

# Partnership Information

## The 2026 GAIA Conference

### Introduction

Welcome to a day dedicated to AI, machine learning, data science, and data engineering. A day by engineers for engineers.

The GAIA Conference is a premier annual AI conference hosted by the machine learning community of Gothenburg. It reaches beyond the region, with visitors from across Sweden and abroad. Our mission is to create an environment that fosters learning, networking, and knowledge sharing among individuals, companies, academia, and the public sector.

We target practitioners and students within machine learning and data science. We also attract business people and users interested in the rapid growth of AI. We offer partnerships in tiers, allowing you to choose the one that best suits your needs. Networking and meeting companies are essential to the GAIA experience. Our past partners highly appreciate our conferences. As a partner, you gain the opportunity to connect with our highly engaged audience of AI professionals. You will also be able to showcase your company, products, and services, and position yourself as a leader in the field.

For 2026, we revisit Svenska Mässan and expand with a third track. We expect to continue growing the conference, as all our previous conferences have sold out. We anticipate 1,200 attendees on **April 20, 2026**. We continue offering more ways for our partners to stand out beyond the traditional booth.

So, what are you waiting for? Partner with the 2026 GAIA Conference today to connect with our amazing AI community!

### About GAIA

The Gothenburg Artificial Intelligence Alliance (GAIA) is a non-profit association that promotes interest in artificial intelligence, machine learning, data science, and data engineering in Gothenburg and the surrounding area. We started in 2018, the same year as our first conference, but our roots in the local machine-learning community date back to 2014. Since our founding, we have grown into a large community of professionals in the field. Our events attract attendees, speakers, and partners from the regional community and internationally.

# Partnership Tiers

## Platinum (max 1)

**Price:** 100,000 SEK

### Benefits

Everything from the Gold tier plus (or replaced by, if the same category) the following:

- Superior logo placement across the event area, including digital signs on the ceiling (animated graphics possible) and exposure on the catering tables
- Superior designation of your booth, making you stand out in the exhibition hall
- Central exhibition area equivalent to 5 x 4 m (or similar upon request) at the conference venue, suitable for 7 persons and a custom exhibition setup including demo possibility
- A 10-minute recognition event in the Exhibition Hall during one of the breaks, co-developed with you
- 15 tickets to the conference, including food and coffee
- Access to a room of your own where you can hold business meetings, interview candidates, relax, or do whatever you choose
- Possibility to hand out a giveaway to the attendees (your company is responsible for the choice of giveaway and the production cost)

## Gold (max 8)

**Price:** 60,000 SEK

### Benefits

Everything from the Silver tier plus (or replaced by if the same category) the following:

- Prominent logo placement within all marketing material
- Logo on the registration badge
- Mentions on social media in connection with the conference
- Large exhibition area equivalent to 4 x 2.5 m (or similar upon request and availability) at the conference venue, suitable for 5 persons and a custom exhibition setup including demo possibility
- 5 tickets to the conference, including food and coffee

## Silver (max 20)

**Price:** 40,000 SEK

## Benefits

Everything from the Bronze tier plus the following:

- 2.5 x 2 m exhibition area at the conference venue, suitable for rollups, 3 persons, and two round standing tables (not included as furniture is customisable)
- 3 tickets to the conference, including food
- 10% discount on additional employee tickets purchased before February 28
- Electrical outlet (230V, 10 A) and WiFi access at the booth
- Insurance with Svenska Mässan ("ansvarsförsäkring")

## Bronze (unlimited)

**Price:** 10,000 SEK

## Benefits

- Logo on posters, screens, webpage (with a link), and other marketing material
- Recognition during the conference opening, breaks, and closing

## Start-up (max 4)

**Price:** 2,000 SEK

## Eligibility

We recognise that local start-ups are essential for the ecosystem and that each expense counts initially. We, therefore, offer a start-up tier to help expose relevant companies. We grant eligibility on a case-by-case basis based on the following criteria:

- Selling a machine learning or data-science-based product or service (consultancy not eligible)
- Ethical, environmental, safety, or otherwise beneficial focus
- Based in the Gothenburg region
- Maximum 5 years old
- Maximum 10 employees

## Application

To join as a start-up partner, you must submit your application by January 31, 2026. We will consider the applications continuously. Ensure you include evidence that you meet the above criteria and explain why your company is of extra interest to the Gothenburg AI community. Include your booth plan in your application. Email the application to [partnership@gaiafish.com](mailto:partnership@gaiafish.com).

## Benefits

- 2.5 x 2 m exhibition area at the conference venue, suitable for rollups, 2 persons, and two round standing tables (not included as furniture is customisable)

- 2 tickets to the conference, including food and coffee
- Logo on posters, screens, webpage (with a link), and other marketing material
- Recognition during the conference opening, breaks, and closing
- Electrical outlet (230V, 10 A) and WiFi access at the booth
- Insurance with Svenska Mässan (“ansvarsförsäkring”)

## Extras

### Barista Station (max 1)

**Price:** 30,000 SEK

What better way to grab attention than with a cup of coffee? That is why we offer a branded barista station where attendees can enjoy a high-quality cup of coffee made by a skilled barista.

- Barista station with two baristas serving coffee between 8:00 and 16:00
- Coffee, milk, and other goods included
- Influencable placement in collaboration with your preferences, e.g., next to your booth or at the entrance to the exhibition
- Branded signs next to the barista station and in the exhibition area
- Co-branded paper mugs
- Special mention on stage and posters, screens, webpage (with a link), and other marketing material
- Special recognition during the conference opening

### After Conference (max 1)

**Price:** 30,000 SEK

After the conference's final session, we will offer attendees an After Conference in the exhibition area. The After Conference is the perfect place to network and discuss the day, offering an exciting opportunity to stand out and show appreciation for the community. During the session, we serve sparkling wine (alcoholic and non-alcoholic) to all attendees.

As the After Conference partner, you get:

- Branded signs at the serving tables
- Special mention on stage
- Special mention on posters, screens, webpage (with a link), and other marketing material
- Recognition during the conference opening and closing

# Practical Information

Here is essential information for our partners.

- GAIA works together with the conference bureau Meetx for managing partnerships and tickets. If you have any questions for them, e.g. about the Trippus system, you can reach them through [gaia@meet.se](mailto:gaia@meet.se).
- Attendees mingle in the exhibition area, where we locate all booths during breakfast (8:00–9:00), lunch (100 minutes), afternoon break (40 minutes), and our After Conference. We serve all food in the exhibition area, making it the de facto mingle area throughout the conference. The exact times are pending the finalisation of the program.
- You pick and choose the equipment for your booth directly from [Monterservice](#). We only include equipment up to what we stated above in the partnership price. An electrical outlet is available in each booth. We are happy to help design a compelling booth. More information will follow from Svenska Mässan. The equipment order deadline is March 20.
- To include your logo in our marketing materials, we require you to send a high-quality version in a suitable format (preferably vectorised, but at least a high-resolution PNG with a transparent background).
- You must register your partnership and a contact person for your booth in the Trippus system provided by Meetx. This person will serve as our primary contact for the exhibition and will also receive information from Svenska Mässan.
- You must register your tickets in our booking system (you will receive a separate link) at least two weeks in advance, by April 6, as we need to include all food preferences in our order.
- We are happy to assist you in purchasing additional tickets beyond what we include in your tier, if tickets are still available for the conference. Standard rate, or discounted for applicable tiers, applies.
- After the conference, we will host a mingle in the exhibition area. We are happy if you want to stay and continue networking. However, we kindly request that you refrain from dismantling your booth between 17:00 and 18:30. Dismantling is permitted during the closing session or after the mingle. We will close the doors at 20:30.

# General Terms

- All partnerships must be completed through the Trippus system on our website, and all agreements must be signed before taking effect.
- All prices are stated in SEK and exclude 25% VAT.
- Invoicing is done on an ongoing basis. The invoice will be sent after Sweden Meetx AB has received the contract via the electronic registration, with a 30-day payment term. Sweden Meetx must receive payment before the conference's commencement. If payment is not received on time, we reserve the right to sell the exhibition space to another organisation.

- All partnership tiers that include a booth also include insurance (“ansvarsförsäkring”).

Insurance Conditions for Exhibition (read in [Swedish](#) or [English](#))

- Our partnerships do not include any advantage or guarantee for speaker slots. The conference's long-term success depends on the integrity of our program. While we are happy to receive your speaker nominations, we allocate slots based solely on the merits of the speakers and their topics.
- We will bill any additional costs incurred for extra paperwork you require to fulfill enterprise procurement needs or similar, as well as the work of our finance team to meet such needs, at a rate of 1,000 SEK per hour. Such extraordinary requests include, but are not limited to, providing copies of paperwork from government agencies and handling physical papers.
- The partnership is only for the GAIA Conference on April 20, 2026.
- Cancellation of the partnership later than two months in advance incurs a 50% fee. Cancellations made later than one month in advance forfeit the full fee.
- We will provide an order confirmation specifying the package you selected.
- The ticket discount for eligible tiers is valid only until the specified date and applies only to employees. The partner discount cannot be combined with other discounts, such as the early-bird discount.
- In exceptional external circumstances, the Gothenburg Artificial Intelligence Alliance reserves the right to cancel the conference at short notice. We will repay the fee in full, except for any parts that have already been delivered or costs that have been incurred.
- VAT for International Partners (Reverse Charge)

For business partners established outside of Sweden, the reverse charge mechanism for VAT will apply in accordance with EU VAT regulations. Consequently, invoices will be issued without Swedish VAT (25%). The recipient is solely responsible for accounting for and reporting the VAT in their country of establishment. To apply this mechanism, you must provide a valid VAT identification number upon registration. If a valid VAT number is not provided, we reserve the right to charge Swedish VAT (25%) on the invoice.

- We are committed to protecting your personal privacy. The information we request from you in the registration form is necessary for us to manage the meeting, logistics, logins, payments, and other related details correctly. We may share relevant information with our partners (venue and suppliers) for the same purpose. Neither we nor our partners will share any information with third parties. We may retain your name and email address for future events, but you are always free to decline any invitations. Sweden Meetx AB and the organiser, the Gothenburg Artificial Intelligence Alliance, are joint data controllers for the processing of your personal data.

Read the Meetx privacy policy here: <https://meetx.se/privacy-policy/>

Read the Gothenburg Artificial Intelligence Alliance's privacy policy here:  
<https://www.gaia.fish/privacy-policy/>

- You agree to the above terms and conditions by signing up for a partnership.

- The GAIA Conference adheres to Svenska Mässan's terms and safety regulations. By signing up for a partnership, you also accept these terms and conditions.

General Conditions for Exhibitors at Trade Fairs (read in [Swedish](#) or [English](#))  
Safety and Technical Regulations (read in [Swedish](#) or [English](#))

## Images of Earlier Conferences















