with leading enterprises such as Crocs, UL Solutions, Oaktree, American Securities, Fermi America, and others to shape how GenAI is understood and deployed within complex organizations.

Our Mission



For senior leaders who believe a human + AI future is essential to compete, GAI Insights accelerates the shift to higher revenue per employee and faster learning.





Scott Kirsner, CEO of InnoLead and Boston Globe columnist, moderates a thought-provoking discussion with leading voices in healthcare and technology, Dr Tom Kingsley of UCLA Health, Gaye Bok of Mass General Hospital, Dr Christopher Boone of Oracle Life Sciences, and Dr. Santiago Romero-Brufau of the Mayo Clinic.

What is GAI World?

GAI World Is:

- ✓ A catalyst for enterprise AI execution & strategic advancement
- ✓ A peer-driven community for senior leaders to share insights
- ✓ Focused on in-production, real-world GenAI use cases and ROI

GAI World Is Not:

- ✗ A vendor pitch conference
- ✗ A consumer AI showcase
- ✗ A high-volume trade show

Every element of the event – from programming to sponsorship — is designed to support serious, informed conversations about how AI is reshaping organizations.

Core Conference Pillars

GAI World programming and sponsorship opportunities align to four core pillars:

1

Enterprise Use Cases & ROI

How organizations are deploying GenAI in production, scaling, measuring impact, and creating value

3

Leadership, Governance, & Risk

Board-level perspectives on security, guardrails, compliance, regulation, and organizational accountability.

2

Operating Models & Talent

How companies are structuring AI teams, managing change, and building sustainable capabilities.

4

Industry-Specific Execution

Deep dives into financial services, insurance, healthcare, life sciences, and other regulated sectors. Sponsors can align to these pillars based on relevance and expertise.

Previous GAI World Attendees



JPMorganChase



BILL & MELINDA
GATES *foundation*



Vanguard®



Previous GAI World Attendees



AMERICAN SECURITIES



Attendee Demographics

GAI World attracts an audience with direct influence over enterprise AI strategy and spend.

Participants include:

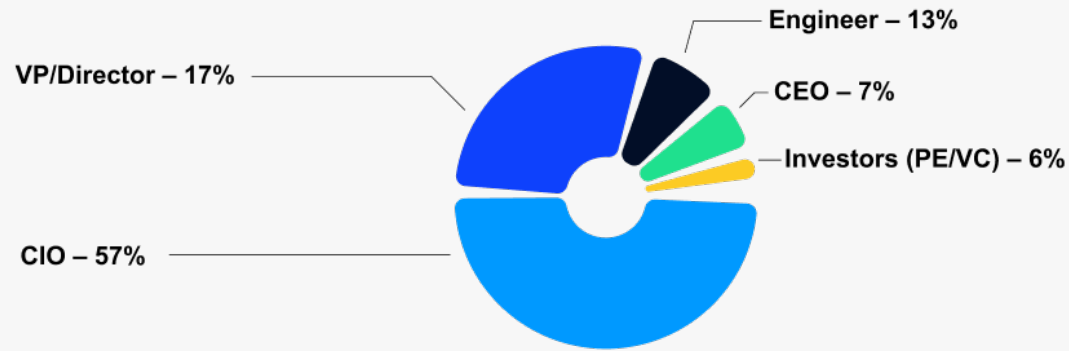
- ✓ C-suite leaders.
- ✓ Senior AI and data executives.
- ✓ Practitioners operating at scale across industries such as financial services, healthcare, life sciences, and professional services.

**This is a decision-oriented audience,
not a general-interest crowd.**



Attendee Mix

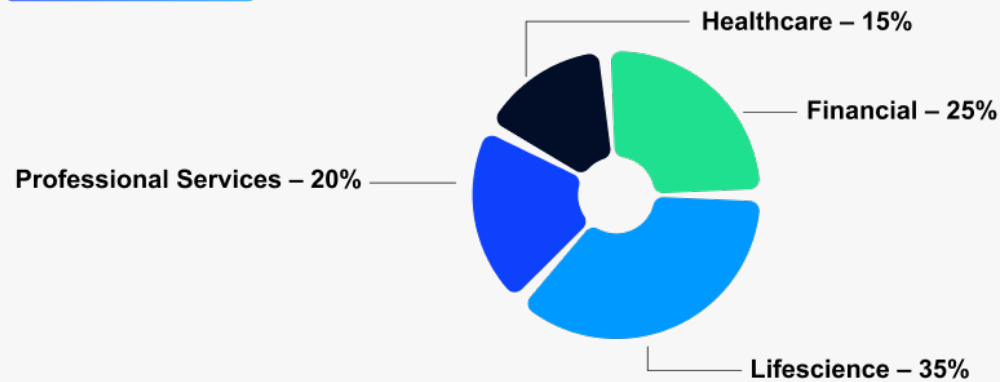
Leadership



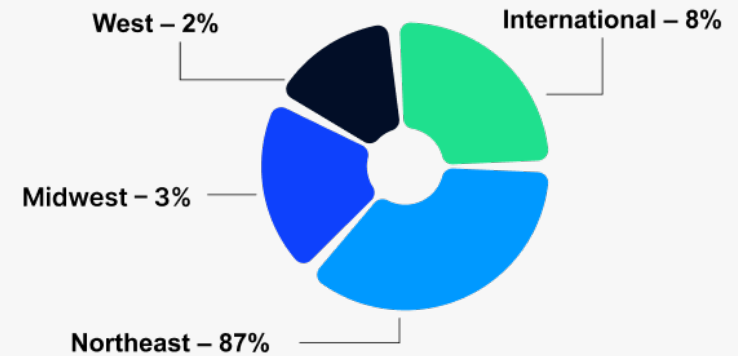
Corporate Revenues



Industry



Geography



Why Enterprise AI Leaders Attend

Attendees come to GAI World to:

1 Accelerate digital transformation and define the future of their business with GenAI

2 Plan AI initiatives and allocate budget for 2026 / 2027

3 Learn from real-world enterprise deployments

4 Gain practical guidance on governance, operating models, and risk

5 Collaborate with industry experts and academic thought leaders

GAI World offers highly curated content, enterprise case studies, and meaningful peer-level networking designed for leaders accountable for measurable outcomes.



Buying Influence

Attendees are budget owners, program sponsors, and or direct influencers on enterprise AI spend.

This is an audience that is difficult to reach through conventional marketing channels.

Attendees at GAI World are not early-stage experimenters. They are accountable for enterprise AI programs with real budget, governance oversight, and measurable outcomes.

*Ulrike Hoffman-Burchardi
Chief Investment Officer Americas and Global Head of Equities, UBS*

Why Sponsors Participate

GAI World convenes the right, relevant enterprise decision-makers in one place. Sponsors engage to:



Generate Qualified Sales Opportunities

- ✓ Meet enterprise decision-makers and budget owners
- ✓ Build long-term client relationships
- ✓ Accelerate active sales conversations and engagements



Showcase Enterprise-Ready Solutions

- ✓ Share thought leadership that supports implementation
- ✓ Influence project planning and budget formation
- ✓ Present real client case studies, lessons learned, and measurable outcomes



Build Strategic Credibility

- ✓ Associate your brand with responsible, real-world AI deployment
- ✓ Build trust within a curated executive community
- ✓ Strengthen relationships with industry peers and academic leaders
- ✓ Attract top talent aligned to enterprise AI innovation

Sponsorship and Exhibitor Opportunities

Investment

01

Platinum

02

Gold

03

Silver

04

Bronze

Product Demo
and Workshop

05

Cultural Influence Partner

06

Exhibiting Partner

Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze	Exhibitor
Speaking Opportunity	✓	✓	Breakout	-	-
Product Demo Room	2 demos	2 demos	-	2 demos	-
Exhibit Presence	Premium	Premium	Premium	-	Standard
Lead Access + App	✓	✓	✓	✓	✓
Complimentary Passes	6	4	3	2	2
<u>Linkedin Live Pitch</u>	✓	✓	✓	-	-

Cultural Influence Partner and premium add-ons are also available. See detailed benefit pages for inclusions.

Platinum Sponsor

Representative Inclusions:

- ✓ Two-day live, in-person event. Full access to event schedule and activities.
- ✓ Premier brand presence across conference signage and materials
- ✓ On-stage participation in daily conference welcome
- ✓ Main stage speaker or moderator role (mutually agreed, editorially guided)
- ✓ Main stage panel participation (mutually agreed, editorially guided)
- ✓ Product demo room, each day
- ✓ Exhibit presence with premium placement
- ✓ Automated lead tracking provided through conference app
- ✓ Access to attendee list (PDF) and communications through conference app
- ✓ 2-minute live pitch to be included in pre-event LinkedIn Live conference preview
- ✓ Brand inclusion in CEO communications
- ✓ Welcome or interstitial video placement during breaks
- ✓ Access to private on-site meeting room
- ✓ 6 complimentary conference passes
- ✓ 8 VIP attendee discount codes @ 25% Off
- ✓ Complimentary reserved table for your guests in General Session room
- ✓ Video of speaking session for post-event promotion/sharing

Gold Sponsor

Representative Inclusions:

- ✓ Two-day live, in-person event. Full access to event schedule and activities.
- ✓ Prominent brand placement on-site and in conference promotions
- ✓ Main stage panel participation or speaking opportunity (editorially reviewed)
- ✓ Product demo room, each day
- ✓ Exhibit presence with premium placement
- ✓ Automated lead tracking provided through conference app
- ✓ Access to attendee list (PDF) and communications through conference app
- ✓ 2-minute live pitch to be included pre-event LinkedIn Live conference preview
- ✓ 4 complimentary conference passes
- ✓ 4 VIP attendee discount codes @20% off
- ✓ Complimentary reserved table for your guests in General Session room
- ✓ Video of speaking session for post-event promotion/sharing

Silver Sponsor

Representative Inclusions:

- ✓ Two-day live, in-person event. Full access to event schedule and activities.
- ✓ Breakout room panel participation or speaking opportunity (editorially reviewed)
- ✓ Automated lead tracking provided through conference app
- ✓ Exhibit presence with premium placement
- ✓ Brand placement on-site and online
- ✓ 2-minute live pitch to be included pre-event LinkedIn Live conference preview
- ✓ 3 complimentary conference passes
- ✓ 3 VIP attendee discount codes @ 20% Off
- ✓ Video of speaking session for post-event promotion/sharing

Bronze Sponsor

Product Demo + Workshop Partner

Representative Inclusions:

- ✓ Two-day live, in-person event participation with full access to event schedule and activities
- ✓ Brand placement on-site and online
- ✓ Product demo room, each day
- ✓ Exhibit presence with standard placement
- ✓ Agenda and conference app session listing
- ✓ Lead tracking provided through conference app
- ✓ Access to attendee list (PDF) and communications through conference app
- ✓ 2 complimentary conference passes

Culture Influence Partner

1 | Women in AI Breakfast 2 | Black Pioneers Lunch

Representative Inclusions:

- ✓ Two-day live, in-person event. Full access to event schedule and activities.
- ✓ Brand visibility across breakfast/lunch promotions, onsite signage, and conference materials
- ✓ Input on breakfast/lunch agenda and format (final decisions rest with GAI)
- ✓ Opportunity to provide brief welcome or opening remarks in your respective breakout
- ✓ Reserved seating and hosted tables for sponsor guests in your respective breakout
- ✓ Alignment with a high-credibility community initiative
- ✓ 1 complimentary conference pass

Exhibitor Program

Who Should Exhibit

- ✓ Enterprise AI platforms and infrastructure providers
- ✓ Security, governance, and compliance solutions
- ✓ Systems integrators and advisory firms
- ✓ Data and model lifecycle tooling providers

Exhibitor Experience

- ✓ Limited number of exhibitor tables
- ✓ High-traffic placement near networking and breaks
- ✓ Built-in opportunities for conversation and meaningful interaction



Exhibiting Partner

Representative Inclusions

✓ Two-day live, in-person event.
Full access to event schedule
and activities.

✓ Exhibit table
(standard placement)

✓ Brand listing on conference
website and materials

✓ Automated lead
tracking provided through
conference app

✓ 2 complimentary
conference passes

Custom & Premium Opportunities

For organizations seeking deeper engagement, GAI World offers bespoke options:

To discuss custom opportunities, contact:

GAI Insights – GAI World Partnerships

Mike Davis

Head of Partnerships

✉ mdavis@gaiinsights.com

From left to right: Tim Andrews, AI Analyst, GAI Insights. Heather Lavoie, EVP & CIO Horizon Blue Cross Blue Shield of New Jersey. Jean Olive, Former CIO, John Hancock.



- ✓ Invite-only Executive Roundtables
- ✓ Industry-specific Private Briefings
- ✓ Curated Executive Dinners or Salons
- ✓ Sponsored Research or Post-Event Reports

**These opportunities are limited and designed collaboratively.*

Sponsorship Add-On Opportunities

Enhance Your Existing Sponsorship Package

These exclusive opportunities may be added to any confirmed sponsorship package. Availability is limited and offered on a first-come, first-served basis.



Branded Coffee Stations

Be the brand attendees associate with their favorite networking moments.

Includes:

- ✓ Prominent logo placement at one coffee station
- ✓ Custom signage at the station (provided or approved by sponsor)
- ✓ Opportunity to provide branded napkins or cups (optional)
- ✓ Recognition in the conference app under "Coffee Sponsor"
- ✓ Verbal acknowledgment during one coffee break announcement

Branded Charging Tables

Power the conference — literally.

Includes:

- ✓ Logo placement on one charging station or charging table
- ✓ Tabletop signage with company branding
- ✓ Opportunity to place a small tabletop display or QR code
- ✓ Recognition in the conference app
- ✓ High visibility throughout the day as attendees recharge devices

Branded Reception Sponsor

Own the most energetic networking event of the conference.

Includes:

- ✓ Exclusive branding at the main reception
- ✓ Logo placement on reception signage and bar areas
- ✓ Opportunity for branded drink napkins or specialty cocktail
- ✓ Verbal recognition during reception kickoff
- ✓ Recognition in the app and website as "Official Reception Sponsor"
- ✓ Option to provide short welcome remarks (2–3 minutes, subject to approval)

Premium visibility during peak networking time.

App Push Notifications

Deliver your message directly to every attendee.

Includes:

- ✓ One scheduled push notification via the official event app
- ✓ Custom messaging (subject to organizer approval)
- ✓ Ability to include call-to-action and link

Ideal for driving booth traffic, announcing giveaways, or promoting sessions.

Head Shot Lounge (Branded)

A high-value attendee experience driving consistent traffic.

Includes:

- ✓ Prominent logo placement in the Head Shot Lounge
- ✓ Logo included on digital photo delivery email
- ✓ Recognition in the conference app

Note: Previously offered to speakers only — now expanded to attendees for increased exposure.

Lanyard Sponsor

Maximum brand visibility — worn by every attendee.

Includes:

- ✓ Exclusive logo placement on all attendee lanyards
- ✓ Opportunity to co-brand with event logo
- ✓ Recognition in conference materials as "Official Lanyard Sponsor"

Note: Your brand will be visible throughout the entire event.

Conference App Splash Screen

Own the first impression of the event app.

Includes:

- ✓ Exclusive branded splash screen displayed when attendees open the app
- ✓ Logo and custom graphic (subject to specs)
- ✓ Recognition as "Official App Sponsor"
- ✓ One complimentary push notification included

High-frequency digital exposure throughout the event.

Private Meeting Room

Host meetings in a dedicated, professional setting.

Includes:

- ✓ Private meeting room for the duration of the conference
- ✓ Sponsor-branded room signage
- ✓ Listing in the app as "Hosted by [Sponsor Name]"
- ✓ Basic room setup (table, chairs, WiFi access)

Ideal for executive meetings, demos, and VIP conversations.

ABOUT THE CONFERENCE

About Our Founders



Paul Baier

CEO, Co-founder and Principal Analyst

He is a seasoned software entrepreneur with two decades of experience and multiple exits. Related to AI, he was VP of Product at First Fuel Software, an enterprise AI company for 5 years. Mr Baier co-authored 3 articles about enterprise GenAI that were featured in Harvard Business Review. He was appointed an Executive Fellow at Harvard Business School and is a Forbes contributor. He holds an MBA from Harvard and a BA from Kenyon College.



John Sviokla

Co-founder, GAI Insights

Throughout his career he has explored the practical implications of leading technologies. He is widely published and was a Partner at PwC, Vice Chairman of Diamond Technology Partners, and a Harvard Business School Professor, where he pioneered AI research and AI courses. Dr. Sviokla has his Doctorate, Master's, and BA from Harvard University. He was named Executive Fellow at Harvard Business School to develop cases for the MBA and Executive Ed programs and is a Forbes contributor.

Summary

- ✓ GAI World is built for organizations that take enterprise AI seriously.
- ✓ Our sponsors help shape that environment – and are vital contributors to the conversation and our community.
- ✓ If you are looking for influence, credibility, and long-term enterprise relationships, welcome to GAI World.

To discuss sponsorship or custom opportunities, contact:
GAI Insights – GAI World Partnerships

Mike Davis
Head of Partnerships

 mdavis@gaiinsights.com

Or apply here gaiworld.com/sponsors



GAI Insights

Where Global Leaders Turn AI Into Real-World Impact

Turning strategy into execution.

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