



AI HARDWARE & EDGE AI SUMMIT

September 12-14, 2023 | Santa Clara Marriott, CA

2023 SPONSORSHIP PROSPECTUS

“IT IS CERTAINLY ONE OF MY FAVOURITE EVENTS OF THE YEAR. I'M VERY HAPPY TO BE BACK IN PERSON LIVE EVENTS, SO I CAN INTERACT WITH REALLY THE WORLDS TOP TALENT IN AI, EXPLORE CHALLENGES IN AI HARDWARE, UNDERSTAND NEW SOLUTIONS AND PARTICIPATE IN THE CONVERSATION.”

Senior Director & Head of Autonomous Design Solutions, **Synopsys**

www.edgeaisummit.com

www.aihardwaresummit.com

2022 HEADLINE

SYNOPSYS

2022 PLATINUM

Atos

cadence

GRAPHCORE

Qualcomm

RAIN
NEUROMORPHICS

SambaNova
SYSTEMS

SIEMENS

PRESENTED BY

Kisaco
Research



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- www.edgeaisummit.com
- +44 (0)20 3696 2920
- events@kisacoresearch.com

2023 PROPOSITION

This year, we will complete the integration of the AI Hardware and Edge AI Summit, as enterprises seek to integrate ML inferencing technologies in production at the edge, with training and learning capabilities across the network.

Now in its fifth year, The AIHW & Edge AI Summit will provide a coherent picture of how to extract and accelerate value from data generated by devices across the cloud-edge continuum.

In 2022, 25% of our registrants came from enterprise ML practitioner companies (up from 10% in 2021), from automotive, banking, pharmaceutical, aerospace, oil & gas and other sectors.

As enterprise ML practitioners realize that they can't do everything with GPUs and commodity hardware, and are looking for specialist methods and tools for ML acceleration, we're seeing this component of our audience grow.

This year, we're committing to a 35% turnout from the enterprise customer domain.



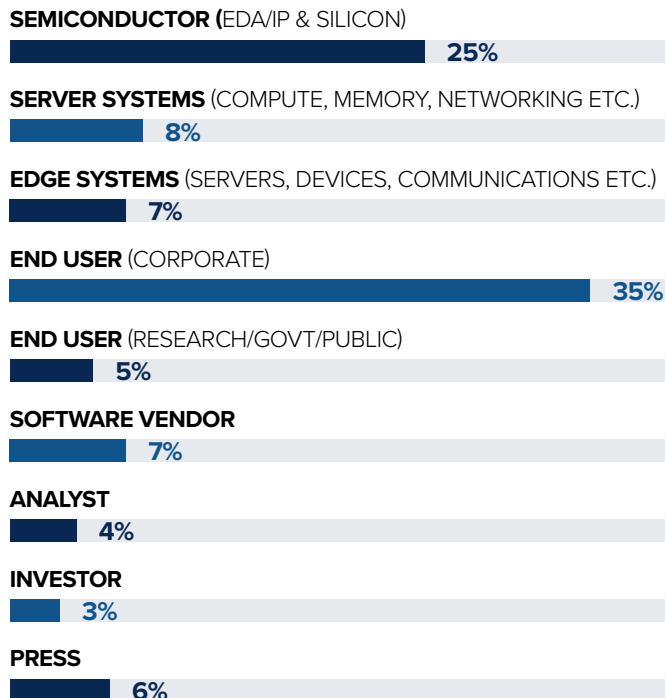
“THE PEOPLE WHO ATTEND THIS EVENT ARE EXACTLY THE PEOPLE WE ARE TRYING TO MEET. THEY ARE SMART PEOPLE FROM UP AND DOWN THE ECOSYSTEM WHO UNDERSTAND DEEPLY THE TECHNOLOGY BOTH OF THE HARDWARE AND ALSO THE END USER EXPERIENCE.”

Integrated Comms and Brand Director, **Cerebras**

1000+ ATTENDEES | 75+ SPEAKERS | 50+ SPONSORS

10+ HOURS NETWORKING TIME | 2 FORMAL DRINKS RECEPTIONS

Projected Attendee Breakdown



What's new for 2023

- A LARGER, UNIFIED EVENT WITH A JOINT EXPO HALL BRIMMING WITH PIONEERING TECH
- 35% OF REGISTRANTS WILL BE ENTERPRISE CUSTOMERS (UP FROM 25% IN 2022)
- MORE OPPORTUNITIES TO ENGAGE SMALLER, MORE FOCUSED AUDIENCES
- A LATER START TIME TO AVOID SILICON VALLEY TRAFFIC
- OVER 1000 ATTENDEES

Themes & topics

- FULL-STACK AI ACCELERATION: PRODUCTS & METHODS
- AI TRENDS: GENERATIVE AI, SIMULATION, EFFICIENT TRAINING & INFERENCE, DISTRIBUTED LEARNING, DIGITAL TWINS ETC.
- EDGE AI DEPLOYMENTS: MID-HIGH MATURITY USE CASES
- DEVELOPER EFFICIENCY & ENGAGEMENT & MATCHING SOLUTIONS TO BUSINESS PROBLEMS




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EXPERIENCES AT THE AI HARDWARE & EDGE AI SUMMIT

SYSTEMS INTEGRATORS AND INFRASTRUCTURE SOLUTIONS PROVIDERS

- // Take your prospects and partners on a journey towards creating scalable and optimised infrastructures, which support next generation AI applications. Establish your company as a "Thought Leader" in the field.
- // Stimulate ML practitioners and senior technologists to look at ways of future proofing their systems. Position your company front of mind as a partner of choice on AI acceleration.
- // Capture the attention of technologists, representing the end-user community (Enterprises, OEMs, National Labs), who are responsible for purchasing compute technology at scale.
- // Meet and speak with tech partners and prospects who are adopting novel technologies and able to accelerate business growth efforts.

Successful campaigns delivered for:



ESTABLISHED SEMICONDUCTOR COMPANIES

- // Provide technical insights to a wide group of attentive AI architects and embedded engineers who are exploring efficient low power platforms for deep learning, vision, IoT, and connected experiences.
- // Capture the attention of senior AI technologists. Explain the differentiators of your architectures to new business prospects and customers in the AI Hardware & Systems market.
- // Deliver "Thought Leadership" to a highly motivated audience of senior AI technologists and architects from the datacentre, cloud computing, enterprise, and HPC community.
- // Create credibility around your solutions, by leading senior level discussions, focused on next generation AI architectures, with the Silicon Valley's top AI technologists.
- // Get over the noise in a saturated semiconductor industry. Position your company front of mind with AI architects, through alignment with the most influential event focused on reducing time to value for ML projects.

Successful campaigns delivered for:



AI SYSTEMS MARKET START-UPS AND HIGH GROWTH COMPANIES

- // Showcase your capabilities and next generation AI computation platforms to an audience of AI architects and senior technologists who represent a mix of datacentres, cloud service providers, hyperscalers, OEMs, and enterprises.
- // Build brand awareness in the AI acceleration industry. Position your company front of mind with AI technologists as a provider of novel platforms, which enable next generation AI workloads.
- // Establish an ecosystem of partners by leading a debate on the challenges of AI Systems engineering and unlocking the bottlenecks in next generation AI workloads.
- // Meet and engage motivated investors who are actively looking for opportunities in the AI acceleration market and who could fund the next rounds of business growth.

Successful campaigns delivered for:





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INDIVIDUAL BRANDING/NETWORKING FUNCTIONS

BESPOKE WEBINAR

2 AVAILABLE

Run a pre or post event webinar around a topic built specifically to amplify your message. Participate either as a presenter or as part of a hand-picked panel of speakers that will showcase your product and your strengths in the market

Kisaco Research will build the webinar, promote it and run it. All you need to do is turn up and present. Full lead generation capabilities with contact info shared in a GDPR compliant way.



LANYARD SPONSOR

1 AVAILABLE

Outstanding branding opportunities. Have your logo visible on every attendee at the event.

REGISTRATION SPONSOR

1 AVAILABLE

Be the official partner to welcome everyone to the event. Exclusive branding of the registration desk and a specific welcome email to all attendees



BREAKFAST BRIEFING

2 AVAILABLE

Host a workshop style Breakfast Briefing on the morning of Day 2 of the conference. Run a 45 minute session for up to 25 specially invited guests before the main conference kicks off. Breakfast supplied!



DRINKS RECEPTIONS SPONSOR

1 AVAILABLE

Host the official drinks reception at the end of the first day. Exclusive sponsorship and branding of the main networking function of the event.

PRIVATE MEETING ROOMS

2 AVAILABLE

Connect with your customers in a private and confidential setting with your own meeting room for the duration of the event. Initially set up boardroom style with an occupancy of 12 max. Configurable for your own requirement.



LUNCH SPONSOR

1 AVAILABLE

Exclusive sponsorship of the lunch session on both main days of the conference



COFFEE BREAK SPONSOR

1 AVAILABLE

Exclusive branding of all four of the morning and afternoon breaks on both day 1 and day 2 of the event




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SPONSORSHIP PACKAGES

IN-PERSON SPONSORSHIP DELIVERABLES	HEADLINE/FOUNDING PARTNER (1 AVAILABLE)	PLATINUM	GOLD	EVENT	EXHIBITOR
THOUGHT LEADERSHIP					
Opening Day 1 solo speaking slot (post Luminary)	X				
Solo Keynote Speaking Slot (Day 1 or Day 2)		X			
Moderator OR Pannelist position on keynote panel session	X	X			
Solo Track Speaking Slot	X		X		
Moderator OR Pannelist position on track panel session				X	
MARKETING PROMOTION					
Logo to be in position on top 1/3 of event website, next to event logo as "Headline Partner"	X				
Listed on event website/app/virtual platform and all collateral as event sponsor	X	X	X	X	X
Sponsor to feature on pre-event webinar as part of build up campaign	X	X			
Option to tie-in any sponsor announcements with our campaign – to co-promote	X	X			
Opportunity to have a white paper/research paper available to download from event website – promote through marketing campaign – if appropriate	X	X	X	X	
Sponsor can supply content downloadable via virtual platform for all attendees with lead capture (eg whitepapers/tech spec/demo videos)	X	X	X	X	X
Pre event speaker interview promoted via event marketing campaign	X	X			
Social Media Postings	6	4	2		
Pre or post event HTML email	X				
ONSITE BRANDING					
Enhanced brand positioning at event and on virtual event platform	X	X			
Standard brand positioning at event and on virtual event platform			X	X	X
EXHIBITION, MEETING ROOMS & NETWORKING					
6ft table top booth & space for branded backwall	X	X	X	X	X
Private Meeting Room provided for sponsors use (2 days)	X				
VIP MEETING SERVICES					
Ability to supply wish list for Kisaco Research to invite customers and prospects on your behalf with discounts and incentives	X	X			
Priority access to attendee list and on-line meeting scheduler for sponsor to arrange additional meetings at events	X	X			
PREMIUM ATTENDEE PASSES					
Full Access conference passes	10	8	4	2	2
VIP passes for partners/clients/prospects	10	6	4	2	0
ADDITIONAL BENEFITS					
10% off Kisaco Research Tech Reports/Intelligence/Marketing Services	X	X			
Onsite Video Interview	X	X	X		
Pre-event access to press & analyst list (4 weeks out)	X	X			

PRE-EVENT MARKETING OPTIONS

Branding across the website, social media, and email campaigns

Opportunity to host a whitepaper report on the website with a marketing promotional plan

Opportunity to conduct a pre-event Q&A with a marketing promotional plan


Opportunity to conduct an onsite Q&A to be used in the post-event wrap up campaign and future campaigns


15% discount to invite clients/prospect clients

A comprehensive marketing asset package including personalised banners to share on your networks

Want to get your products and solutions in front of leading systems architects, hardware developers and end users?

Contact Ben Edwards

 +44 (0) 20 3897 6805

 benedwards@kisacoresearch.com




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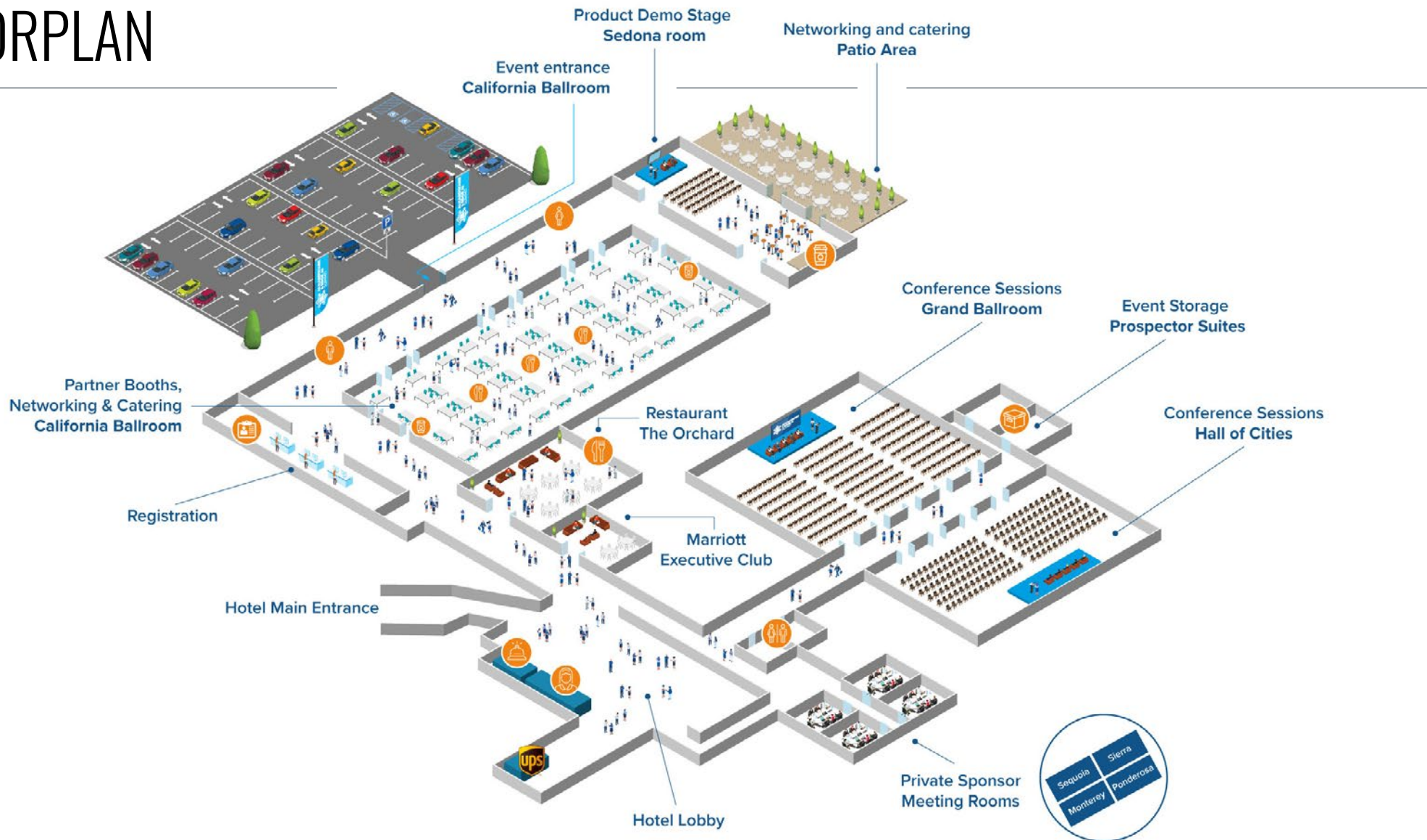
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FLOORPLAN






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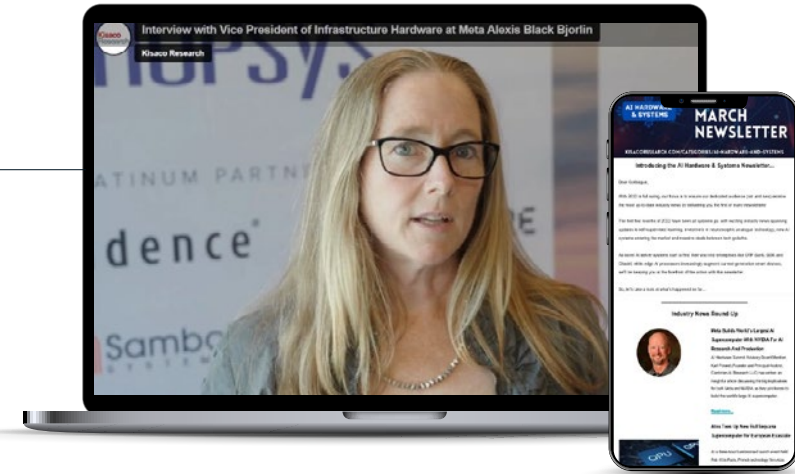
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DIGITAL MARKETING SOLUTIONS



Kisaco Research's AI Hardware & Systems is the world's most engaged and established community of over 70,000 technologists, engineers, and chief architects who are designing the blueprints and use-cases for the next generation of AI Hardware and Systems.

By using technology and analytics to understand the consumption habits of its members, Kisaco Research Tech's (KR Tech) communities leverage content and social media channels to be the most trusted sources of valuable information for senior AI technologists. CTOs, systems builders, and ML practitioners use the platforms as a source of leading-edge information on how to design and integrate systems that can support ever growing and more complex AI workloads.



LEAD GENERATION

HOST YOUR WHITE-PAPERS AND RESOURCES

Your resource will be promoted to an audience of senior AI acceleration professionals, via dedicated mailshots and E-Newsletters, with a clear call to action to engage with the resource. The multichannel marketing activities and engagements resulting in quality leads.

Campaign Duration:
4 Weeks

Front of Mind Positioning:
direct promotion of content to 50,000 engaged members of AI Hardware & Systems

Expected result:
30 + quality leads

THOUGHT LEADERSHIP

VIDEO INTERVIEW

- Work with our team to create editorially-led video content and distribute it to our members.
- The video interview will feature on the AI Hardware & Systems website
- The video interview will be promoted across Kisaco Research's AI acceleration community channels, reaching an audience of 50,000 AI systems professionals

AWARENESS

E-NEWSLETTER SPONSORSHIP AND CONTENT SYNDICATION

Promote your company and solutions to our most loyal and engaged members, representing the AI acceleration community, through prominent positions in our monthly newsletter.

Furthermore, contribute articles to be published as part of our editorial schedule.



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DIGITAL MARKETING SOLUTIONS

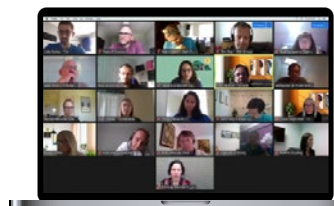


AI HARDWARE & SYSTEMS VIRTUAL SESSIONS AND EXECUTIVE EXCHANGES

Overview:

KR Tech's virtual events are a way to provide corporate partners with a campaign that combines pioneering thought leadership, on an industry neutral platform, resulting in qualified business leads. As the exclusive sponsor of the virtual session, you will play an active part in shaping the content, Kisaco Research producing the event in line with your requirements and the expectations of its AI Hardware & Systems community. Working closely with Kisaco's production and marketing team you will help build an action plan, which includes mapping out the target audience, to ensure that your most relevant prospects are engaged.

THOUGHT LEADERSHIP & PROSPECT ENGAGEMENT



Virtual Workshop

Meet and interact with up to 25 senior executives as you help solve a key challenge that aligns with your solution/technology.

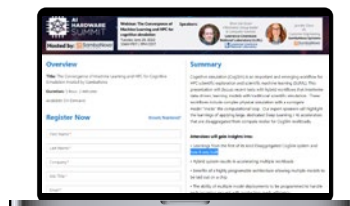
CONSULTATION WITH CLIENTS AND KEY PROSPECTS



Virtual Roundtable

Lead an intimate roundtable session with your most senior prospects to discuss high-level strategic issues that your technology/solution could help solve.

THOUGHT LEADERSHIP & LEAD GENERATION



Webinar

A live industry discussion, hosted by your company, with visual prompts developed to delve into a narrative critical to your client base.

Key Webinar Marketing Activities:

- 3x targeted mailshots to encourage KR Tech's AI Hardware & Systems' audience to register for your webinar
- An additional (4th) mailshot raising awareness of the On-Demand resource to all registrants and prospects who did not manage to attend the webinar
- Webinar will be featured and highlighted in the "resources" sections of the relevant websites, ensuring visibility to KR Tech's communities
- Multichannel marketing activities, including access to an affiliate marketing package, social media promotion, and AI Hardware & Systems E-Newsletter exposure





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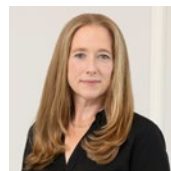
TOP SPEAKERS ACROSS THE 2022 SUMMITS



VICTOR PENG
PRESIDENT, ADAPTIVE AND EMBEDDED COMPUTING GROUP
AMD



MARK RUSSINOVICH
CTO, AZURE
MICROSOFT



ALEXIS BLACK BJORLIN
VP, INFRASTRUCTURE HARDWARE
META



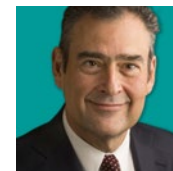
LIP-BU TAN
EXECUTIVE CHAIRMAN
CADENCE



COLIN MURDOCH
CHIEF BUSINESS OFFICER
DEEPMIND



SASSINE GHAZI
PRESIDENT & COO
SYNOPSYS



JOSEPH SAWICKI
EVP, IC EDA
SIEMENS



GAYATHRI RADHAKRISHNAN
SENIOR DIRECTOR, VENTURE CAPITAL - AI FUND,
MICRON



RODRIGO LIANG
CO-FOUNDER & CEO
SAMBANOVA SYSTEMS



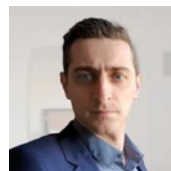
DAN MCCREARY
DISTINGUISHED ENGINEER, GRAPH & AI
OPTUM



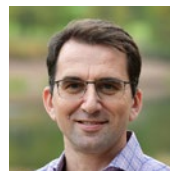
BANU NAGASUNDARAM
AI PRODUCT LEADER
AMAZON WEB SERVICES (AWS)



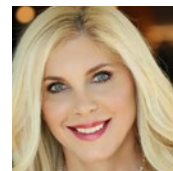
GIRISH VENKATARAMANI
SENIOR DIRECTOR, ML ACCELERATORS
CRUISE



CEDRIC BOURRASSET
HEAD, HIGH PERFORMANCE AI BUSINESS UNIT
ATOS



VADIM PARIZHER
VP OF TECHNOLOGY
TACO BELL



ANDREA HUELS
HEAD, AI, NORTH AMERICA
LENOVO



PRASHANT TIWARI
EXECUTIVE DIRECTOR, SOFTWARE PLATFORMS
VOLKSWAGEN



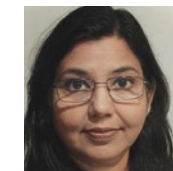
JORDAN GOSSELIN
CHIEF ENGINEER AND STAFF AI SYSTEMS ARCHITECT
NORTHROP GRUMMAN



SANDEEP BANDIL
VICE PRESIDENT, IOT EDGE DEVICES AND SOLUTIONS
BRAMBLES



ROGER BERG
AMERICAN RESEARCH AND DEVELOPMENT
DENSO INTERNATIONAL AMERICA INC.



RITU GOEL
DIRECTOR, PRODUCT MANAGEMENT, ADOBE SENSEI
ADOBE



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THANK YOU TO OUR 2022 PARTNERS

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EXHIBITORS



MEET AND GREET PARTNER



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EXHIBITORS



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