

WAICF

FEBRUARY
13-15, 2025
CANNES, FRANCE

WORLD ARTIFICIAL INTELLIGENCE CANNES FESTIVAL

SPONSORSHIP OPPORTUNITIES

FEBRUARY
13-15, 2025
CANNES, FRANCE

12 000 PARTICIPANTS
250 EXHIBITORS
320 SPEAKERS

www.worldaicannes.com

An event of



Organized by

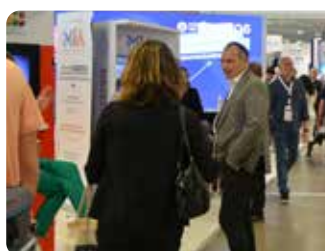


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WHAT IS THE WAICF?

The World AI Cannes Festival was born of a unique ambition: to bring together a wide audience for businesses around Artificial Intelligence, in order to raise awareness of the main economic, human and societal stakes associated with the technology. Through a rich and diverse programme, you are invited to discover and understand how artificial intelligence will transform our lives and our societies. For sectors of the industry, this new gathering is a fantastic opportunity to review the latest news in their market, to present their knowledge, to meet the business decision makers and leaders, and to demonstrate their commitment for an ethical and sustainable AI.

THE AIMS OF THE EVENT



DEVELOP THE AI MARKET

- Provide a framework for meaningful encounters
- Build new collaborations and long term partnerships
- Bring together supply chain and the ecosystem
- Create a place for discussion and businesses to connect
- Bring awarenesses and highlight the emergence of ethical and responsible instruments



EDUCATE YOUR AUDIENCE ON THE BENEFITS OF THE TECHNOLOGY

- Demonstrate the role of AI applications in our lives
- Inform, raise awareness and mobilise the young generation
- Become an observatory for market trends
- Encourage AI training offers in different regions



PRESENT INNOVATIONS AND NEW PRODUCTS

- Show the range of services, products and solutions on the market
- Create a showcase for digital progress
- Showcase the diversity of AI



OFFER A PLACE FOR EXPERIMENTATION AND DISCOVERY

- Bring to life immersive experiences
- Highlight the progress AI can bring
- Connect AI to artistic and creative spheres

2024 KEY FIGURES

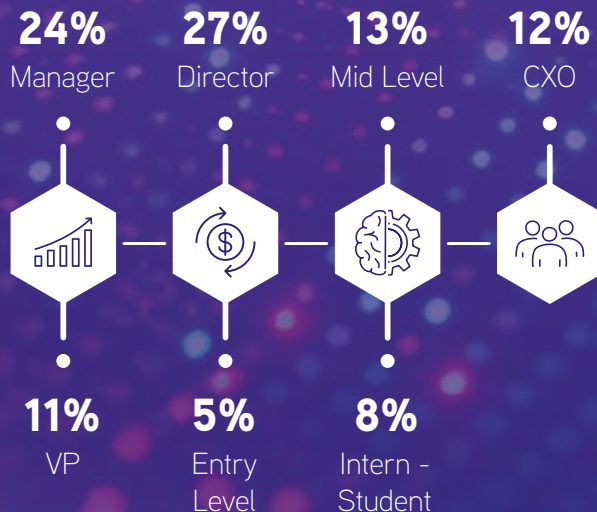
AUDIENCE KEY FIGURES PER SECTOR



AUDIENCE KEY FIGURES PER JOB TITLE



AUDIENCE KEY FIGURES PER SENIORITY



8 000 VISITORS

220 EXHIBITORS

300 INTERNATIONAL SPEAKERS



TOP EXEC PROGRAM

WHAT IS THE TOP EXEC PROGRAM?

The Top Exec Program consist in inviting 100 leading end-user buyers with their pass, accommodation and transport paid for. As a counterpart, they have a certain number of meetings to do with our sponsors. All top executives must fill in 2 conditions to be selected: they must have concrete AI projects in a close future, with a dedicated budget.

This program creates outstanding networking opportunities for buyers to source products & services and for suppliers to meet with a highly qualified audience.

WHY SHOULD BUYERS ATTEND?

- To save time by engaging in business meetings with market leaders
- To stay up-to-date with the latest market trends and innovations
- To be part of conversations with like-minded AI professionals and gain new insights
- To establish new business contacts through networking events
- To learn from industry leaders and experts

WHAT BENEFITS FOR SPONSORS?

- Qualified meetings with companies having projects for the current year
- Guaranteed return on investment with meetings already scheduled
- An overview of the needs of users from multiple industrie

WAICF24 TOP EXECUTIVE PROGRAM IN FIGURES

MEETINGS

**346**

Meetings



Meetings/day

20 min

Each meeting

ATTENDEES

**47**Top Executives
invited**30**Sponsors & Exhibitors
involved

MEETINGS / SPONSOR

max **40**
Meetings/Sponsormin **5**
Meetings/Sponsor**11,5**
Meetings/Sponsor
(average)

WHO'S VISITING



THEY ARE SUPPORTING THE WAICF AMONG OUR 2024 SPONSORS



300+ WORLD CLASS EXPERTS WHO BRING KEY INSIGHTS TO THE CONFERENCE PROGRAM AMONG OUR 2024 SPEAKERS



Corina APACHITE
Program Head of AI and Data
CONTINENTAL



Nick BOSTROM
Professor / Head of
OXFORD UNIVERSITY / FUTURE
OF HUMANITY INSTITUTE



Nozha BOUJEMAA
Digital Trust Officer at
DECATHLON and Co-Chair of the
OECD.AI Experts' Group
OECD.AI - DECATHLON



Laurent CARLIER
Global Head of AI
BNP PARIBAS GLOBAL MARKET



Adam CHEYER
Co-Founder Siri, Sentient,
& Viv Labs. Founding member of
Change.org. VP AI Experience
AIRBNB



Ash FONTANA
Author and Investor



Dileep GEORGE
Director of Research
GOOGLE DEEPMIND



Jeannette GORZALA
Vice-President
EUROPEAN AI FORUM



Jean-Bernard HENTZ
Industrial modelling
and simulation expert
AIRBUS



Luc JULIA
Scientific Director
RENAULT



Sanchit JUNEJA
Director-Product Big Data & ML/AI
BOOKING.COM



Sam KHALIL
Vice President, Data Insights
NOVO NORDISK



Bruno LE MAIRE
Minister for the Economy, Finance
and Industrial and Digital Sovereignty
FRENCH GOVERNMENT



Yann LECUN
Vice-President and Chief AI Scientist
META AI



Nollie MAOTO
Chief Data and Analytics Officer
FIRST NATIONAL BANK
OF SOUTH AFRICA



Juliette MATTIOLI
Senior Expert in Artificial Intelligence
THALES



Gerard MEDIONI
VP, Distinguished Scientist
AWS



Jean-Paul PAOLI
Generative AI Business
Transformation Director
L'OREAL



Philippe RAMBACH
Senior Vice President, Chief Artificial
Intelligence Officer
SCHNEIDER ELECTRIC



Alessandra SALA
Sr. Director of Artificial Intelligence
and Data Science
SHUTTERSTOCK



Dragos TUDORACHE
MEP
EUROPEAN PARLIAMENT

STARTUPS AT THE CENTER OF INNOVATION AMONG OUR 2024 STARTUPS



2025 SPONSORING PACKAGES

Sponsor Level	Diamond	Platinum	Strategic	Gold	Silver	Bronze
Price (exc. VAT)	€98,000	€73,000	€53,000	€36,000	€27,000	€17,500
MARKETING CAMPAIGN VISIBILITY						
Logo, company description & sponsorship level on the website	✓	✓	✓	✓	✓	✓
Logo on the home page	✓	✓	✓	✓	-	-
Virtual exhibition booth on the digital platform of the event (company presentation, video, pdf, brochure, speeches, members of the virtual booth...)	✓	✓	✓	✓	✓	✓
Banner on the website homepage	✓	✓	-	-	-	-
Communication pack	✓	✓	✓	✓	✓	✓
Dedicated communication on our social media	✓	✓	✓	-	-	-
Grouped communication on our social media	-	-	-	✓	✓	✓
Newsletter - content article sent to our database and displayed on the event's website	3	2	1	1	-	-
Exclusive content marketing operation	✓	-	-	-	-	-
Video interview	✓	✓	-	-	-	-
Advertising page on the back cover of the official brochure	✓	-	-	-	-	-
Advertising page in the official brochure	-	✓	✓	-	-	-
VISIBILITY DURING THE EVENT						
Exhibiting naked surface in Zone A (m²)	54	49	36	24	-	-
Equiped booth in Zone A (walls, carpet, electricity, furniture) - in sqm	-	-	-	-	18	15
Business meetings within the top exec program	35	25	20	14	10	7
Private business meetings room	✓	✓	-	-	-	-
On-stand interview	✓	✓	-	-	-	-
On-stand cocktail (50 people)	✓	✓	-	-	-	-
On-site signage	✓	✓	✓	✓	-	-
Logo on giant floorplans	✓	✓	✓	-	-	-
Badge licences for scanning	Unlimited	4	3	3	3	2
Conference speech: keynote	✓	-	-	-	-	-
Conference speech: use case / round table	✓	✓	✓	-	-	-
30min workshop with contact retrieval	4	3	2	3	2	1
All access passes (conferences + f&b + exhibition)	14	8	7	5	4	2
Additional all access passes - discount	30%	30%	30%	30%	30%	30%
Exhibitor passes / staff passes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
POST-EVENT VISIBILITY						
Lead generation - listing access, number of contacts*	450	300	200	150	100	50
Lead generation - data collected on visitor contact points: follow-up of workshop speeches, visitors of your virtual exhibition space, etc	✓	✓	✓	✓	✓	✓
Access to the digital platform 1 month after the event	✓	✓	✓	✓	✓	✓
Broadcast of replay 1 month after the event - recovery of viewing contacts from your workshops	✓	✓	✓	✓	✓	✓
Post event newsletter - agenda to be determined	✓	✓	✓	-	-	-

*only opt-in contacts

2025 EXHIBITION PACKAGES

Exhibition level	27m ²	18m ²	15m ²	12m ²	9m ²	6m ²	Startup
Price (exc. VAT)	€16,635	€11,500	€10,100	€8,800	€7,500	€5,400	€2,700
MARKETING CAMPAIGN VISIBILITY							
Logo & company profile on the website	✓	✓	✓	✓	✓	✓	✓
Virtual exhibition booth on the digital platform of the event (company presentation, video, pdf, brochure, speeches, members of the virtual booth...)	✓	✓	✓	✓	✓	✓	✓
Communication pack	✓	✓	✓	✓	✓	✓	✓
VISIBILITY DURING THE EVENT							
Equiped booth (walls, carpet, electricity, furniture)	✓	✓	✓	✓	✓	✓	-
4m ² corner stand	-	-	-	-	-	-	✓
Badge licences for scanning	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
OPTION: 30min workshop with contact retrieval	From €4,000	From €4,000	From €4,000	From €4,000	From €4,000	From €4,000	From €4,000
30 minute speech on the startup pitch stage	-	-	-	-	-	-	✓
All access passes (conferences + f&b + exhibition)	5	3	2	2	2	1	1
Additional all access passes - discount	20%	20%	20%	20%	20%	20%	20%
Exhibitor passes / staff passes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
POST-EVENT VISIBILITY							
Lead generation - data collected on visitor contact points : follow-up of workshop speeches, visitors of your virtual exhibition space, etc	✓	✓	✓	✓	✓	✓	✓
Access to the digital platform 1 month after the event	✓	✓	✓	✓	✓	✓	✓
Broadcast of replay 1 month after the event - recovery of viewing contacts from your workshops	✓	✓	✓	✓	✓	✓	✓



DEMO SESSIONS

Real success of the WORLD AI CANNES FESTIVAL and unmissable to attendees' eyes, offer your company a 30-minute speech in front of a captive audience.

Content is free and you get the contact information of every attendee to your session. (on site, online and through the replay)

Each visitor (paying and free passes) can access the workshop program, giving you the opportunity to reach the largest number of visitors.

BENEFITS OF THIS OPERATION

- 30-minute presentation
- Fully equipped room: microphone, PC, projector & projection screen
- Promotion of your session through all our communication supports: website, show brochure, emailings, onsite signage, etc
- Access to the contact information of all visitors who attended your session

PRICES ROOMS / TIMING

	STAGE 1	STAGE 2	STAGE 3
Red slot	€7,000	€6,000	€6,000
Orange slot	€6,000	€5,000	€5,000
Green slot	€5,000	€4,000	€4,000



PICK & MIX OPPORTUNITIES

Sponsoring	Budget	Package
Lanyards	€20,000	Your logo on the lanyards worn by all attendees. Lanyards are also visible in post event communications / videos / photos...
Badges	€18,000	Your logo and an advertising page at the back of the official badges and badges holder of the tradeshow worn by all attendees
Official bag	€16,500	Your logo on all the totebags handed out to all attendees
Business Meeting	€3,350	Benefit from 5 pre-arranged 20-minute business meetings within our top-executive program



ABOUT THE ORGANIZERS



RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico.

*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

www.rxglobal.fr



Cannes, a "global village" and Mediterranean coastal community with a strong Provencal identity, is a key venue for business and tourism that welcomes over 3 million visitors each year from all over the world. Located at the very heart of the French Riviera, Cannes benefits from an exceptional climate and geographic situation where a person can be on the ski slopes, at the shore and in the countryside on the same day.

Cannes, worldwide known for its International Film Festival, is also famous for its wonderful bay, fine sand beaches, crystal clear waters and the outstanding natural beauty of the Lérins Islands, located only fifteen minutes by boat from the City harbours.

Besides, Cannes is a cultural and historical city which hosts various museums and listed monuments : the medieval Fortified Monastery and the seven chapels of the Saint-Honorat Island sheltering a Cistercian monastic community, the 16th century churches of the scenic Suquet old town, the 17th century Fort Royal of the Sainte-Marguerite Island where the famous Man with the Iron Mask was imprisoned, the 19th palaces and town houses along the mythic Croisette that once welcomed the European royal families and, since 2021, the Cannes Underwater Museum by Jason deCaires Taylor.

Last but not least, Cannes is a bustling city with pleasant street cafés, finest restaurants and trendy clubs located all over the city.

www.cannes.com



France's leading Convention & Exhibition Centre for hosting trade shows after Paris, the Palais des Festivals et des Congrès of Cannes has established itself over the years as one of the most renowned and competitive major event structures on the international scene.

With a capacity of 40,000 people for nearly 90,000 m² of space, including 5 amphitheatres, more than 50 meeting rooms and 35,000 m² of exhibition space, it hosts more than 50 professional events each year, bringing together 280,000 accredited participants.

Its prestigious events, including the Cannes Film Festival, MIPIM, MIPCOM, Cannes Lions, Tax Free World Exhibition, the Cannes Yachting Festival, Heavent Meetings, ILTM, MAPIC, MIDEM, MIPTV, CANNESERIES ... give it a worldwide reputation.

Committed to a policy of quality and sustainable development, it is the first European Convention Centre to have been quadruple certified ISO 9001, ISO 14001, OHS 18001, ISO 26000. More recently, the Palais has also been awarded the "COVID19 BUSINESS READY" and "ECOVID" labels and is the first convention centre in France to obtain the American GBAC STAR FACILITY™ certification, recognised for the high standards of its sanitary protocols. The Palais des Festivals and Congresses of Cannes is finally the first venue to be labelled Securi-Site of the Alpes-Maritimes department for its safety and security system.

www.palaisdesfestivals.com



The Europa Institute — a unique European initiative and nonprofit organisation — applies an ethical approach to raising public awareness and educating entrepreneurs on issues of Artificial Intelligence. The institute's initiatives primarily involve conferences, seminars, educational workshops and events held by the Sophia-Antipolis based Maison de l'Intelligence Artificielle.

Created in 2019, the Europa Institute aims to:

- Bring together the players of artificial intelligence and new technologies;
- Promote a human-centred artificial intelligence and new technologies;
- Communicate on artificial intelligence and new technologies by encouraging their development and enhancing visibility of their various applications

www.institut-europa.eu



With its unique setting between ocean and mountains, the Alpes-Maritimes region offers breath-taking scenery, natural riches and cultural treasures.

Every year, 11 million people visit the Department, making it the ideal place to hold events.

With respect for tradition and a focus on solidarity in its everyday work, the Department of Alpes-Maritimes nevertheless looks firmly towards the future and, through its projects for digital and ecological transformation encompassed by its SMART Deal and GREEN deal policies, aims to make the territory a unique land of innovation — the first of its kind.

As a key player in the A.I ecosystem and new technologies, the Department of Alpes-Maritimes is driving ambitious, vital projects in the development of tomorrow's society, such as:

- The opening of the first French and European House of Artificial Intelligence at Sophia Antipolis
- The launch of OTESIA (The first Observatory on Artificial Intelligence)
- Contributing to the University of Cote d'Azur 3AI project

Every effort is being made to ensure the Alpes-Maritimes is a "Land of Artificial Intelligence".

FESTIVAL MANAGEMENT



Michel FILZI
Président

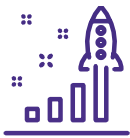
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PRACTICAL INFORMATION



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1 boulevard de la Croisette
06400 Cannes
France

DATES AND OPENING HOURS
February 13TH, 14TH, 15TH, 2025
9.00AM – 5.30PM

BY PLANE

The city of Cannes is situated 27 km from the Nice Côte d'Azur airport and can be reached in under 30 minutes. The Nice Côte d'Azur airport is Southern Europe's major airport gateway, with direct flights to 90 destinations operated by almost 50 airlines

www.nice.aeroport.fr

BY ROAD

Cannes is connected to Europe's major cities by its motorway network. The city is reached via the A8 "La Provençale" (exit 43 Cannes La Bocca or exit Mougins/Cannes), from Aix-en-Provence in the west and Italy in the east.

BY TRAIN

The city of Cannes is also well served by TGV, Corail and express trains with connections to every region in France, as well as the largest cities in Europe.