The AI Conf

Sponsorship Guide

Barcelona, 03.NOV.2026 - 04.NOV.2026

AI adoption is high. Real impact is not

"95% of companies are **not** generating real impact at scale due to lack of practical execution and real-world experience" - Gartner, McKinsey, and BCG

The gap between adoption and impact is where real business value is created.

https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai
https://www.bcg.com/assets/2025/252-weekly-brief-the-widening-ai-value-gap.pdf
https://www.gartner.com/en/newsroom/press-releases/2024-07-29-gartner-predicts-30-percent-of-generative-ai-projects-will-be-abandoned-after-proof-of-concept-by-end-of-2025

The AI Conf

A practical, real-world AI conference

01. **800+ senior professionals influencing buying decisions**

Meet C-level executives, engineering managers, and senior technical leaders who evaluate, influence, and decide on technology adoption across EMEA.

02. **Sponsored talks with real impact**

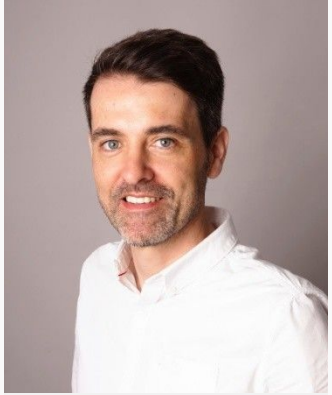
Showcase practical, real-world solutions using your products and services by delivering a talk or workshop in front of a highly qualified, engaged audience.

03. **Direct access to decision makers**

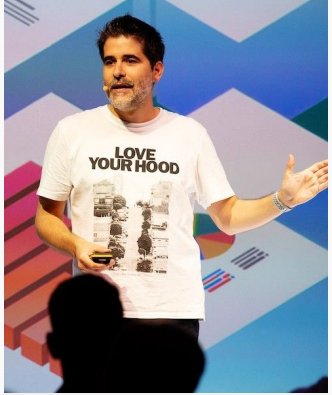
Connect with attendees through curated networking moments, social events, and on-site interactions designed to foster meaningful conversations.

04. **Employer branding, long-term visibility & ROI**

Position your brand as a technology leader through on-stage presence, event branding, digital exposure, and continuous visibility before, during, and after the conference.



Juan Luis Buenosvinos
Sponsors



Carlos Buenosvinos
Sponsors

Sergi Vila
Sponsors

Vanessa Esteban
Operations & Attendees

Christian Soronellas
Content & Speakers

Proven Experience

10+ years · 6+ editions · PHP Barcelona and DevOps Barcelona · 10,000+ attendees

From content and speakers to sponsors and on-site operations, we bring over a decade of hands-on experience delivering high-quality tech conferences at scale.

Sponsorship inquiries: sponsors@theconf.ai

Sponsor Packs

Diamond

Maximum visibility & influence

Best for companies looking for strong brand presence and thought leadership.

Main benefits

2 x 1-hour sponsored talk for 130 people

Exhibit table

Maximum on-site brand visibility

Price
14,995 €

Gold

Strong presence & qualified exposure

Best balance between visibility, content, and ROI.

Main benefits

1-hour sponsored talk for 80 people

Exhibit table

Price
7,995 €

Silver

Entry sponsorship with real impact

Ideal for focused exposure and smaller teams.

Main benefits

1-hour sponsored talk for 40 people

Price
3,995 €

Detailed Benefits

Benefit	Silver	Gold	Diamond
Sponsored talk	1 × 1h talk (40 people)	1 × 1h talk (80 people)	2 × 1h talk (130 people)
Exhibit Table		Standard	Premium
On-site brand visibility	Basic	High	Maximum
Online Marketing (website, social media, post-event content)	✔	✔	✔
Free Tickets	1	3	5
Discounts for Extra Tickets	5%	10%	15%
Price	3.995 EUR	7.995 EUR	14.995 EUR
Early discount for signing before Q1 2026	5%	10%	15%
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Detailed Benefits

Benefit	Silver	Gold	Diamond
Logo on lanyards & official merchandising			✔
Entrance billboard branding			✔
Premium branding at registration area			✔
Branded conference Wi-Fi (SSID)			✔
Logo Projected during Conference Talks			✔
Logo at the Stage Lectern			✔
Logo on Recorded Videos		✔	✔
Price	3.995 EUR	7.995 EUR	14.995 EUR
Early discount for signing before Q1 2026	5%	10%	15%

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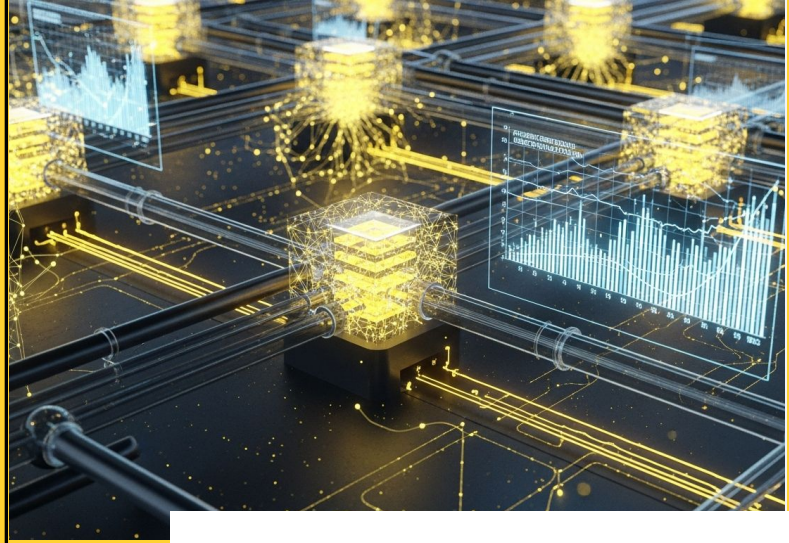
Content



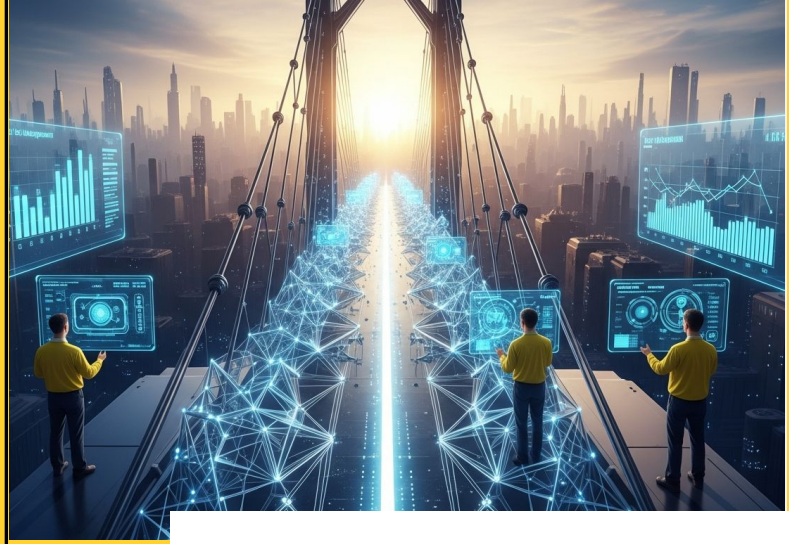
The Content

Machine Learning (ML) & Deep Learning

This is the foundation. While LLMs capture the hype, traditional ML/DL (e.g., classification, forecasting) provides the reliable, low-latency models powering most existing business processes. Submissions should focus on model optimization, efficiency gains, and stable deployment strategies (MLOps), ensuring today's builders can extract maximum performance from limited resources, validating their first POCs quickly, and keeping costs low.

Business Implications

The foundation of modern intelligence, ML and Deep Learning enable organizations to transition from reactive to predictive operations. By analyzing vast historical data to identify patterns, these technologies allow businesses to forecast market trends, optimize supply chains, and hyper-personalize customer experiences. The primary benefit is data-driven decision-making at scale, reducing operational costs through automation while simultaneously uncovering new revenue streams through predictive insights.



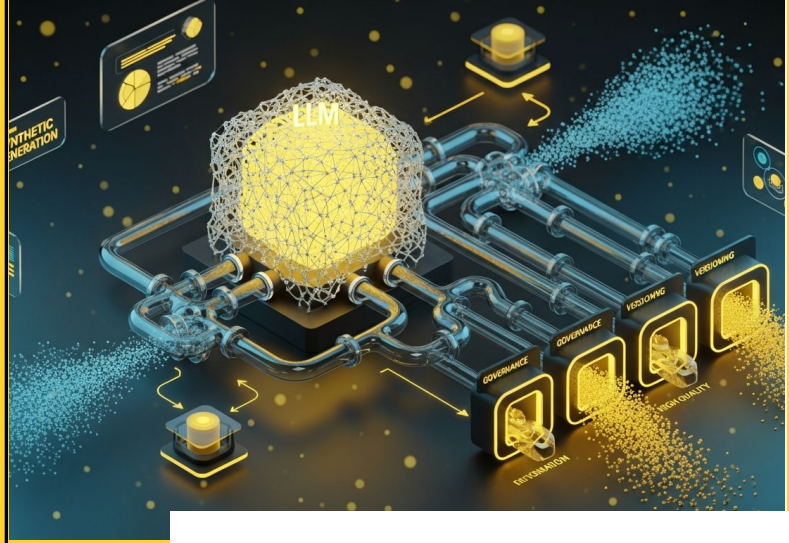
The Content

Generative AI and LLMs

LLMs are the single largest source of new product innovation. However, transitioning from a basic API call to a safe, reliable, and grounded system requires deep engineering knowledge. Unlike traditional AI, which primarily focuses on analysis and prediction, this pillar unlocks the capability to create, synthesize, and reason across vast, unstructured datasets —turning the chaotic ocean of human language, code, and multimedia into actionable intelligence—.

Business Implications

Generative AI and Large Language Models have shifted the paradigm from data analysis to content creation and knowledge synthesis. For businesses, this means drastically reducing the time-to-market for creative assets, code, and marketing materials. Beyond efficiency, it revolutionizes customer engagement through sophisticated, human-like chatbots and democratizes internal knowledge by making unstructured enterprise data instantly queryable. The key benefit is exponential productivity growth and the ability to scale personalized communication.



The Content

Data Strategy for AI

All AI systems, especially LLMs, are ultimately constrained by the quality and quantity of their data. This pillar moves beyond simple data storage to address the pragmatic challenges of data-centric AI: pipeline design for continuous training, data governance, versioning, synthetic data generation, and strategic data curation. It provides builders with the frameworks needed to reduce data collection costs, improve model robustness, and ensure compliance—turning raw data into a reliable, production-ready asset.

Business Implications

AI is only as good as the data it feeds on. This pillar emphasizes that data quality, architecture, and lineage are prerequisites for AI success. A robust data strategy ensures that information is accessible, clean, and secure. The implication is operational readiness; businesses that treat data as a strategic asset can deploy AI models faster, with higher accuracy and lower risk, preventing the "garbage in, garbage out" cycle that stalls many digital transformations.

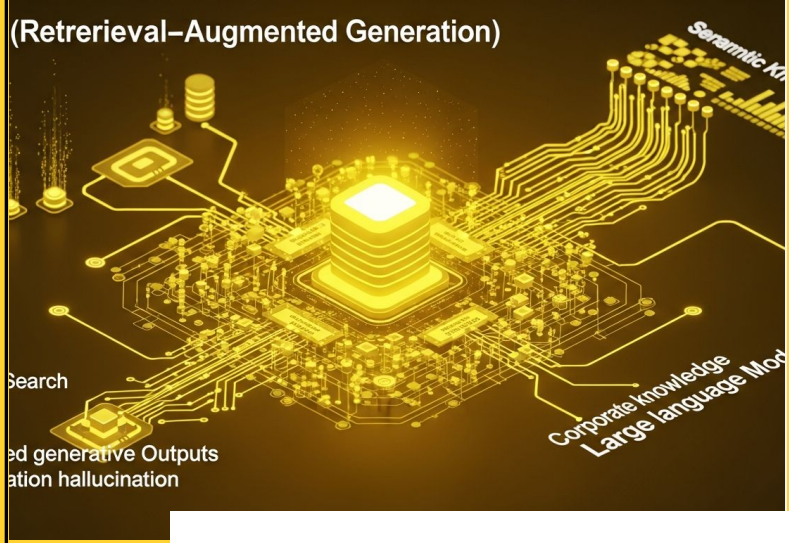
The Content

AI Infrastructure & MLOps

MLOps is the bridge between a successful POC and a reliable, enterprise-grade system. This pillar is non-negotiable for "builders." It covers the technical essentials for automating the ML lifecycle: CI/CD for models, infrastructure-as-code (IaC), efficient GPU/accelerator utilization, cloud vs. on-premise trade-offs, and crucial monitoring strategies for drift, bias, and latency. Submissions here provide the playbooks for keeping AI systems safe, fast, and reliable at scale.

Business Implications

As AI models move from pilots to production, infrastructure becomes the bottleneck. MLOps (Machine Learning Operations) provides the scaffolding for scalable, reliable, and cost-effective AI lifecycles. It focuses on the continuous integration, deployment, and monitoring of models. The business benefit is scalability and reliability, ensuring that AI investments provide consistent value in production environments without ballooning cloud costs or technical debt.



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AI-Powered Search & Information Retrieval

APS and IR are arguably the most immediately valuable applications of AI today, central to building effective RAG systems. This pillar focuses on the pragmatic engineering of knowledge access: vector database optimization, hybrid search methods, semantic ranking, and embedding model selection. It addresses how builders can leverage company knowledge, overcome LLM hallucinations, and deliver immediate business value through superior search experiences and grounded generative outputs.

Business Implications

Traditional keyword search is being replaced by semantic search and Retrieval-Augmented Generation (RAG). This allows systems to understand the intent behind a query, not just match words. For enterprises, this solves the "finding information" problem, drastically reducing the time employees spend searching for internal documents. The benefit is institutional intelligence, instantly connecting users with the exact information they need, whether it's buried in a PDF, an email, or a database.

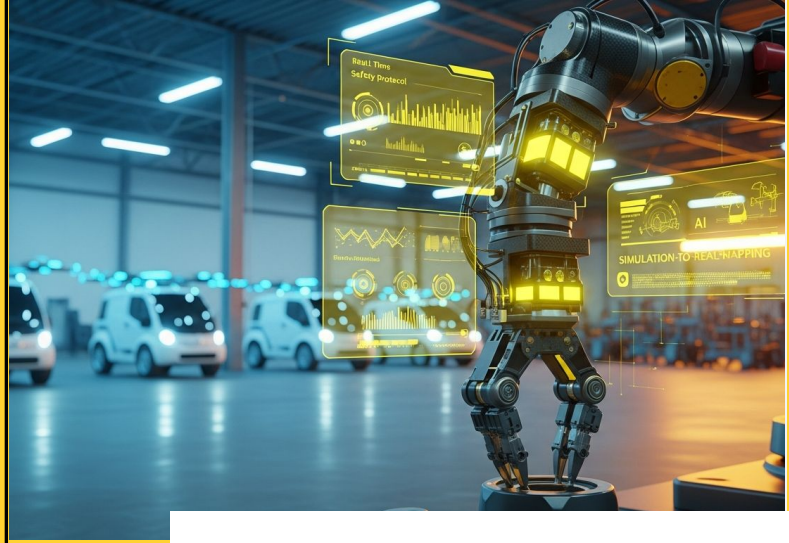
The Content

Agentic AI and Multi-Agent Systems

It is where LLMs and traditional planning algorithms converge. This pillar provides builders with the frameworks, architectures, and safety protocols needed to design, deploy, and monitor reliable AI agents. It addresses the critical challenge of moving from single-step decisions to complex, goal-oriented autonomy, offering the highest potential ROI for business process automation.

Business Implications

Agentic AI represents the shift from "chatbots" that talk to "agents" that do. These systems can autonomously plan, execute, and collaborate to achieve high-level goals with minimal human intervention. The business benefit is autonomous workflow execution; agents can handle complex, multi-step processes—like booking travel, negotiating supply rates, or debugging code—freeing human workers to focus purely on strategy and creative direction.



The Content

Robotics and Embodied AI

For AI to truly automate, it must interact with the world. This pillar is critical for builders integrating AI into physical hardware (robots, drones, automated vehicles). It covers the complex issues of safety, real-time control, simulation-to-real-world transfer, and fleet management necessary to deploy and maintain autonomous systems.

Business Implications

Moving beyond static software, this pillar focuses on AI interacting with the physical world. For industries like logistics, agriculture, and manufacturing, Embodied AI enables robots to navigate unstructured environments and perform complex manipulation tasks autonomously. The business impact is the redefinition of the workforce, driving efficiency in labor-intensive sectors, reducing workplace injuries, and enabling 24/7 operational continuity in physical processes.

The Content

Computer Vision and Perception

Computer Vision is essential for high-ROI automation in manufacturing, logistics, and retail. This pillar addresses the unique engineering challenges of deployment: optimizing models for edge devices, handling unreliable real-world data (poor lighting, occlusions), and ensuring the robust performance needed to replace manual inspection tasks.

Business Implications

Computer Vision acts as the "eyes" of the enterprise, converting visual information into actionable data. In manufacturing, it automates quality control with superhuman precision; in retail, it analyzes foot traffic and customer sentiment; in healthcare, it assists in rapid diagnostics. The benefit lies in bridging the physical and digital worlds, allowing businesses to monitor assets, ensure safety, and optimize physical workflows in real-time without manual oversight.

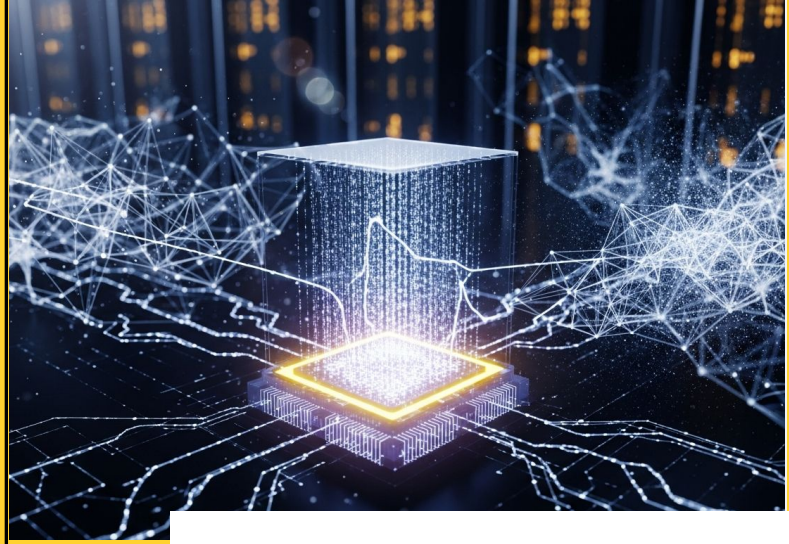
The Content

AI Ethics, Governance, and Regulation

Regulatory scrutiny (e.g., the EU AI Act) demands that builders establish governance and fairness metrics from the project's inception. This pillar provides the starter frameworks and actionable policies needed to stay compliant, minimize legal exposure, and ensure AI systems are built responsibly, transforming abstract policy into concrete engineering practices.

Business Implications

As AI becomes ubiquitous, trust becomes a critical currency. This pillar addresses the imperative of deploying AI systems that are fair, transparent, and compliant with emerging global regulations (such as the EU AI Act). Robust governance frameworks mitigate legal risks and reputational damage caused by bias or hallucinations. The business implication is clear: ethical AI is not just a compliance cost but a competitive differentiator that builds long-term brand loyalty and ensures sustainable adoption.



The Content

AI and Quantum Computing

While Quantum ML is nascent, today's builders must understand its potential to accelerate optimization and simulation. This pillar focuses on the pragmatic reality of hybrid architectures, guiding practitioners on accessing current quantum resources and identifying which niche problems (e.g., portfolio optimization) are ready for quantum-inspired solutions.

Business Implications

While still emerging, the convergence of AI and Quantum Computing promises to solve optimization problems currently impossible for classical computers. This includes complex financial modeling, material science discovery, and logistics routing. For forward-looking enterprises, investing here is about future-proofing strategic advantage, offering the potential to leapfrog competitors by solving intractable problems at unprecedented speeds.

The Content

AI in Social Impact Applications

This pillar ensures the conference covers high-value applications in health, climate, and education. It challenges builders to address severe data ethics, bias, and deployment challenges unique to sensitive domains, providing frameworks for successful pilot programs that prioritize societal impact alongside technical performance.

Business Implications

This pillar highlights how AI can address global challenges—from climate change modeling to personalized education and accessibility. For businesses, engaging in social impact AI is a powerful driver of Corporate Social Responsibility (CSR) and brand equity. It aligns technological innovation with purpose, attracting top talent who want to do meaningful work and opening partnerships with governments and NGOs for sustainable development.

Get in Touch

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