



# Boston AI Week 2025 Sponsorship Prospectus

*(Updated as of April 8, 2025)*

Boston AI Week is a weeklong celebration of artificial intelligence innovation, research, entrepreneurship, and community. Taking place across Boston and Cambridge from **September 26 to October 3, 2025**, this premier event brings together technologists, business leaders, academics, investors, students, and policymakers to explore and shape the future of AI.

Spanning conferences, meetups, a massive career fair, product showcases, hackathons, and networking events, Boston AI Week is the largest AI-focused gathering in the Northeast, offering a unique platform to connect, collaborate, and grow within one of the world's most dynamic AI ecosystems.

- **Dates:** September 26 – October 3, 2025
- **Location:** Hynes Convention Center + partner venues across Greater Boston & Cambridge
- **Website:** <https://aiweek.boston>

## Attendee Profile & Demographics

With **15,000+** expected attendees across all events and **5,000+** participants at the Boston AI Career Fair on **October 31, 2025**, Boston AI Week offers unmatched exposure to a targeted, high-value audience.



## Audience Segments:

- **AI Developers & Engineers:** Technical professionals building core infrastructure, models, and applications.
- **Data Scientists & Academic Researchers:** Experts driving innovation across academia and enterprise.
- **Founders & Investors:** Entrepreneurs launching the next wave of AI startups, and VCs looking to back them.
- **Corporate Innovation & Tech Executives:** Decision-makers seeking strategic AI integration for enterprise transformation.
- **Students & Educators:** Future AI leaders from leading academic institutions across the region and beyond.
- **Policymakers & Nonprofits:** Stakeholders interested in the ethical, economic, and social implications of AI.

## Reach Highlights:

- 15,000+ attendees projected across 20+ curated events
- 5,000+ participants at the Boston AI Career Fair
- 200+ participants at opening and closing events
- 300+ attendees at Boston Generative AI World
- 300+ attends at AI Woodstock
- 800+ attendees at Generative AI World



- 500,000+ media impressions (across newsletters, social, and media partners)
- Broad representation from major AI employers, academia, and startups

## **AI in Massachusetts: Workforce Development & Career Fair**

The **AI in Massachusetts: Workforce Development & Career Fair** serves as a key pillar of Boston AI Week. It heralds Massachusetts' ambition to lead the global AI economy by 2035, bringing together a dynamic mix of technical experts, business leaders, and decision-makers who propel innovation forward. Below is a representative snapshot of the **demographics** from the 2024 Career Fair audience:

- **Professional Composition**
  - **Technical Professionals (59%):** AI/ML engineers, data scientists, software developers, and researchers.
  - **Business Professionals (18%):** Directors, product managers, CEOs, consultants shaping strategy and business development.
  - **Hybrid Professionals (18%):** AI product managers, technical account managers—bridging technical and business roles.
  - **Others (5%):** Students, educators, and broader AI workforce enablers.
- **Leadership & Experience**
  - **Executives & Senior Leaders (10%):** CEOs, CTOs, VPs, and Founders steering the AI landscape.
  - **Directors (8%):** Senior managers implementing organizational AI strategy.



- **Managers (15%):** Guiding teams across product, engineering, and project management.
- **Individual Contributors (62%):** Engineers, data scientists, analysts driving hands-on innovation.
- **AI Focus & Enthusiasm**
  - **Active AI/ML Professionals (60%):** Directly involved in AI roles.
  - **Non-AI Technical & Business (25%):** Software engineers, analysts, and operations supporting AI infrastructure.
  - **AI Enthusiasts (15%):** Professionals transitioning into AI roles or exploring the AI domain.
- **Job-Seeking Status**
  - **Active Job Seekers (83%):** Eager to find new roles or advance their AI careers.
  - **Passive Job Seekers (17%):** Open to new opportunities without actively searching.
- **Educational Excellence**
  - **PhD Holders (15%):** Emphasizing advanced expertise and commitment to research-driven innovation.
- **Industry Interests**

Includes healthcare and life sciences, finance and fintech, education, biotech and pharma, retail and e-commerce, SaaS, energy and climate tech, manufacturing, and robotics—showcasing AI's cross-industry applicability.



- **Alignment with Massachusetts' AI Vision**

These demographics reflect the Massachusetts AI and Technology Workforce Development initiative and the AI Blueprint for Massachusetts. By uniting diverse, highly skilled talent, the Career Fair—and Boston AI Week at large—fuels economic growth and cements Massachusetts' position as a global leader in AI.

## Flagship Events

Boston AI Week features over 20 events across the week, including:

- **Generative AI World (Oct 29–30)**

Enterprise-focused conference with 50+ speakers across business and technical tracks.

→ <https://www.gaiworld.com>

- **Boston AI Career Fair (Oct 31)**

The largest AI job fair in New England with 50+ companies and over 5,000 job-seeking attendees.

→ 2025 site coming soon at <https://massachusetts.workforcein.ai>

- **Boston Generative AI Meetup**

The largest ongoing AI meetup on Earth, convening executives, investors, makers, builders, founders, and technologists.

→ <https://www.meetup.com/boston-generative-ai-meetup>

- **AI in Film, Research, and Public Policy.** Partner with leading institutions and initiatives to spotlight the intersection of AI with society, storytelling, and academic research.

- **Microsoft's "Era of AI" (10/1)** – A showcase of Microsoft's enterprise AI roadmap, including Copilot Studio, Azure AI Foundry, and agentic AI strategies.



- **Emerson College’s “Generative AI for Virtual Production Filmmaking” (9/27–9/28)** – Live demos and case studies on AI-driven prop design, real-time stable diffusion, and immersive filmmaking workflows.
- **DAIMLAS AI Summits at Harvard & MIT (9/27–9/28)** – Two landmark conferences uniting all 14 AI degree programs and Massachusetts’ AI Centers of Excellence.
- **Anote/Mindstone “Practical AI” Meetup (10/1)** – Boston’s largest monthly AI community gathering with tactical talks, demos, and networking.
- **Women in AI Launch Event (9/28)** – A new global community announced with hands-on activities and networking.
- **AI Tinkerers Meetup (9/29)** – An invite-only gathering of active AI builders and LLM practitioners.
- **Hackathons & Competitions.** In collaboration with universities and investor groups, we’ll spotlight real-world AI talent through hackathons, pitch competitions, and prototyping challenges during Boston AI Week.
- **Parties, Mixers, and VC Demos.** Exclusive networking events for founders, VCs, and executives.
  - **Link Ventures & MIT Mixer (10/2)** – Early-stage founders, investors, and portfolio demos from one of Boston’s most connected VC firms.
  - **CIC Applied AI Startup Showcase (10/1)** – Live demos and academic-to-industry tech walkthroughs from rising AI startups across Massachusetts.



- **Healthcare & Life Sciences AI Summit (10/2)** – A commercialization-focused gathering for startups and stakeholders transforming biopharma and care delivery.

**View Full Calendar:** <https://aiweek.boston/calendar>

## Sponsorship Tiers

Each tier is competitively priced to ensure ROI, benchmarked against leading AI events.

### Title Sponsor – \$50,000+

- **Naming Rights:** “Boston AI Week presented by [Your Company]”
- **Keynote Speaking Slot** at Boston AI Career Fair & panel spot at Boston Generative AI Meetup
- **Meet and Greet with Local VIP Executives and Photo Op with Leaders from the State**
- **Premier Logo Placement** (homepage, signage, badges, stages)
- **Dedicated Table** at the Career Fair
- **3 Dedicated Pre-Event Email Blasts + 5 LinkedIn Posts** featuring your company
- **Co-Branded Sponsor Announcement** (press release + social)
- **Custom Sponsor Landing Page** on the AI Week site





- **Access to Opt-In Resume Pool** from Career Fair candidates
- **5 Passes** to Boston Generative AI Meetup
- **5% off** GAI World Sponsorship or tickets
- **Post-Event Analytics Report**

### **Platinum Sponsor – \$25,000**

- **Speaking Role** (panel) at Boston Generative AI Meetup
- **Meet and Greet with Local VIP Executives and Photo Op with Leaders from the State**
- **Premium Table** at the Boston AI Career Fair
- **Logo Featured** on main stage signage, website, and digital screens
- **Mention in Boston AI Week Newsletters** + opening remarks
- **Access to Opt-In Resume Pool** from Career Fair candidates
- **3 Passes** to Boston Generative AI Meetup
- **5% off** GAI World Sponsorship or tickets
- **Post-Event Analytics Report**

### **Gold Sponsor – \$10,000**





- **Table or Booth** at the Boston AI Career Fair
- **Logo** on website & venue signage
- **Branded Swag/Literature** distribution opportunity
- **Access to Opt-In Resume Pool** from Career Fair candidates
- **2 Passes** to Boston Generative AI Meetup
- **3% off GAI World Sponsorship** or tickets
- **Post-Event Summary**

### **Silver Sponsor – \$5,000**

- **Table or Booth** at the Boston AI Career Fair
- **Logo** on the Boston AI Week website & printed materials
- **Swag/Literature** distribution opportunity
- **1 Pass** to Boston Generative AI Meetup

### **Community Sponsor – \$1,500**

*(For startups, nonprofits, and local organizations)*

- **Name or Logo** on the Boston AI Week website
- **1 Pass** to Boston Generative AI Meetup



## Custom Add-Ons & Exclusive Branding Opportunities

- **Opening or Closing Party Sponsorship (\$10,000)**  
Naming rights, on-stage mentions, signage, co-branded invites, and email marketing inclusion.
- **Boston Generative AI Sponsorship (\$10,000)**  
Sponsor the world's largest AI meetup. Get brand exposure, leads, and a seat on stage. Position your brand at the center of the generative AI revolution—live in Boston.
  - **One Executive Speaking Slot** – Your leader featured on a curated panel
  - **Premium Branding** – Logo placement on event materials
  - **Direct Engagement** – Access to hundreds of qualified attendees for recruitment, lead gen, and partnership
  - **Online Reach** – Extended visibility via email and social
- **Branded Food or Coffee Station (\$3,000 + cost)**  
Highly visible refreshment stations with your signage.
- **Charging Lounge (\$3,000 + setup)**  
Sponsor a relaxation/charging area with your branding + lead capture.
- **Co-Branded Swag (Custom)**  
Co-branded bottles, notebooks, lanyards, badges, etc.
- **Post-Event Email Package (\$10,000)**  
Three post-event attendee emails to continue engagement.
- **Workshop or Breakout Session (\$5,000)**  
Host a hands-on lab demonstrating your AI solutions, with dedicated meeting room & listing on the calendar.
- **Private Policy/Investor Dinner (\$15,000)**  
Exclusive dinner with policymakers, investors, and top executives. Ideal for



deeper networking.

## Marketing & Media Exposure

- **Press Releases:** Sent to major outlets (Boston Globe, TechCrunch, VentureBeat) & AI-specific publications.
- **Social Media Campaigns:** Pre- and post-event coverage on LinkedIn (25k+ followers), Twitter/X, and YouTube.
- **Email Newsletters:** 100k+ subscribers in tech, startup, and investor communities. Title & Platinum Sponsors receive extra spotlights.
- **Onsite Marketing:** Prominent signage in Hynes Convention Center & partner venues.
- **Dedicated Sponsor Spotlights:** Title Sponsors get three pre-event email blasts; Platinum Sponsors get one.

## Value & ROI for Sponsors

- **Lead Generation & Networking:** Direct access to 15,000+ professionals, from top executives to AI enthusiasts.
- **Brand Visibility:** Prominent placement on all event signage, websites, social channels, and optional event app.
- **Thought Leadership:** Speaking opportunities and private policy sessions solidify your position as an industry leader.



- **Post-Event Analytics:** Title/Platinum receive a detailed metrics report; other tiers receive event-wide summaries.

## Local Community Support Initiatives

Boston AI Week is committed to fostering an environment where all of us together in the community benefit from the power of this week:

- **Scholarship & Ticket Grants** for groups that need help from the AI industry
- **Mentorship Programs** connecting students with industry professionals

Sponsors may choose to co-sponsor or contribute to these efforts.

## Logistics & Onsite Operations

- **Booth Setup & Specifications:** We provide a kit detailing booth dimensions, power, Wi-Fi, and shipping logistics.
- **Exhibitor Move-In Times:** Typically the afternoon prior or early morning of event days—details follow sponsorship confirmation.
- **Meeting Rooms & Demo Areas:** Reserve private spaces for product demos or press briefings (add-on or included in higher tiers).

## Post-Event Follow-Up

- **Opt-in Attendee Lists:** Available to Title, Platinum, and Gold Sponsors for direct outreach.



- **Resume Pool:** All Title, Platinum, and Gold sponsors can access thousands of curated resumes from the Boston AI Career Fair.
- **Session Recordings & Photos:** Selected sessions will be recorded. Sponsors can request relevant digital copies (subject to availability).

## Important Sponsorship Deadlines & Timeline

- **Early Commitment Deadline:** July 15, 2025 – For premium logo placement in early marketing.
- **Final Materials Deadline:** August 31, 2025 – Submit all logos, booth specs, and session details.
- **Payment Deadline:** 100% payment is due within 30 days of signing.
- **Cancellation Policy:** Cancellations before within 30 days of signing the sponsorship agreement, receive a 50% refund of the deposit. After July 15, no refunds.

## Get Involved

Boston AI Week is where AI companies connect with the world—whether you’re hiring, launching new products, raising capital, or leading the AI conversation. This is your chance to place your brand at the heart of one of the most influential AI ecosystems on the East Coast.

For inquiries and to secure your spot, please contact:  
**info@aiweek.boston**

We look forward to partnering with you and making **Boston AI Week 2025** the most impactful AI event of the year—building Massachusetts’ AI future, together.



**Thank you for considering a sponsorship of Boston AI Week 2025.** Let's shape the future of AI in Massachusetts and beyond!