

AI in action

PUTTING AI TO WORK FOR YOUR BUSINESS

May 1

9AM-5PM

SPONSORSHIP PACKAGE 2025



AI/HUB



EVENT OVERVIEW

INTERESTED IN SPONSORING?
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amber.moores@durhamcollege.ca

LOOKING TO ATTEND?
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Join Durham College's AI Hub at **AI In Action 2025** to explore how AI can transform your business. This one-day conference offers tailored tracks for adopters and innovators, providing practical insights, valuable resources, and key connections to help you put AI to work for your business.

≥ Who's Attending?

AI In Action 2025 will bring together up to **200 participants**, including businesses from all sectors, innovation ecosystem organizations, and AI thought leaders. The event focuses on providing practical advice and resources for businesses seeking to enhance competitiveness through AI adoption or innovation.

- **AI Adopters** – Businesses from all sectors of the economy looking to stay ahead of the curve and seamlessly integrate AI into their businesses to improve productivity, engagement, and competitiveness
- **AI Innovators** – Technology or AI companies looking to bring new AI solutions to the market

≥ What We're Talking About

The day will feature a keynote, panels, live demos, interactive workshops, and breakout sessions covering practical AI applications, workforce readiness, and maintaining a human touch in AI adoption.

- Hands-on workshops will help companies refine their AI strategies with actionable insights and resources.
- Breakout sessions for adopters and innovators will ensure all participants, regardless of AI expertise, leave inspired and equipped to implement AI in their businesses.
- Networking and an AI Brews cocktail reception will provide plenty of opportunity for meaningful discussions.

≥ Building On Past Success

- AI in Action (formerly Enable AI) is Durham College AI Hub's annual event, uniting industry and the AI community to explore AI's transformative potential.
- The 2024 event was a sold-out success, drawing over 180 industry partners, tech enthusiasts, researchers, students, and AI thought leaders.

≥ Sponsorship ROI

- ⇒ **Brand Visibility** – Gain exposure to 200+ industry leaders, AI adopters, and innovators actively integrating AI into their businesses.
- ⇒ **Targeted Networking** – Engage directly with decision-makers from SMEs, large enterprises, and AI solution providers.
- ⇒ **Thought Leadership** – Position your company as an AI leader through speaking opportunities, panel participation, or workshop facilitation.
- ⇒ **Partnerships** – Connect with businesses actively investing in AI readiness, solution adoption and/or development to explore partnership opportunities.
- ⇒ **Exclusive Recognition** – Premium opportunity to showcase your brand through event marketing.

SPONSOR TIERS

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	Platinum	Gold	Silver	Bronze
Investment	\$5,000	\$2,500	\$1,000	\$500
Event Tickets				
Complimentary Tickets	8	4	2	0
Pre-Conference				
Press Release acknowledgement	Priority Placement	Yes	Yes	No
Email outreach acknowledgement	Yes	Yes	Yes	No
Logo on conference website and registration pages	Priority Placement	Priority Placement	Yes	Yes
Social Media promotion	Priority Placement	Priority Placement	Yes	No
Day of Conference				
Recognition as premier partner	•			
Logo predominant on podium	•			
Title Sponsor for Keynote Speaker and Provide Introduction	•			
Branded Cocktail Reception		•		
Branded refreshments		•		
Branded lunch			•	
Title Sponsor for AI Impact Awards & Provide Introduction	•			
Option to distribute print material	•	•	•	
Logo on printed and digital material	Priority Placement	Priority Placement	•	•
Verbal acknowledgement during opening and closing remarks	•	•	•	•
Post-Conference				
Partner Guest Blog	•			
Acknowledgement in post-conference follow ups	Priority Placement	•	•	•
Social media acknowledgement	Priority Placement	Priority Placement	•	•

Past Sponsors



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Ready to Sponsor AI In Action?
We can't wait to work with you!

Please contact amber.moores@durhamcollege.ca

The AI Hub at Durham College,
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Looking for another way to partner with us?
Please contact us to discuss how we can make AI In
Action sponsorship work for you!

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