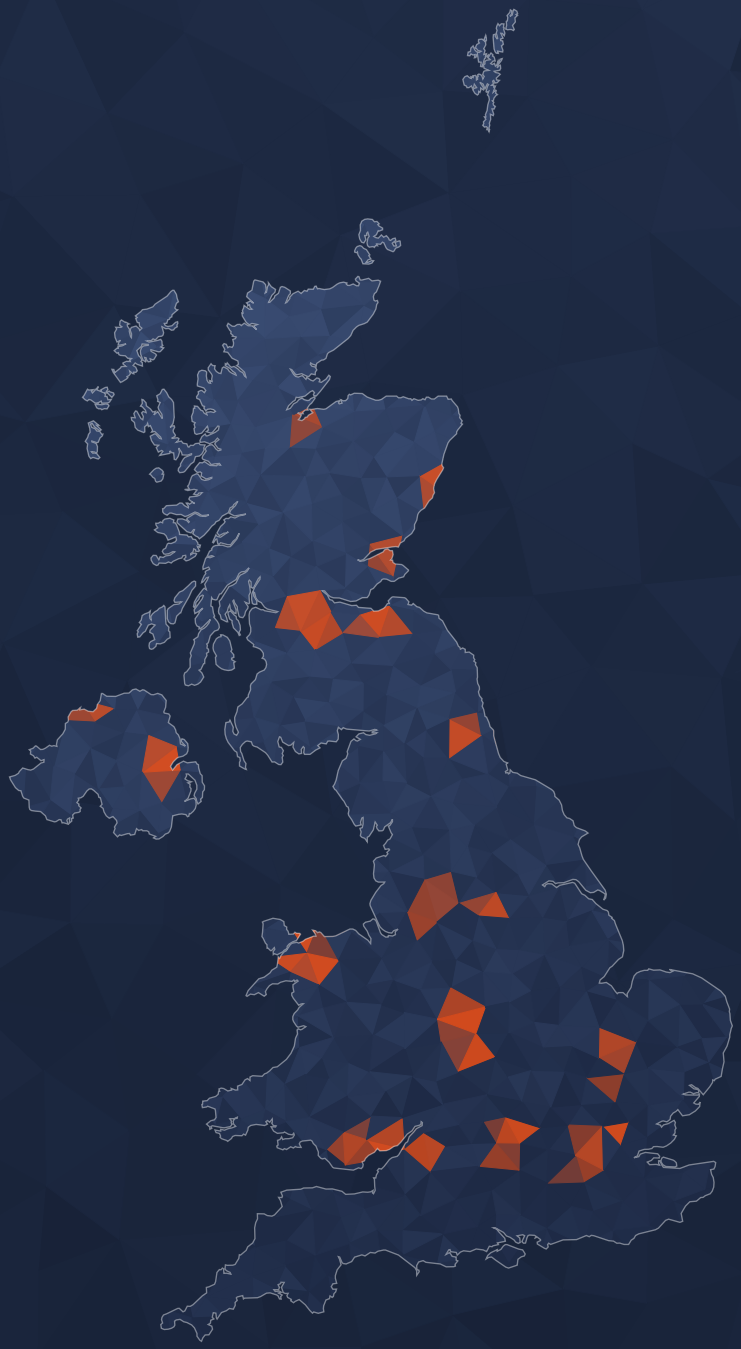
ForumGlobal

AI BRITAIN



SPONSORSHIP BROCHURE

The AI Britain Summit 2027

DEPLOYMENT · DIFFUSION · IMPACT

Reimagining the State in the Age of AI

28 January 2027 / etc.venues County Hall, London

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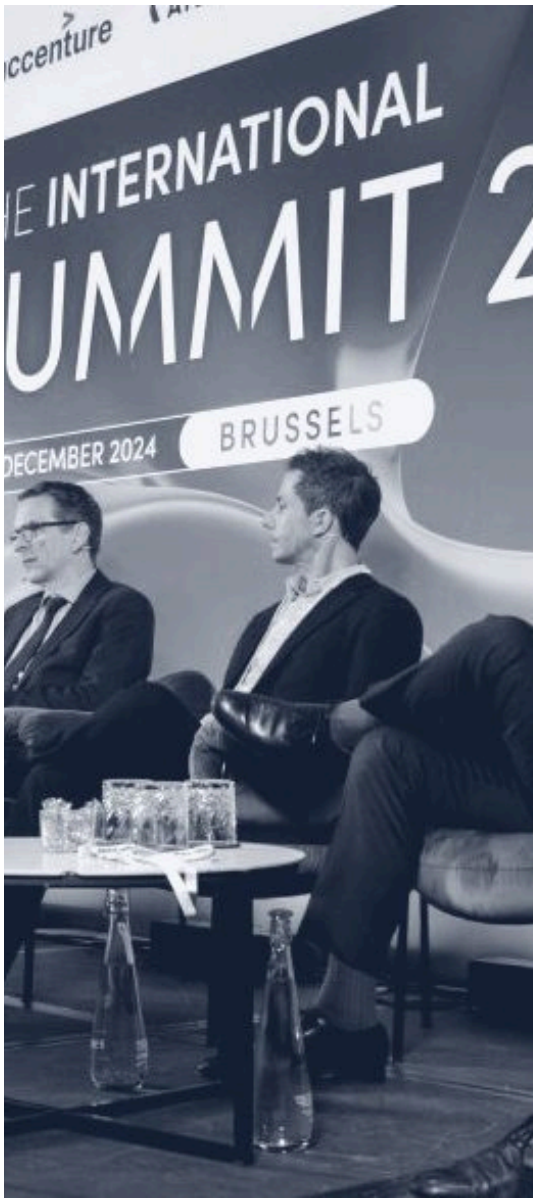
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THE INTERNATIONAL AI SUMMIT 2024, BRUSSELS

A note on tailored packages

The opportunities in this brochure are a guide. Every organisation has its own strategic goals, so if you have specific requirements, such as hosting a bespoke closed-door roundtable, curating a particular policy debate or a branding activation, please get in touch. Our team will build a package around your objectives and the return you need from them.

THE SUMMIT

Will AI reform the British state, or simply be added to it?

The international contest over AI is no longer only about who builds the most capable systems. Increasingly it turns on deployment, diffusion and impact, and for governments the hardest test is their own record: whether AI makes public services better and cheaper to run.

Most citizens will meet AI through the state, when they claim a benefit, see a doctor or deal with their council. As employer, buyer and provider of essential services, government will set many of the terms on which AI is accepted and trusted across society.

Britain holds the G20 presidency in 2027, and the Prime Minister has said he will put AI at the heart of it. The AI Britain Summit 2027 brings UK and devolved government, cities and regions, public-service leaders, British and international technology companies, researchers and civil society into one room. Looking to 2030, it asks which services Britain could redesign, which national projects are worth attempting, and what changes in funding, authority and accountability would make them work.



THE INTERNATIONAL AI SUMMIT 2024, BRUSSELS

08.15 to 19.20
Thursday 28 January 2027, etc.venues County Hall, London

3
keynotes, from the state's priorities to redesign or retrofit

5
plenaries, each built around a named service or decision

3
roundtables under the Chatham House Rule, plus a procurement lunch

Why sponsor the AI Britain Summit 2027?

Speaking positions
Put a senior voice on the main stage or in a closed-door room, alongside government and public-service leaders.

An interactive format
Plenaries, a procurement lunch and Chatham House roundtables built for exchange with decision-makers, businesses and policymakers.

UK and global reach
Reach a senior UK audience and the international network of the Forum Global AI series in Brussels and Washington DC.

Networking
Meet participants over coffee and lunch, at the evening reception and at the VIP & Speaker Dinner.

Visibility
Branding across the Summit website, email campaigns and on-site signage.

Exhibition and demos
Show products and solutions, or share a position paper, at an on-site tabletop stand.

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THE PROGRAMME

Topics for Discussion

The day runs from the state's AI priorities in the morning to the authority to stop a failing service towards the close. Eight of the questions it takes on:

PLENARY 1

The Proactive State

From answering questions to taking authorised action across public services: where AI adds value, what assurance it requires, and how accountability, redress and accessibility should work.

PLENARY 2

The Infrastructure of the AI State

What Britain must control and where partnership serves it better. Modernising live services, securing dependable capacity, and managing energy demands and benefits for host communities.

PLENARY 3

The First Customer

Public demand, British firms and the route from a first public contract to international scale.

PROCUREMENT LUNCH

The Second Buyer Problem

When one public body's pilot should become a national contract, and what the next buyer can safely reuse.

PLENARY 4

Judgement, Consent and Trust

AI in health and justice at population scale, from AI scribes in general practice to 1.6 million summarised probation meetings.

PLENARY 5

Missions Worth Attempting

Five candidate moonshots for the British state, and the evidence that should decide whether each continues or stops.

ROUNDTABLE A

The Productivity Dividend

Why time saved is not yet money saved, and how gains should be shared between services, staff and public finances.

ROUNDTABLE C

The Authority to Stop

Who can suspend a public AI service, and how essential provision continues when a model, application or supplier fails.

PAST SERIES SPONSORS AND PARTNERS HAVE INCLUDED

accenture · amazon · ATLASSIAN · Business Software Alliance · CISCO
CROWDSTRIKE · HPE · IBM · indeed · INTUIT
JPMorganChase · Microsoft · MLex · Qualcomm · salesforce
SAP · workday. · KIRKLAND & ELLIS · centre for future generations · EU DISINFO LAB

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BRITAIN IN CONTEXT

The Forum Global AI Series

The AI Britain Summit is part of the Forum Global AI Summit series, which connects policy and industry across the world's main regulatory centres.



BRUSSELS / EVERY DECEMBER

The International AI Summit

EU policymakers, global industry and civil society on the direction of European AI policy, from implementing the EU AI Act to aligning on global governance.



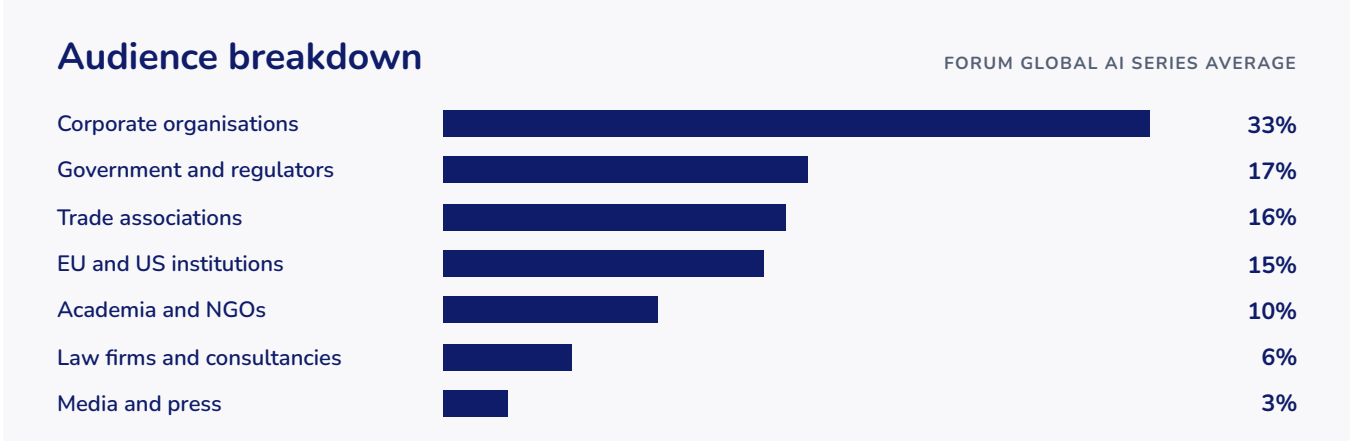
WASHINGTON DC

The USA AI Summit

A meeting place for the administration and the technology sector on America's approach to innovation and safety, as a new global AI order takes shape.

Each edition brings together a senior audience from across the AI policy debate: around a third from companies, and the rest from government and regulators, trade associations, EU and US institutions, academia, NGOs, law firms and the media. The figures below are the average across the series.

Audience breakdown



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PAST SPEAKERS

A Global Network

Voices who have contributed to Forum Global events include*:



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



Nick Thomas-Symonds
UK Paymaster General and Minister for the Cabinet Office



Ursula von der Leyen
President of the European Commission



Henna Virkkunen
Executive Vice-President for Tech Sovereignty, Security and Democracy, European Commission



Margrethe Vestager
Executive Vice-President, European Commission



Thierry Breton
European Commissioner for Internal Market



Antony Blinken
US Secretary of State



Katherine Tai
United States Trade Representative



Sir Tim Berners-Lee
Inventor of the World Wide Web



Ulrik Vestergaard Knudsen
Deputy Secretary-General, OECD



Oliver Ilott
Director, UK AI Safety Institute



Jeff Bullwinkel
VP and Deputy General Counsel, Corporate, External and Legal Affairs, Microsoft EMEA



Jay Obernolte
Vice-Chair of the AI Caucus, US House of Representatives



Elena Fersman
VP and Head of Global AI Accelerator, Ericsson



Stephen Doughty
Minister of State of the United Kingdom for Europe and North America



James Cleverly
UK Secretary of State for Foreign, Commonwealth and Development Affairs



Roberta Metsola
President of the European Parliament



Maroš Šefčovič
European Commissioner for Trade and Economic Security



Valdis Dombrovskis
Executive Vice-President and Commissioner for Trade, European Commission



Věra Jourová
European Commissioner for Justice, Consumers and Gender Equality



Gina Raimondo
US Secretary of Commerce



Tim Cook
CEO, Apple



Kent Walker
Senior Vice President, Global Affairs, Google



Niamh Smyth
Minister of State for Digital Transformation, Ireland



Elizabeth Kelly
Director, US AI Safety Institute



Laetitia Cailleteau
Generative AI Lead Europe, Accenture



Ambassador Karen Kornbluh
Former US Ambassador to the OECD



Mark Schaan
Associate Deputy Minister, Innovation, Science and Economic Development Canada

**Job title and organisation at time of contribution.*

SPONSORSHIP

Packages at a Glance

	Leading £30,000 EXCLUSIVE TO 2	Presenting £20,000 EXCLUSIVE TO 2	Platinum £15,000 LIMITED TO 3	Gold £10,000 LIMITED TO 3	Bronze £5,000 OPEN
Keynote address from the main stage	●	—	—	—	—
Panellist on a main plenary	●	●	●	—	—
Exclusive host: reception, lunch salon or breakfast	—	●	—	—	—
Host a Chatham House roundtable, with opening remarks	—	—	—	●	—
Partner branding	Stage, banners and all marketing	Website, email and signage	Website, email and signage	Website, email and banners	Website and email
Complimentary delegate passes	6	5	4	3	2
Seats at the VIP & Speaker Dinner	4 incl. head table	2	2	1	—
Tabletop exhibition space	Premium, prime location	●	●	●	●
Company materials in the delegate e-pack	●	●	●	●	●

Securing a package

Leading, Presenting, Platinum and Gold places are limited and are allocated in order of confirmation. To reserve a package or talk through a tailored option, contact Sam Ling at sam.ling@forum-europe.com or Giulia Chiatante at giulia.chiatante@forum-europe.com.

ALSO AVAILABLE

£12,000
Exclusive host of the VIP & Speaker Dinner

£8,500
Exclusive host of the Lunch Salon

£4,500
Conference refreshment breaks

From £1,500
Lanyards, badges, pens and notepads

Details on page 10. Every package can be tailored: see the note on page 2.

SPONSORSHIP PACKAGES

Leading and Presenting Partners

Leading Partner

£30,000

EXCLUSIVE TO TWO ORGANISATIONS

The most prominent position at the Summit, for an organisation driving the AI agenda in the UK.

KEYNOTE	A keynote address from the main stage by a senior company representative.
PANEL	A speaking position for a company representative on a main plenary panel.
BRANDING	"Leading Partner" branding on all stage backdrops, banners and marketing materials.
ACCESS	6 complimentary delegate passes.
VIP DINNER	4 seats at the VIP & Speaker Dinner, including places at the head table.
EXHIBITION	Premium tabletop exhibition space in a prime location.
COLLATERAL	Company materials (PDF or white paper) in the delegate e-pack.

Presenting Partner

£20,000

EXCLUSIVE TO TWO ORGANISATIONS

High-impact visibility and exclusive hosting rights: own one of the Summit's key networking moments.

PANEL	A senior representative speaks on a main plenary panel.
HOSTING	Exclusive host of one of the following (choose one): ■ **The Networking Reception.** Exclusive branding of the evening drinks reception, with a welcome address. ■ **Private Lunch Salon.** A closed-door, invitation-only lunch for up to 20 VIPs. ■ **Private Breakfast.** A themed breakfast briefing for a curated group. *Hosting options are subject to availability, first come, first served.*
BRANDING	"Presenting Partner" logo on the Summit website, emails and on-site signage.
ACCESS	5 complimentary delegate passes.
VIP DINNER	2 seats at the VIP & Speaker Dinner.
EXHIBITION	Tabletop exhibition space for demos or position papers.
COLLATERAL	Company materials in the delegate e-pack.

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SPONSORSHIP PACKAGES

Platinum, Gold and Bronze Partners

Platinum Partner — £15,000

LIMITED TO THREE ORGANISATIONS

Strong visibility and a speaking role, for organisations seeking prominent engagement without exclusivity.

PANEL	A senior representative speaks on a main plenary panel.
BRANDING	"Platinum Partner" logo on the Summit website, emails and on-site signage.
ACCESS	4 complimentary delegate passes.
VIP DINNER	2 seats at the VIP & Speaker Dinner.
EXHIBITION	Tabletop exhibition space for demos or position papers.
COLLATERAL	Company materials in the delegate e-pack.

Gold Partner — £10,000

LIMITED TO THREE ORGANISATIONS, ONE PER ROUNDTABLE

Host one of the Summit's three parallel roundtables: a focused, Chatham House Rule discussion with a specialised group of senior officials, policymakers, experts and industry leaders working on the topic.

ROUNDTABLE	With limited places, each roundtable offers a candid, in-depth exchange on one of the Summit's most pressing questions.
BRANDING	"Gold Partner" logo on the Summit website, emails and event banners.
ACCESS	3 complimentary delegate passes, with priority access if capacity is limited.
VIP DINNER	1 seat at the VIP & Speaker Dinner.
EXHIBITION	Tabletop exhibition stand to showcase products or papers.
COLLATERAL	Company materials in the delegate e-pack.

Bronze Partner — £5,000

IDEAL FOR SMES AND SCALE-UPS

Brand visibility and a presence in the room, at an accessible entry point.

BRANDING	"Bronze Partner" logo on the Summit website and emails.
ACCESS	2 complimentary delegate passes, with priority access if capacity is limited.
EXHIBITION	Tabletop exhibition stand to showcase products or papers.
COLLATERAL	Company materials in the delegate e-pack.

Packages are limited. Please contact us early to secure your preferred tier.

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HOSPITALITY AND BRANDING

Exclusive Hospitality and Product Branding

EXCLUSIVE HOSPITALITY

VIP & Speaker Dinner host — £12,000

Host the invitation-only dinner for the Summit's speakers and VIPs.

- Opening remarks by a senior company representative
- Our team manages invitations and logistics
- Full branding in the dinner room

Lunch Salon host — £8,500

AVAILABLE IF NOT CLAIMED BY A PRESENTING PARTNER

A private, invitation-only networking lunch for up to 20 key guests: VIPs, speakers or selected delegates.

- Private room provided
- Our team manages invitations and logistics
- Opening remarks for your host
- Full branding in the private room

Refreshment breaks — £4,500

Brand visibility at every coffee and tea break.

- Corporate identity displayed in the refreshment areas
- Branded napkins, cups or treats (production costs apply)
- 1 complimentary delegate pass

PRODUCT BRANDING

Conference lanyards — £3,500 + production

Your logo worn by every attendee, speaker and VIP.

- Full-colour logo printed on all lanyards
- Worn throughout the Summit

Conference badges — £2,000

Company logo printed on all delegate name badges.

- **Combo:** lanyards and badges for £4,500

Branded pens — £1,500

Your logo on sustainable pens for all attendees. Production included.

Branded notepads — £1,800

Your logo on A5 notepads for all attendees. Production included.

- **Combo:** pens and notepads for £3,000



THE INTERNATIONAL AI SUMMIT 2025, BRUSSELS

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ABOUT US

About Forum Global

Forum Global is the international arm of Forum Europe. Its events are organised in partnership with major players in business and government, alongside our own portfolio of policy conferences. Since the first Forum Europe conference in 1989, our partners have ranged from most Directorates-General of the European Commission to national governments, industry associations and many of the world's largest multinational companies.

Our involvement goes far beyond logistics. A highly qualified, multilingual team develops partnerships, researches and writes conference programmes, selects speakers, invites participants, runs marketing, coordinates background reports and proceedings, and manages strategic press relations.



NETWORKING AT THE INTERNATIONAL AI SUMMIT, BRUSSELS

1989
The first Forum Europe conference

65+
Conferences a year

14
Countries



CLOSED-DOOR ROUNDTABLE



PLENARY DEBATE



THE INTERNATIONAL AI SUMMIT 2023

TALK TO US ABOUT SPONSORSHIP

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The AI Britain team
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AI BRITAIN

The AI Britain Summit 2027

Reimagining the State in the Age of AI

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ForumGlobal

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Programme, participants and packages are subject to change. The participants named in the programme are proposed and remain subject to confirmation.