



3rd Annual AI Conference 2027

Advancing Enterprise, Education, and the Workforce

Hosted by **Transformation Initiatives**
in partnership with
Information Technology Services



**NORTH CAROLINA
AGRICULTURAL
AND TECHNICAL
STATE UNIVERSITY**

SPONSOR + VENDOR PARTNERSHIP PACKAGE



**March 29-
March 30, 2027**



**Joseph S. Koury
Convention Center**



**Greensboro,
N.C.**

Conference Overview

ADVANCING ENTERPRISE, EDUCATION, AND THE WORKFORCE

The AI NOW Conference convenes industry leaders, higher education leaders, researchers, entrepreneurs, and strategic partners to explore practical and responsible uses of AI across institutions, business, teaching and learning, and workforce development.

> CORE COMPONENTS



ENTERPRISE

AI adoption, automation, operations, analytics, and business transformation.



EDUCATION

Teaching, learning, student success, faculty enablement, research, and institutional innovation.



WORKFORCE

Talent pipelines, skills development, industry partnerships, career readiness, and workforce advancement.

> TARGET AUDIENCE



Higher education leaders



Provosts and faculty



CIOs and technology executives



Corporate partners



Government representatives



Researchers



Entrepreneurs



AI startups



Technology vendors



Students

> CONFERENCE FOCUS

1



Enterprise Strategy & Transformation

2



Teaching & Learning

3



Workforce Development

4



Responsible Governance

5



Innovation & Research

6



Innovation Lab / Showcase



EXPECTED ATTENDANCE

750–1,000+

SPONSORSHIP + VENDOR PACKAGES

Select the partnership level that best aligns with your visibility, engagement, and strategic goals.



	 DIAMOND	 PLATINUM	 GOLD	 SILVER	 BRONZE	 SMALL BUSINESS
	\$30,000	\$20,000	\$10,000	\$5,000	\$1,500	\$750
① Primary conference branding	✓	✓	✓	✓	✓	✓
② Website sponsor/vendor page	✓	✓	✓	✓	✓	✓
③ Recognition on event signage	✓	✓	✓	✓	✓	✓
④ Program or digital guide recognition	Full Page	Half Page	Quarter Page	Quarter Page	Name Only	Name Only
⑤ Exhibit space	Premium 20x20 booth	10x20 booth	10x10 booth	8x10 booth	Standard table	Standard table
⑥ Complimentary registrations	8	6	4	3	2	1
⑦ Speaking or session opportunity	Conference speaker opportunity	Conference speaker opportunity	Not included	Not included	Not included	Not included
⑧ Student engagement	Included	Included	Add-on \$1,500	Add-on \$1,500	Add-on \$1,500	Add-on \$1,500



Additional attendee add-on: \$250 per attendee for all packages.



MARCH 29-30, 2027



JOSEPH S. KOURY CONVENTION CENTER



GREENSBORO, N.C.

Partnership Levels

Sponsorship and Exhibitor Opportunities

Partner with AI NOW Conference to showcase your solutions, connect with decision makers, and drive innovation in AI across enterprise, education, and workforce.



DIAMOND

\$30,000

Premier partnership with maximum visibility, main-stage presence, and premium branding.

- ✓ Primary conference branding
- ✓ Premium exhibit placement
- ✓ Conference speaker opportunity
- ✓ 8 complimentary registrations
- ✓ Full-page guide recognition



PLATINUM

\$20,000

High-impact partnership with strong visibility, thought leadership, and priority engagement.

- ✓ Premium logo placement
- ✓ Conference speaker opportunity
- ✓ Priority exhibit space
- ✓ 6 complimentary registrations
- ✓ Half-page guide recognition



GOLD

\$10,000

Excellent visibility with event branding, exhibit space, and engagement opportunities.

- ✓ Featured branding at event
- ✓ 10x10 exhibit space
- ✓ Website recognition
- ✓ 4 complimentary registrations
- ✓ Quarter-page guide recognition



SILVER

\$5,000

Strong visibility with exhibit space, recognition, and access to key attendees.

- ✓ Exhibit space
- ✓ Logo recognition
- ✓ Social or digital recognition
- ✓ 3 complimentary registrations
- ✓ Quarter-page guide recognition



BRONZE

\$1,500

Build your presence and connect with conference attendees through key recognition opportunities.

- ✓ Name recognition
- ✓ Standard table placement
- ✓ 2 complimentary registrations
- ✓ Name-only program listing
- ✓ Name-only website listing



SMALL BUSINESS

\$750

Affordable entry level to connect with attendees and showcase your organization.

- ✓ Standard table
- ✓ 1 complimentary registration
- ✓ Name-only program listing
- ✓ Name-only website listing
- ✓ Name-only event signage



All levels are designed to support brand visibility, product demonstration, talent recruitment, and strategic partnership development.



Bronze and Small Business are vendor-level options with name-only recognition.



Why Partner With Us + Key Dates

Important next steps for sponsors and vendors

1 WHY PARTNER WITH US



BRAND VISIBILITY

Connect your brand with a high-profile university AI conference and gain recognition across event materials and on-site experiences.



STRATEGIC AUDIENCE

Reach higher education leaders, technology professionals, researchers, entrepreneurs, and emerging talent in one place.



WORKFORCE IMPACT

Support student engagement, innovation, and the development of future-ready talent and partnerships.

2 KEY DATES



**COMMITMENT
FORM DUE**
JULY 31, 2026



**LOGO /
ARTWORK
DEADLINE**
JULY 31, 2026



**CONTRACT
FINALIZATION
DEADLINE**
JULY 31, 2026

3 SUBMISSION NOTES

- ✓ Submit logo files as high-resolution PNG, EPS, or AI files.
- ✓ Signed commitment form and payment secure package benefits.
- ✓ Materials should be submitted by the noted deadline.
- ✓ Send completed materials and questions to Transformation@ncat.edu.



SPONSOR + VENDOR COMMITMENT FORM

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Please complete this form to confirm your sponsorship or vendor participation.
Benefits are secured upon receipt of the signed form and payment.



1. ORGANIZATION INFORMATION

Organization / Company Name _____

Contact Name _____

Title _____

Email _____

Phone _____

Website _____

Address _____



2. SPONSORSHIP + VENDOR SELECTION

SPONSORSHIP LEVELS

☐ Diamond \$30,000

☐ Platinum \$20,000

☐ Gold \$10,000

☐ Silver \$5,000

VENDOR LEVEL OPTIONS

☐ Bronze \$1,500

☐ Small Business \$750



3. OPTIONAL ADD-ONS

☐ Student Engagement Add-On — \$1,500
(available for Gold, Silver, Bronze, and Small Business)

☐ Additional Attendee Add-On — \$250 per attendee
Number of Additional Attendees: _____



4. AGREEMENT / SIGNATURE

Authorized Signature _____

Printed Name _____

Title _____

Date _____



5. SUBMISSION / CONTACT



Return completed forms
and questions to:
transformation@ncat.edu



Contract Finalization Deadline:
July 31, 2026



March 29–30, 2027



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Greensboro, North Carolina