

# SEIZING THE AI ADVANTAGE

POWERED BY

**CW** CAMBRIDGE  
WIRELESS

#CamTechWeek [cambridgetechweek.co.uk](http://cambridgetechweek.co.uk)

CAMBRIDGE  
9-13 SEPT



# ABOUT CAMTECHWEEK

**Cambridge Tech Week** is a global tech gathering designed to unite the brightest minds - **visionaries, world-leading experts, and strategic investors** - to drive **growth, collaboration, and transformative innovation** across the tech ecosystem.

As a globally renowned hub for groundbreaking ideas and cross-industry collaboration, Cambridge provides a unique environment where high-risk, bold concepts can flourish with reduced risk, thanks to its deep-rooted culture of innovation, research excellence, and strategic support.

At the heart of Cambridge Tech Week lies the region's distinctive business ecosystem, a powerful catalyst that seamlessly connects entrepreneurs, corporate leaders, investors, academics, and technology pioneers from across the globe. This dynamic network fosters meaningful collaborations, accelerates disruptive innovation, and drives real-world impact - shaping the technologies of tomorrow, today.



## WEEK AT A GLANCE EVENT STRUCTURE 15 -19 SEPTEMBER 2025

MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19
<b>SHOWCASE CAMBRIDGE</b> <ul style="list-style-type: none"><li>Cambridge Tech Ecosystem Overview</li><li>Inward Investment Partnerships and R&amp;D</li><li>Site Visits</li></ul>	<b>INNOVATION LANDSCAPE</b> <ul style="list-style-type: none"><li>Investment and Innovation</li><li>Innovation Alley Exhibition</li><li>Roundtable Discussions (Invite only)</li><li>Leadership Dinner</li></ul>	<b>START-UP TO SCALE UP</b> <ul style="list-style-type: none"><li>Innovation Alley Exhibition</li><li>Start-up Workshops</li><li>Pitching Event</li></ul>	<b>TECH DEEP DIVES</b> <ul style="list-style-type: none"><li>Med Tech / Health Tech</li><li>Climate Tech / Agri-tech</li><li>Quantum / Semiconductors</li><li>Big Tech Debate</li><li>Gala Reception</li></ul>	<b>INNOVATION BEYOND BORDERS</b> <ul style="list-style-type: none"><li>Norwich Ecosystem Overview</li><li>Site Visits and Tours</li><li>AI &amp; Public Sector Discussions</li></ul>

# MONDAY 15

## WELCOME TO CAMBRIDGE: UNLOCKING A WORLD-CLASS INNOVATION HUB

Welcome to **Cambridge Tech Week**, where cutting-edge technology meets global ambition. Monday sets the stage for an **immersive introduction to the Cambridge tech ecosystem**, offering business leaders, investors, and innovators from around the globe, the chance to navigate its unique strengths and opportunities.

### DISCOVER THE CAMBRIDGE ADVANTAGE

- ▼ **Ecosystem Overview** – Gain insights into what makes Cambridge a world-class hub for research, deep tech, and commercial innovation.
- ▼ **Inward Investment and R&D Partnerships** – Explore how Cambridge connects breakthrough ideas with global investors, corporations, and talent to drive impact at scale.
- ▼ **Exclusive Site Visits** – Experience innovation firsthand with behind-the-scenes tours of leading tech companies shaping the future.

Whether you're looking to **expand into Cambridge, invest in groundbreaking ventures, or forge high-impact partnerships**, this day is your gateway to one of the most dynamic tech ecosystems in the world.

**Get ready to connect, collaborate, and accelerate innovation from day one.**



# TUESDAY 16

## INNOVATION LANDSCAPE: SEIZING THE AI ADVANTAGE

Innovation is not just about ideas - it's about execution, investment, and impact. **Innovation Landscape Day** brings together global business leaders, investors, and pioneers who are shaping the next wave of breakthroughs.

Join us for a **power-packed day of insights and collaboration**, where we dive into **Seizing the AI Advantage** - unpacking the opportunities, challenges, and game-changing strategies that define the future of AI-driven innovation.

From **keynote presentations by world-leading experts** to **high-impact roundtable discussions**, gain exclusive insights into scaling innovation, securing investment, and staying ahead in a rapidly evolving landscape.



The **dynamic Innovation Alley Exhibition** will play home to fifty of the brightest early-stage companies, scale ups, and larger tech companies, all offering a dynamic and interactive showcase of their solutions. Explore the ongoing disruption of the technology sector and see the latest innovative ideas and solutions.

The day culminates in a **prestigious Leadership Dinner**, bringing together the most influential minds in business and technology for thought-provoking discussions and unparalleled networking.

Whether you're looking to **sharpen your competitive edge, fuel your next big move, or forge powerful partnerships**, **Innovation Landscape Day** is your gateway to the future. Be part of the conversation - **be part of the change.**



## WEDNESDAY 17

### START-UP TO SCALE UP DAY: THE TRANSFORMATIONAL TECH OPPORTUNITY

Innovation doesn't just happen - it needs the right connections, capital, and expertise to thrive. **Start-up to Scale up Day** at Cambridge Tech Week is where ambition meets action, bringing together **entrepreneurs, investors, corporate leaders, and research pioneers** to unlock the next phase of tech-driven growth.

The UK continues to lag in translating innovation into commercial productivity, so today's discussions focus on bridging the gap between **global and local tech ecosystems**. Expect **insightful presentations from industry giants**, alongside **practical start-up workshops and an exciting scale up pitching event**, where the brightest emerging ventures will showcase their potential.

From **securing strategic investment and navigating global expansion to leveraging deep tech, AI, and cutting-edge research**, we'll explore the challenges and opportunities that define success in today's dynamic market. Throughout the day, **Innovation Alley** will feature some of the most exciting new start-ups, offering a first-hand look at the technologies shaping tomorrow.

Whether you're an **entrepreneur looking to scale, an investor seeking the next unicorn, or a corporate innovator scouting for disruptive technologies**, this is where **big ideas become industry-defining businesses**. **Join us and be part of the future of innovation.**



## THURSDAY 18

### BEYOND THE HORIZON: TECHNOLOGIES SHAPING THE FUTURE OF INDUSTRY

The future of technology isn't just emerging - it's here. **Tech Deep Dives** at Cambridge Tech Week brings together the brightest minds to explore **game-changing** innovations across **Med Tech / Health Tech, Climate Tech / Agri-tech, Quantum / Semiconductors**.

This is the day for **bold ideas, cutting-edge research, and real-world applications**. Expect **expert-led workshops** designed to help you **scale your business, expand globally, and leverage AI for competitive advantage**. Engage with industry leaders through **fireside chats, keynotes, and panels**, gaining insights that could redefine your approach to tech.

#### The Big Tech Debate – Where Opinions Clash and Ideas Spark



End the day by diving into **The Big Tech Debate**, a dynamic, interactive session that challenges conventional thinking. Playing to Cambridge's **legacy of innovation and debate**, this session will feature thought-provoking discussions on the most pressing issues in technology. Following last year's lively debate on the role of government in UK Tech, **2025 promises to be even more electrifying – watch this space!**

#### A Grand Finale – The Gala Reception

Close the week with the **celebratory Gala Reception**, where pioneers, investors, and innovators come together to **network, reflect, and toast to the future of tech**.

**Join us as we push beyond the horizon – where breakthroughs happen, and industries transform.**

## FRIDAY 19

### REGIONAL CONNECTIONS: CELEBRATING INNOVATION BEYOND BORDERS

As Cambridge Tech Week draws to a close, Friday shifts the spotlight to **the power of regional collaboration**. Innovation doesn't stop at the city limits - and today we celebrate the broader ecosystem **driving forward the UK's tech potential**.

Join us in **Norwich for a day of discovery**, where curated tours, talks, and start-up sessions will showcase the vibrancy and momentum of the local tech scene. From cutting-edge Agri-tech to fast-growing digital innovators, this is your chance to **connect with emerging talent and explore new opportunities** for partnership and investment.

Meanwhile, back in Cambridge, **a rich programme of Fringe Events** unfolds across the city. These independently organised sessions dive into niche topics, fresh perspectives, and untapped opportunities - providing even more space to **learn, reflect, and connect**.

Whether you're exploring new geographies, building regional bridges, or simply looking to wrap up the week with **meaningful conversations and valuable connections**, Friday is your final opportunity to engage with the people and places powering the UK's innovation landscape.

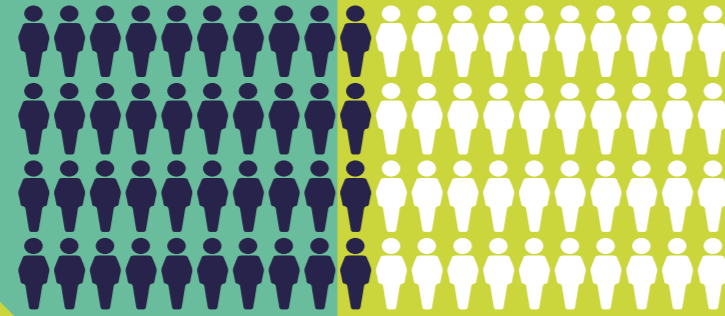
**Let's finish strong - together.**

# WHO WILL ATTEND?

**5,000+**  
DELEGATES

**60+**   
HOURS OF  
NETWORKING

**100+**  
EXPERT  
SPEAKERS



**C SUITE/ DECISION MAKERS**  
>50% OF THE DELEGATES

**24%**  
REST OF UK

**46%**  
EAST OF  
ENGLAND  
**30%**  
OUTSIDE  
OF THE UK

**"** High return conference. **Superb content, speakers and meaningful networking** outcomes due to calibre of attendees."

**"** The event was brilliant – a really good line up of speakers all with relevant insights and perspectives. The format of the sessions was also great, I liked the mix of session types and the opportunities throughout the day to speak to people."

**"** High quality speakers all round! Very interesting delegates across age range, qualifications and competencies."

**"** HUGELY enjoyed this event and made very **important high value contacts.**"

## REASONS TO ATTEND:

- ✓ **Learn** what's new in tech
- ✓ **Hear** from leading influencers
- ✓ **Gain** competitive advantage
- ✓ **Network** with potential clients
- ✓ **Identify** new projects and opportunities
- ✓ **Expand** your network
- ✓ **Hear** about the things that matter i.e. climate change, sustainability
- ✓ **Find** new talent
- ✓ **Raise** awareness of your company
- ✓ **Engage** with customers

## WHO SHOULD ATTEND?

EXECUTIVES / C-LEVEL

FOUNDERS /  
ENTREPRENEURS

START-UPS / SCALE UPS

LARGE ENTERPRISE

RESEARCH / ACADEMIA  
/ EDUCATION

TECHNOLOGISTS

POLICY MAKERS /  
GOVERNMENTS

INVESTORS

VENTURE CAPITAL /  
PRIVATE EQUITY FIRMS



# SPONSORSHIP OPPORTUNITIES 2025

All sponsorship levels within this brochure take full advantage of the inclusive promotions across the **Cambridge Tech Week website**. The event app also provides additional brand exposure, with the ability to customise the online booth and take advantage of tailored matchmaking.

Both the website and event app are available until the 2026 programme starts, giving longevity of brand exposure.



# WHY SPONSOR CAMBRIDGE TECH WEEK?

As a sponsor of Cambridge Tech Week, you'll position your brand at the heart of a global gathering of innovators, thought leaders, and investors. This is your opportunity to align with one of the world's most prestigious and dynamic tech ecosystems, known for fostering groundbreaking ideas, cross-industry collaboration, and high-impact growth.

## SPONSORING CAMBRIDGE TECH WEEK OFFERS:

- ▼ **UNPARALLED ACCESS**  
to a curated audience of entrepreneurs, global investors, industry pioneers, and corporate leaders, all converging to shape the future of technology.
- ▼ **BRAND VISIBILITY**  
within Cambridge's unique innovation ecosystem, where bold ideas and low-risk environments converge to create real-world breakthroughs.
- ▼ **NETWORKING**  
opportunities with top decision-makers and influencers, accelerating connections and partnerships that can drive your business forward.
- ▼ **THOUGHT LEADERSHIP**  
through prominent positioning at high-profile events, where you can engage in discussions shaping the future of technology.
- ▼ **ENGAGEMENT**  
utilising your complimentary event passes to bring key members of your team and valued clients, providing the perfect setting to build lasting relationships and strategic partnerships.

It's the ultimate platform to build connections, showcase your brand, and be part of a transformative movement in the tech ecosystem.

**Seize the opportunity to engage with the innovators and investors shaping the future.**

# DIAMOND LEVEL

A new level for 2025, available only to two organisations leading in their field.

## BRANDING AND PR

As lead sponsor(s), you will receive **prime logo positioning** as follows:

- on website homepage, social media banners and event app
- on all core Cambridge Tech Week banners, flags and promotional items across the week
- on specific sections of website and event app
- in email newsletters
- on all daily/ event printed collateral
- with a sponsor provided banner ad on the website
- with a sponsor provided banner ad on the event app
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

You will receive dedicated company promotion on social media (LinkedIn) amounting to one per month from February (or from date of contract signing) to October 2025.

You will also be quoted in one significant Cambridge Tech Week press release and will be mentioned in all other press releases.

You can provide up to three blog/news articles to be promoted on the Cambridge Tech Week website (sponsor to provide approved content).

If you wish to make your own product or sponsor announcement at the event, we would be happy to support you in that activity.

## SPEAKER OPPORTUNITIES

As Diamond Sponsor, you will be announced:

- at the start of each day/ session including at the regional launch and week event(s)
- at the dinner and gala receptions.

You are invited to propose a maximum of two people to act as chair, speaker or panellist, to be used across the programme days as agreed with the event organisers. Please note speakers must be confirmed early in the programme development to guarantee their placement, and not later than 23<sup>rd</sup> May 2025. These speakers will also benefit from at least one social media promotion each, with you branded as Diamond Sponsor.

You will also be welcome to host a leadership roundtable discussion on the main programme, to be confirmed by 30<sup>th</sup> June 2025.

## ATTENDANCE/ NETWORKING

**As a Diamond Sponsor**, you will benefit for VIP Networking and One-to-One introductions.

In addition, the following tickets will be available:

- 25 Individual day passes across the week
- 5 Innovation Alley exhibition passes
- 5 Passes for VIP dinner
- 10 Passes for Gala reception
- 50% Discounted tickets for all other guests

## ADDITIONAL OPPORTUNITIES

**Access to a private meeting space** (pre-arrangement required).

**You will be invited** to offer an individual to join the pitching event judging panel.

You will also have the opportunity to **run a promoted fringe event**.

## EXHIBITION SPACE

You are invited to provide a pull-up banner to be placed at the entrance of the event on Monday, Thursday and Friday.

You will be given a prime exhibition space on Tuesday and Wednesday.

## COST

POA

2 available

**SOLD**

# PLATINUM LEVEL

This is a fantastic opportunity for a company to take overall lead sponsorship in each of the main days on the Cambridge Tech Week programme – Innovation Landscape (Tuesday), Start-up to Scale up Day (Wednesday) or Tech Deep Dives (Thursday).

## BRANDING AND PR

As day sponsor(s), you will receive lead logo positioning for your selected day as follows:

- ▶ on website homepage, social media banners and event app
- ▶ on core Cambridge Tech Week banners, flags and promotional items across the week
- ▶ on specific sections of website and event app
- ▶ in email newsletters
- ▶ on all daily/ event printed collateral
- ▶ with a sponsor provided banner ad on the website
- ▶ with a sponsor provided banner ad on the event app
- ▶ 100-word organisation profile on the Cambridge Tech Week website
- ▶ 100-word organisation profile on the event app.

You will receive dedicated company promotion on social media (LinkedIn) amounting to one every other month from February (or from date of contract signing) to October 2025.

You will also be quoted in one significant Cambridge Tech Week press release and will be mentioned in up to two other press releases.

You can provide up to three blog/news articles to be promoted on the Cambridge Tech Week website (sponsor to provide approved content).

If you wish to make your own product or sponsor announcement at the event, we would be happy to support you in that activity.

## SPEAKER OPPORTUNITIES

As Platinum Sponsor, you will be announced:

- ▶ at the start of your specific day/ session
- ▶ at the dinner and gala receptions.

You will also be able to give a short opening address at the start of your selected day.

You are also invited to propose a speaker to act as chair, speaker or panellist, to be used across the programme days as agreed with the event organisers. Please note speakers must be confirmed early in the programme development to guarantee their placement, and not later than 23<sup>rd</sup> May 2025. These speakers will also benefit from one social media promotion with you branded as Platinum Sponsor.

## ATTENDANCE/ NETWORKING

**As a Platinum Sponsor**, you will benefit for VIP Networking and One-to-One introductions.

In addition, the following tickets will be available:

- ▶ 20 Individual day passes across the week
- ▶ 3 Innovation Alley exhibition passes
- ▶ 4 Passes for VIP dinner
- ▶ 6 Passes for Gala reception
- ▶ 20% Discounted tickets for all other guests

## ADDITIONAL OPPORTUNITIES

You will also have the opportunity to **run a promoted fringe event**.

## EXHIBITION SPACE

You are invited to provide a pull-up banner to be placed at the entrance of the event on your individually sponsored day.

## COST

- ▶ POA
- ▶ 3 available



# GOLD LEVEL

We are delighted to offer a sponsorship package for specific days and technology elements of the programme: Innovation Landscape (Tuesday), Start-up to Scale up Day (Wednesday), Innovation Alley (Tuesday and Wednesday), and the individual Tech Deep Dives sessions (Thursday).

## THE SPONSORSHIP OPPORTUNITIES ARE:

Innovation Landscape; Start-up to Scale up; Innovation Alley (2 days); Med Tech/ Health Tech; Climate Tech/ Agri-tech; Semiconductor/ Quantum; Tech Futures (3 days).

## BRANDING AND PR

As a Gold 'track' sponsor you will receive session sponsor logo positioning for your selected session as follows:

- ▶ on specific sections of website and event app
- ▶ in email newsletters
- ▶ on relevant daily/ event printed collateral
- ▶ 100-word organisation profile on the Cambridge Tech Week website
- ▶ 100-word organisation profile on the event app.

You will receive dedicated company promotion on social media (LinkedIn) amounting to one per quarter from February (or from date of contract signing) to October 2025.

You will be mentioned in one press release.

You can provide up to two blog/news articles to be promoted on the Cambridge Tech Week website (sponsor to provide approved content).

## SPEAKER OPPORTUNITIES

As Gold Sponsor, you will be announced at the start of your specific day/ session.

You are also invited to propose a speaker to act as chair, speaker or panellist, to be used on your selected tech deep dive day. Please note speakers must be confirmed early in the programme development to guarantee their placement, and not later than 23<sup>rd</sup> May 2025. These speakers will also benefit from one social media promotion with you branded as Gold Sponsor.

The Tech Futures sponsor will introduce the winner of the Hackathon at the Gala Reception.

Please note there is no speaker option for Innovation Alley.

## ATTENDANCE/ NETWORKING

**As a Gold Sponsor**, you will benefit for VIP Networking and One-to-One introductions.

In addition, the following tickets will be available:

- ▶ 15 Individual day passes across the week
- ▶ 2 Innovation Alley exhibition passes
- ▶ 3 Passes for VIP dinner
- ▶ 5 Passes for Gala reception
- ▶ 20% Discounted tickets for all other guests

## ADDITIONAL OPPORTUNITIES

**You will be invited** to offer an individual to join the pitching event pre-judging panel (relevant sponsor only).

You will also have the opportunity to **run a promoted fringe event**.

The Tech Futures sponsor will also benefit from a range of additional opportunities including the Hackathon judging panel, interviews, school outreach branding and additional events. Please speak to the sponsorship team for more details.

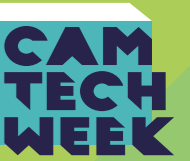
## EXHIBITION SPACE

You will also be given a preferred position exhibition space on the relevant sponsored session on Tuesday (Innovation Alley sponsor) or Thursday (Tech Deep Dive sponsors). The Tech Futures sponsor will have opportunities for a banner in the activity room and Hackathon venue.

## COST

Sponsorship is a fixed price of £17,500 for each element, and sponsors can choose from:

- ▶ Innovation Landscape
- ▶ Start-up to Scale up
- ▶ Innovation Alley
- ▶ Med Tech/ **SOLD** Health Tech
- ▶ Climate Tech/ Agri-tech
- ▶ Semiconductor/ Quantum
- ▶ Tech Futures
- ▶ 7 available



# SILVER LEVEL

The Silver Level sponsors can choose from a range of activities aimed at raising your profile either across the event or as co-sponsor of specific technology areas.

## THE SPONSORSHIP OPPORTUNITIES ARE:

Opportunities for Brand positioning	Specific sector focus
Innovation Landscape <b>SOLD</b>	Med Tech/ Health Tech
Start-up <b>SOLD</b> Challenge	Climate Tech/ Agri-tech
Invite-only Dinner (Tuesday)	Semiconductor <b>SOLD</b> Quantum
Gala Drinks (Thursday)	
Lanyards	
Tech Futures	

## BRANDING AND PR

All silver sponsors will be **highlighted based on their selected sponsorship activity** which includes:

- on specific sections of website and event app
- in up to two email newsletters
- on relevant daily/ event collateral
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

You will receive dedicated company promotion on social media (LinkedIn) amounting to two placements between February (or from date of contract signing) to October 2025.

You can provide up to two blog/ news articles to be promoted on the Cambridge Tech Week website (sponsor to provide approved content).

The lanyard sponsor will have their logo included on the lanyard alongside the Cambridge Tech Week event logo.

## SPEAKER OPPORTUNITIES

There are individual speaking opportunities for that specific sponsor:

- Dinner address (5 minutes) for that sponsor
- Gala address (5 minutes) for that sponsor

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 10 Individual day passes across the week
- 2 Innovation Alley exhibition passes
- 2 Passes for VIP dinner (4 for the dinner sponsor)
- 4 Passes for Gala reception (6 for the reception sponsor)
- 20% Discounted tickets for all other guests

## EXHIBITION SPACE

All Silver Level sponsors are welcome to put a pull-up banner at the entrance of their chosen sponsorship venue as agreed by the event organisers.

## ADDITIONAL OPPORTUNITIES

You will also have the opportunity to **run a promoted fringe event**.

## COST

Sponsorship is a fixed price of £12,500 for each element, and sponsors can choose from:

- Innovation Landscape **SOLD**
- Start-up **SOLD** Challenge
- Invite-only Dinner
- Gala Drinks
- Lanyards
- Tech Future
- Med Tech/ Health Tech
- Climate Tech/ Agri-tech
- Semiconductor **SOLD** Quantum
- 9 available

# BRONZE LEVEL

The Bronze Level enables sponsors to raise their profile in some specific areas across the programme.

## THE SPONSORSHIP OPPORTUNITIES ARE:

- Wellcome Cambridge Day **SOLD**
- Tech Futures (2 available)
- Innovation Landscape (4 available) **3 LEFT**
- Innovation Alley (4 available) **1 LEFT**
- Leadership Roundtable (2 available) **1 LEFT**
- Start-up to Scale up Day (4 available)
- The Big Tech Debate **SOLD**
- Welcome to Norwich Day
- Podcast Bulletins
- Event App
- Printed Badge
- Event staff T-Shirts

## BRANDING AND PR

All bronze sponsors will be **highlighted based on their selected sponsorship activity** which includes:

- on specific sections of website and event app
- as sponsor of the Welcome to Cambridge and Norwich Days
- as sponsor of the podcast on each bulletin
- in one email newsletter
- on relevant daily/ event collateral
- on the printed badge, event app, and T-Shirts for those specific sponsors
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

You will receive a dedicated company promotion on social media (LinkedIn) amounting to one placement between February (or from date of contract signing) to October 2025.

You can provide one blog/news articles to be promoted on the Cambridge Tech Week website (sponsor to provide approved content).

The Event App, Printed Badge, and T-Shirt sponsor will have their logo included alongside the Cambridge Tech Week event logo.

## SPEAKER OPPORTUNITIES

There are announcement and speaking opportunities according to the sponsored option:

- Sponsors of the Cambridge and Norwich days will be mentioned at the start of that day
- Sponsors of the Cambridge and Norwich days will have an Opening Plenary address (5 minutes) on that specific day
- The Big Tech Debate address (5 minutes) for that sponsor
- Innovation Alley co-sponsors will be acknowledged at the start of each day.

## EXHIBITION SPACE

All Bronze sponsors are welcome to put a pull-up banner at the entrance of their chosen sponsorship venue as agreed by the event organisers.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 5 Individual day passes across the week
- 1 Innovation Alley exhibition passes (4 for the Innovation Alley sponsors)
- 1 Pass for VIP dinner
- 2 Passes for Gala reception
- 20% Discounted tickets for all other guests

## ADDITIONAL OPPORTUNITIES

You will also have the opportunity to **run a promoted fringe event**.

The Tech Futures sponsor will also benefit from a range of additional opportunities. Please speak to the sponsorship team for more details.

## COST

£10,000

- Wellcome Cambridge Day **SOLD**
- Tech Futures (2 available)
- Innovation Landscape (4 available) **3 LEFT**
- Innovation Alley (4 available) **1 LEFT**
- Leadership Roundtable (2 available) **1 LEFT**
- Start-up to Scale up Day (4 available)
- Big Tech Debate **SOLD**
- Welcome to Norwich Day
- Podcast Bulletins
- Event App
- Printed Badge
- Event staff T-Shirts
- 23 available

# BREAKOUT SPONSORS

For those sponsors looking for a more active presence during the week, we are pleased to offer the ability to deliver specific Breakout Sessions which will be promoted as part of the main programme (rather than a Fringe event).

## THE SPONSORSHIP OPPORTUNITIES ARE:

- Innovation Alley - Pitch Session (Wednesday) **SOLD**
- Wednesday Workshops (3 available) **SOLD**

## BRANDING AND PR

All breakout sponsors will be highlighted based on their selected sponsorship activity which includes:

- on specific sections of website and event app
- on relevant daily/ event collateral
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

## SPEAKER OPPORTUNITIES

As sponsor of the Breakout Session, you will work with the event organisers to agree the content and then will be able to invite your speakers as you choose.

The Innovation Alley pitch session sponsor will also present the award at the end of the pitching event.

## EXHIBITION SPACE

All Breakout Session sponsors are welcome to put a pull-up banner at the within their breakout room as agreed by the event organisers.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 2 Individual day passes across the week
- 1 Pass for Gala reception

## COST

£8,000

- Innovation Alley – Wednesday Pitch Session (1 available) **SOLD**
- Wednesday Workshops £8,000 (3 available) **SOLD**
- 4 available



# REFRESHMENT SPONSORS

What better way to reach your audience than making sure they are fed and watered! We have a full range of food and refreshment sponsorships available, at different rates according to the expected audience numbers and venue capacities.

## BRANDING AND PR

All refreshment sponsors will be highlighted based on their selected sponsorship activity which includes:

- on specific sections of website and event app
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

Refreshments sponsors will also be able to put their collateral on the tables during their sponsored session.

## SPEAKER OPPORTUNITIES

The pre-dinner drinks sponsor will be announced at the start of the dinner and will be able to give a short welcome address at the pre-dinner drinks if they choose.

## EXHIBITION SPACE

All sponsors are welcome to put a pull-up banner at the time of their sponsorship as agreed by the event organisers.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 2 Individual day passes across the week
- 1 Pass for the Gala reception (pre-dinner drinks sponsor can have 1 other pass for the drinks)

## COST

The full list of options is listed below, each are priced at £5,000:

- Monday refreshments **SOLD**
- Monday light lunch
- Tuesday refreshments Corn Exchange
- Tuesday refreshments Guildhall
- Tuesday light lunch Guildhall **SOLD**
- Tuesday pre-dinner drinks St Catharine's College **SOLD**
- Wednesday refreshments Guildhall
- Wednesday light lunch Guildhall
- Wednesday refreshments St Catharine's College
- Thursday refreshments Guildhall **SOLD**
- Thursday light lunch Guildhall **SOLD**
- Thursday refreshments St Catharine's College **SOLD**
- 12 available

# TECH FUTURES SPONSORS

For the many companies that are interested in engaging with the next generation of employees, take a look at becoming a Tech Futures sponsor.

## BRANDING AND PR

The sponsor will be recognised as Tech Futures Sponsor:

- on specific sections of website and event app
- on relevant daily/ event collateral
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

## EXHIBITION SPACE

All sponsors will have a table at the Hackathon to offer CV advice to participants.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 2 Individual day passes across the week
- 1 Pass for the Gala reception

## COST

- £4,000
- 4 available

# INDIVIDUAL SESSION SPONSORS

During the Tuesday and Wednesday presentations, it is possible for the individual presentation sessions to be sponsored.

## BRANDING AND PR

The sponsor will benefit from coverage:

- on specific sections of website and event app
- on relevant daily/ event collateral
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

## SPEAKER OPPORTUNITIES

The sponsor will be verbally recognised at the start and end of the sponsored session by the session host.

Please note there is NO opportunity for a pull up banner at this level of sponsorship.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 2 Individual day passes across the week
- 1 Pass for the Gala reception

## COST

- £3,500
- 11 available **10 LEFT**

# TRANSPORT SPONSORS

To be as sustainable as possible, transport will be arranged for the Welcome to Cambridge and Welcome to Norwich Days. This gives a unique ability for the sponsor to have a captive audience for the duration of the transfers.

## BRANDING AND PR

The sponsor will be recognised as Transport Partner for their relevant day:

- on specific sections of website and event app
- on relevant daily/ event collateral
- 100-word organisation profile on the Cambridge Tech Week website
- 100-word organisation profile on the event app.

The sponsor is welcome to provide promotional materials on the vehicles but must be responsible for collection and removal at the end of the trip.

## SPEAKER OPPORTUNITIES

The sponsor will be mentioned at the start of the Welcome to Cambridge Day and Welcome to Norwich Day, respectively.

## ATTENDANCE/ NETWORKING

The following tickets will be available:

- 2 Individual day passes across the week
- 1 Pass for the Gala reception

## COST

- £2,500
- 2 available

# INNOVATION ALLEY EXHIBITORS

And what better way to end the sponsorship options than the Cambridge Tech Week's exciting Innovation Alley.

This exhibition option can be bolted on to all other sponsorship levels for relevant tech companies or can be sponsored as a stand-alone element.

If you are a start-up, scale up or large company with a tech product to showcase\*, this is the place to be. We also have the opportunity for member organisations and investors to showcase a selection of their portfolio companies in sponsored 'zones'.

## QUALIFICATION CRITERIA FOR EXHIBITORS

### START-UP EXHIBITORS

Come and test your ideas, raise your profile and build partnerships. Take advantage of this special offer for an exhibition space to position your start-up as a pioneer in the technology space.

We welcome applications from tech start-ups that span all industry sectors and meet the following criteria:

- ▼ Established for less than 5 years old
- ▼ Angel and/ or seed funded
- ▼ Employ less than 10 members of staff.

All confirmed start-ups will be given automatic entry into the Cambridge Tech Week Innovation Alley pitch event and will be notified if they are selected to pitch.

### SCALE UP EXHIBITORS

Many tech companies are on their scale-up journey, and we want to help them meet the right people by presenting themselves within the Innovation Alley in specially designated areas. Take advantage of this special offer for an exhibition space and engage with attendees who can help you to grow and scale.

We welcome applications from tech scale ups that span all industry sectors and meet the following criteria:

- ▼ Minimum Series A funded
- ▼ Are revenue generating (minimum last three years)

### ESTABLISHED TECH COMPANY EXHIBITORS

These companies will be well established tech companies who can provide a showcase of tech innovation existing or in development. They will likely act as success stories and exemplars of Cambridge tech, and provide inspiration to the start-ups, scale ups and the delegate audience. Come and meet more people within the tech ecosystem and build partnerships.

We welcome applications from corporate tech companies that span all industry sectors and meet the following criteria:

- ▼ Minimum Series B or privately funded
- ▼ Established global revenue stream
- ▼ Employ more than 100 members of staff

## BRANDING AND PR

All exhibitors will be promoted as part of Innovation Alley:

- ▼ on specific sections of website and event app
- ▼ on relevant daily/ event collateral
- ▼ 100-word organisation profile on the Cambridge Tech Week website
- ▼ 100-word organisation profile on the event app.

## ATTENDANCE/ NETWORKING

Individual day passes for Innovation Alley will be allocated as follows:

- ▼ Zone 8 passes available across all events on Tuesday and Wednesday
- ▼ Corporate 4 tickets available within Innovation Alley
- ▼ Scale up and Start-up 2 tickets available within Innovation Alley

\*Please note that exhibition spaces are sadly not open to service providers. This is purely a tech company showcase. If you would like to have a presence in front of the tech companies, please review the previous sponsorship options for opportunities to showcase your brand. The only potential exception will be if Diamond, Platinum or Gold sponsors take up this element out of their sponsorship package.

\*\* electricity is not guaranteed, please advise on ordering if you will need electricity for your demo so we can assign the floorplan appropriately.

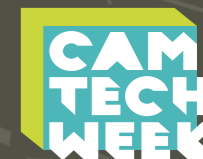
## EXHIBITION SPACE

There are different levels of sponsorship according to the business size, and choice of investment level, as follows:











- ▼ Zone - prime location, 5 x 1.5m
- ▼ Corporate - prime location, 3 x 1.5m
- ▼ Scale up - 2 x 1.5m
- ▼ Start-up - 1 x 1.5m

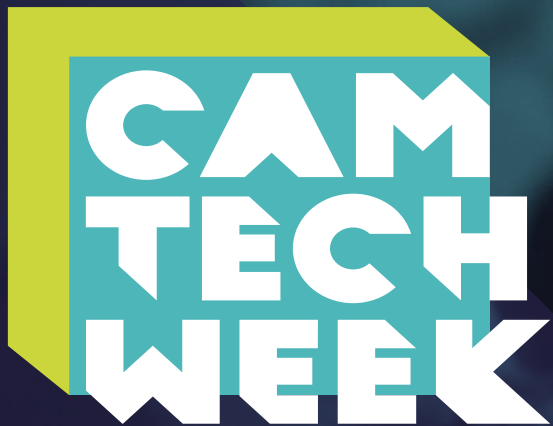
## COST

- ▼ Zone £7,500 (3 available) **SOLD**
- ▼ Corporate £5,000 (5 available) **2 LEFT**
- ▼ Scale up £1,500 (10 available)
- ▼ Start-up £500 (31 available)
- ▼ 49 available



# AT A GLANCE

LEVEL	NUMBER AVAILABLE	PRICE	TYPE	LEVEL OF EXPOSURE
Diamond	2	POA	Headline sponsors	
Platinum	3	POA	Day sponsors	
Gold	7	£17,500	Day and Session sponsors	
Silver	9	£12,500	Programme and Premium event sponsors	
Bronze	23	£10,000	Key sessions and activities throughout the week	
Breakout Sessions	4	£8,000	Breakout sessions in main programme	
Refreshments	12	£5,000	Specific breaks, drinks and lunches during the event	
Tech Futures	4	£4,000	Tech Futures category sponsors	
Individual Session Sponsors	11	£3,500	Main day agenda sponsors	
Transport	1	£2,500	Cambridge and Norwich	
Innovation Alley	49	£500-7,500	Zone and exhibitors	



## CONTACT US

### Partnership Opportunities:

Sally Field

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