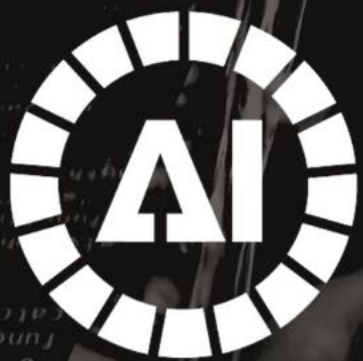


**ITU**Events



# AI for Good

## Global Summit

*Accelerating the United Nations  
Sustainable Development Goals*

**30-31 May 2024**  
**Geneva, Switzerland**

[aiforgood.itu.int/](https://aiforgood.itu.int/)





**THE** leading action-oriented, global & inclusive  
United Nations platform on AI

**ALL YEAR, ALWAYS ONLINE + PHYSICAL SUMMIT**

■ **Organized by**

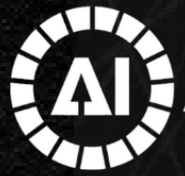


■ **40 UN Organizations**



■ **Co-convened by**





# AI for Good | Less than 10 years remain to solve the UNSDGs



“AI for Good can help ensure that Artificial Intelligence charts the course that benefits humanity and bolsters our shared values. The United Nations stands ready to be a universal platform for discussion together let us make sure we use AI to enhance human dignity and serve the global goods.”

António Guterres  
Secretary-General, United Nations



“It's in our collective interest that we can shape AI faster than it is shaping us. This summit, as the UN's primary platform for AI, will bring to the table leading voices representing a diversity of interests to ensure that AI can be a powerful catalyst for progress in our race to rescue the SDGs.”

Doreen Bogdan-Martin  
ITU Secretary-General





# Accelerating UN SDGs

Less than 10 years to achieve  
the United Nations Sustainable  
Development Goals.

AI holds great promise.





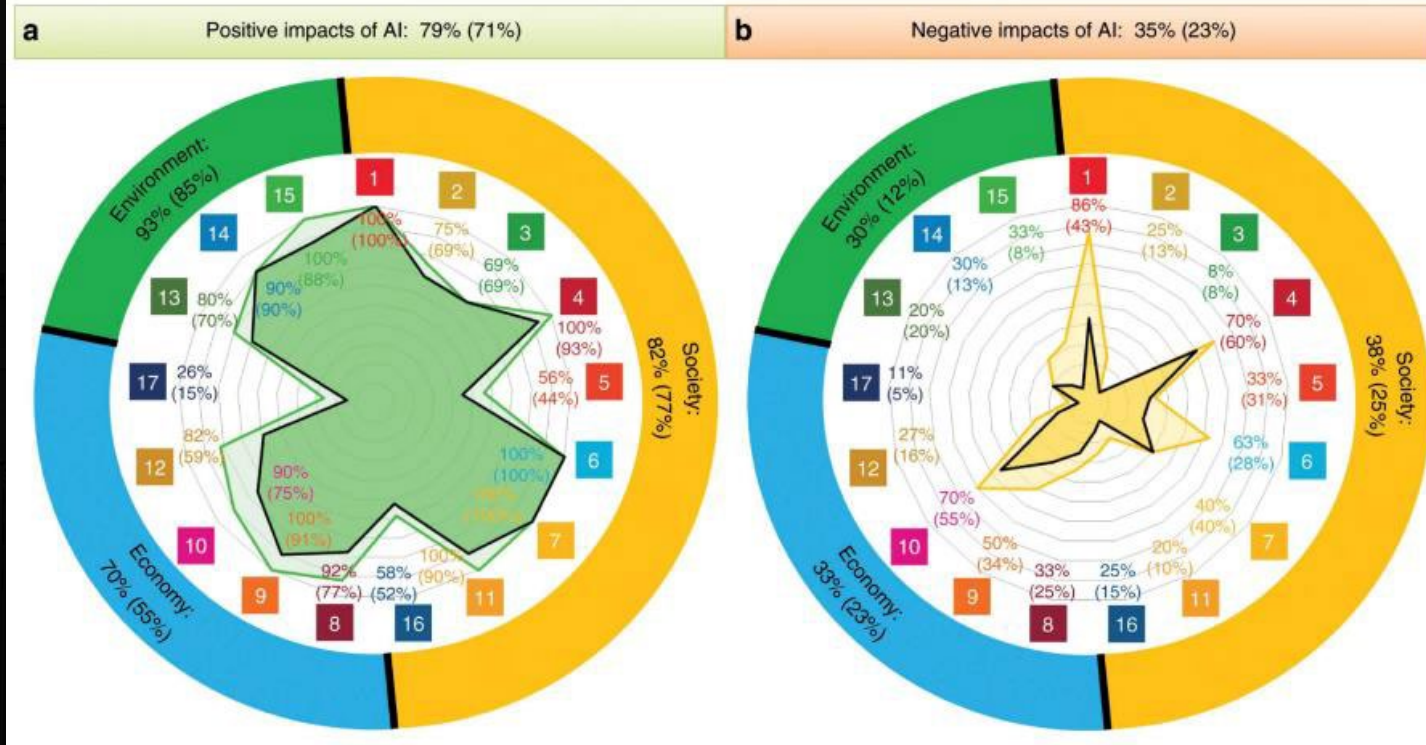
# Mapping AI to SDGs

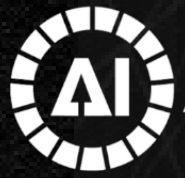
AI can help to positively impact 134 targets across all the goals.

AI can also inhibit 59 targets.

Fig. 1: Summary of positive and negative impact of AI on the various SDGs.

From: [The role of artificial intelligence in achieving the Sustainable Development Goals](#)

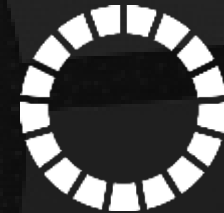




**Identify**  
practical  
applications of AI



**Scale**  
solutions for  
global impact



**Accelerate**  
progress towards  
the UN Sustainable  
Development  
Goals

# AI for Good | 40 UN Organizations



UNITED NATIONS  
HUMAN RIGHTS  
OFFICE OF THE HIGH COMMISSIONER



UN HABITAT  
FOR A BETTER URBAN FUTURE



unicef  
for every child



unitar  
United Nations Institute  
for Training and Research



UNODA  
UNITED NATIONS OFFICE FOR  
DISARMAMENT AFFAIRS



WORLD  
METEOROLOGICAL  
ORGANIZATION



UNODC  
United Nations Office on Drugs and Crime



UNITED NATIONS  
Office for Outer Space Affairs



UNITED NATIONS  
UNIVERSITY



World Health  
Organization



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



# AI for Good | Multi-stakeholder

## Interdisciplinary

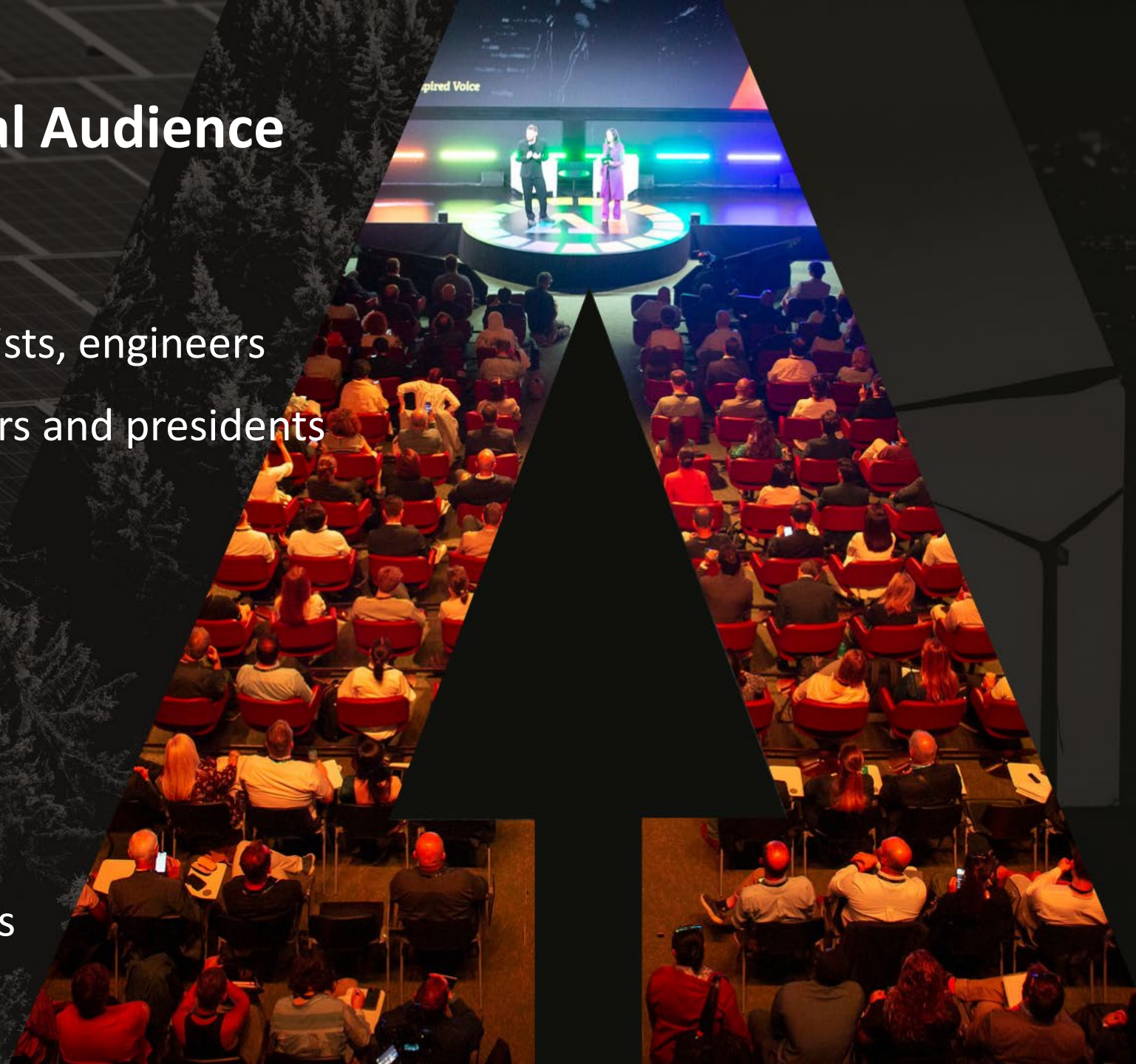
## Intergenerational





# AI for Good | Influential Audience

- Leading minds in AI
- AI philosophers, authors, scientists, engineers
- C-level industry leaders, founders and presidents
- Top AI academic experts
- Heads of UN agencies
- Government officials
- Policy-makers
- Ambassadors
- NGOs & non-profit organizations
- Creative visionaries





# AI for Good | Media Coverage

Global. Multi-lingual.

Mainstream, business & trade media.

- 2 Billion+ cumulative reach
- 1,600+ media stories & mentions
- 50+ accredited press
- 350+ ITU News stories, blogs & video interviews
- Virtual media events
- High-frequency, high-impact content



*Leading TV and media outlets will be reporting on the AI for Good Global Summit*

- 2023 Summit media coverage in just 1 week:*
- ➔ *250 publications, 184 media agencies, in 12 languages*





# Media Coverage



INSIDER	The Guardian	The New Times	The Economic Times	WION	THE HINDU	CISION	Ziua De Sud	adevarul.ro	ALEPH NEWS	ITU	DW	SBS NEWS	연합뉴스
CNN	新华网	yahoo/news	REUTERS	Associated Press	DW Deutsche Welle	the Gazette	itbc NEWS	news 1	MBN NEWS	OBS 뉴스	CCTV NEWS	KUKA	DER TAGESSPIEGEL
NATIONAL REVIEW	euronews.	NEW YORK POST	WLUC	The Economic Times	THE DAILY SENTINEL	FINANCIAL REVIEW	KURIER	Cryptopolitan	WELT	NEWS ZONE	future zone	gaadget.com	Krypto News
it for all	USA TODAY	THE TIMES OF ISRAEL	UN News	CNN BUSINESS	the_byte.	abc NEWS	DHN	Wochen BLITZ	UNTERNEHMEN-HEUTE	tacc	СМОТРИМ	КРАСНАЯ БЕЧКА	SecurityLab.ru
swi swissinfo.ch	LE TEMPS	FRANCE 24	BSB NEWS JAPAN	20 NEWS	AGEFI	lémanbleu.tv	хайтек+	24 NEWS	gaadget.com	ЛАЙФХАКЕР	SPUTNIK	RGRU	TechInsider
Global NEWS	salon	TechTopublic	COMTELEGRAPH	LE DAUPHINE	proactive	Geo News	INTELLIGENTIA	الأمم المتحدة	Los Angeles Times	JENTEL.MX	rfi	CRONICA	vntea
Courier international	HUAWEI	한국과학기술정보연구원	FORTUNE AFRICA	CCTV. 中国中央电视台	Ai타임즈	CGTN	Tribuna	elpost	EL DEBATE	Semana	WIRED	COMTELEGRAPH	ONPA CERD
CHINA DAILY	한국인문	NEWS 5	adgt.com	itbc	이벤치	KBS	ES de LATINO	26	Cryptopolitan	+	Lajornada	La redacción de la cultura	CONEXION MEXICO
TEC	MBN	OBS	SBS	South China Morning Post	NEWS	yahoo/ 新聞	BUSINESS INSIDER	CORREO	EXCELSIOR	Forbes	Forbes	Naciones Unidas	eTrade for all
YTN	СМОТРИМ	tacc	경제	로봇신문	핵심경제	이시경제	FT FINANCIAL TIMES	FP	FOX NEWS CHANNEL	VOA	BBC NEWS	NDTV	NEXTDAY FCW
이데일리	한국일보	中国科技网 stdaily.com	中国经济网 www.ce.cn	OCBC	光明日报	澎湃	The Economic Times	MARKETING EDGE	IISD	Mail Online	RPP	LA PRENSA LATINA BILINGUAL MEDIA	DIGITAL BRIDGE
环球网	腾讯网 qq.com	财联社	第一财经	livebar NEWS	Ziara	STIRIDINSURSE	The National	TV5 MONDE	AsumeTech	MILENIO	INSPIRE2GROW	BREITBART NEWS	lounge
LIBER TATEA	ZIUA	DE NEWS radio	ZIUA.CI	ECONOMICA	DICI 24 HD	euro news.	Medium	blooloop.					

# Media Coverage

<p><b>The New Times</b> A first as humanoid robots field questions from reporters at AI summit</p>	<p><b>Gallian</b> Apocalypse not now? AI's benefits may yet outweigh its very real dangers</p>	<p><b>INSIDER</b> An AI robot gave a side-eye and dodged the question when asked whether it would rebel against its human creator</p>	<p><b>이와 인간의 첫 회견 '안녕'</b> 안녕하세요! AI가 유엔총회 기자 '헤럴드' 시로봇...질문 화답질려 / 연합뉴스</p>	<p><b>AI that benefits everyone</b> La cumbre de la UIT-ai for Goods presenta aplicaciones beneficiosas de IA de reputación mundial</p>	<p><b>REUTERS</b> Inteligencia artificial: la ONU frente al despertar de los robots</p>	<p><b>澎湃</b> 九大机器人亮相联合国峰会 我们不会担心人工智能觉醒</p>	<p><b>科技新世界机器人站上舞台中央 人工智能造福人类全球峰会在日内瓦举行</b></p>	<p><b>9个机器人担任联合国峰会发言人 它们分别拥有不同技能</b></p>	<p><b>HUAWEI</b> Huawei hosts challenge to develop machine learning models that cut energy consumption of base stations</p>	<p><b>AI For Good Global Summit underway in Geneva</b></p>	<p><b>THE HINDU</b> Robots say they won't steal jobs, rebel against humans</p>
<p><b>The Global Impact of AI</b></p>	<p><b>UN</b> UN recruits robots in strive to meet global development goals</p>	<p><b>Gallian</b> Never underestimate a droid: robots gather at AI for Good summit in Geneva</p>	<p><b>연말뉴스</b> 는동지 대결대를 둘러싸 기자 '헤럴드' 시로봇...질문 화답질려 / 연합뉴스</p>	<p><b>La cumbre de Ginebra presenta el robot Ameca</b></p>	<p><b>Forbes</b> Robots e IA muestran su lado más humano en la cumbre de la ONU</p>	<p><b>Los robots dicen</b> Robots afirman que podrían ser mejores líderes que los seres humanos</p>	<p><b>全球AI机器人峰会首脑发言 机器人承诺：不罢工、不存人类</b></p>	<p><b>AI robots could run the world better than humans, robots tell UN summit</b></p>	<p><b>世界现场：9个机器人召开新闻发布会 称不会取代人类工作</b></p>	<p><b>THE HINDU</b> Will not replace humans in any existing jobs, says Heike robots at AI for Good Global Summit in Geneva</p>	<p><b>THE ECONOMIST</b> KI gestützte Roboter halten sich für bessere Führungskräfte</p>
<p><b>Robots umani ai afirmă într-o conferință ONU că vor fi capabili să conducă lumea mai bine decât oamenii</b></p>	<p><b>Prima conferință de presă la care a participat robotul. Vor să fie mai mulți, să facă o lume mai bună și promit să nu le fure oamenilor locurile de muncă</b></p>	<p><b>Prima conferință de presă „roboti-oameni” a avut loc la Geneva. Robotii cu inteligență artificială au promis să „nu stăpânească”</b></p>	<p><b>시로봇 첫 기자회견서 '어떤 직업도 대체할 줄 것' (아침&amp;매일경제)</b></p>	<p><b>What AI-powered robots have to say about their future with humanity</b></p>	<p><b>'Will not replace humans in any existing jobs', says Heike robots at AI for Good Global Summit in Geneva</b></p>	<p><b>Digital divide: 2.7 billion people still offline, says ITU Deputy Secretary-General</b></p>	<p><b>Prima conferenza stampa di roboti organizzate dall'Onu. "Noi leader migliori degli umani, non siamo condizionati dalle emozioni"</b></p>	<p><b>IA: à l'ONU, des robots humanoides disent pouvoir diriger le monde mieux que les humains</b></p>	<p><b>Une sauvegarde spécialiste de la robotique à Neom interviendra au sommet mondial sur l'IA</b></p>	<p><b>Roboter beruhigen Menschen bei erster KI-Pressekonferenz</b></p>	<p><b>AI gestützte Roboter halten sich für bessere Führungskräfte</b></p>
<p><b>Nepa roboti umani ai au spus, la o conferință ONU, că vor fi capabili să conducă lumea</b></p>	<p><b>Roboții AI cred că pot conduce lumea mai bine decât oamenii. Ce au dezbătut în cadrul primei conferințe roboți-oameni</b></p>	<p><b>UN summit discusses how to use AI for good</b></p>	<p><b>Summit Explores AI's Potential to Advance SDGs</b></p>	<p><b>The rise of the Terminators? AI robots claim they could run Earth better than 'clouded' humans</b></p>	<p><b>It Was Set Up to Regulate 'Telegraphs. Now it's Grasping With AI</b></p>	<p><b>Intelligence artificielle: "Si on ne règle pas, on risque la perte de confiance durable dans les algorithmes"</b></p>	<p><b>الذكاء الاصطناعي: "إذا لم نتحكم فيه، نواجه فقداناً دائماً للثقة في الخوارزميات"</b></p>	<p><b>L'ONU veut mettre au pas l'IA, pour servir l'humanité</b></p>	<p><b>Roboter halten sich für die besseren Politiker</b></p>	<p><b>Humanoide Roboter nehmen an Finger- und Antarm-Runde auf der Genfer UN-Pressekonferenz teil</b></p>	<p><b>Andere helfen, statt die Welt Herrschaft zu übernehmen</b></p>
<p><b>"AI가 지배하는 세상 온다" 세계 회의</b></p>	<p><b>세계 회의 시 로봇 기자회견, 로봇들의 첫 번째 발표 / SBS 뉴스</b></p>	<p><b>UN seeks options for global intervention, governance over artificial intelligence</b></p>	<p><b>UN Enlists Robotic Allies to Achieve 2030 Sustainable Development Goals?</b></p>	<p><b>Robots and humans se dan cita en la Cumbre de la Inteligencia Artificial para el Bien</b></p>	<p><b>Robot AI potrebbero aiutare in futuro ad assistere anziani, malati</b></p>	<p><b>AI ONU la prima conferenza stampa del robot con intelligenza artificiale: «Non ci ribelleremo al nostro creatore»</b></p>	<p><b>Создание ООН варяжана на использование мощи искусственного интеллекта</b></p>	<p><b>Двадесет роботи на ООН организирани в конференция за човек и роботизирани ИИ</b></p>	<p><b>Роботи прилагодили участі в пресконференції ООН у вересні у Женеві</b></p>	<p><b>Robots say they won't steal jobs, rebel against humans</b></p>	
<p><b>이 사람이 로봇? 디앤디는 로봇 총출동</b></p>	<p><b>세계 회의 시 로봇 기자회견, 로봇들의 첫 번째 발표 / SBS 뉴스</b></p>	<p><b>UN tech agency rolls out human-looking robots for questions at a Geneva news conference, say they could be better leaders than humans</b></p>	<p><b>Presentarán a Graco, el primer robot asistente de enfermería del mundo, en Ginebra</b></p>	<p><b>António Guterres to set up AI advisory group</b></p>	<p><b>"Noi siamo leader migliori degli umani, non siamo condizionati dalle emozioni": all'Onu la prima conferenza stampa di roboti umani</b></p>	<p><b>Il robot AI che ha parlato della futura ribellione contro gli umani: "Per ora sono contento così"</b></p>	<p><b>OOH discussa l'uso dell'intelligenza artificiale nelle organizzazioni</b></p>	<p><b>Роботи взяли участь в пресконференції ООН у вересні у Женеві</b></p>	<p><b>OOH провів зустріч, пов'язану з використанням ІІ</b></p>	<p><b>Periodistas y robots participarán en conferencia en Ginebra</b></p>	
<p><b>AI robots could play future role as companions in care homes</b></p>	<p><b>Human-looking robots take questions at event about the future of AI</b></p>	<p><b>Robots take questions at Geneva press conference, say they could be better leaders than humans</b></p>	<p><b>UN diskutieren über die Nutzung der Macht und des Potentials der künstlichen Intelligenz</b></p>	<p><b>Artificial intelligence and sustainability: KUKA and Swisslog support "AI for Good" Initiative of the United Nations</b></p>	<p><b>联合国人工智能暨信息安全应用峰会</b></p>	<p><b>Flagship United Nations AI event kicked off in Geneva at historic moment</b></p>	<p><b>Working together for a better AI future</b></p>	<p><b>AI press conference robots promise not to rebel. And you believe that?</b></p>	<p><b>COBIC</b> Robots con IA ofrecen no rebelarse contra la humanidad</p>	<p><b>Finanzen und künstliche Intelligenz: Wie können wir zusammenarbeiten, um die Welt zu verbessern?</b></p>	<p><b>FINANCIAL REVIEW</b> 'Why would you think that?' Robots sweat of world domination</p>

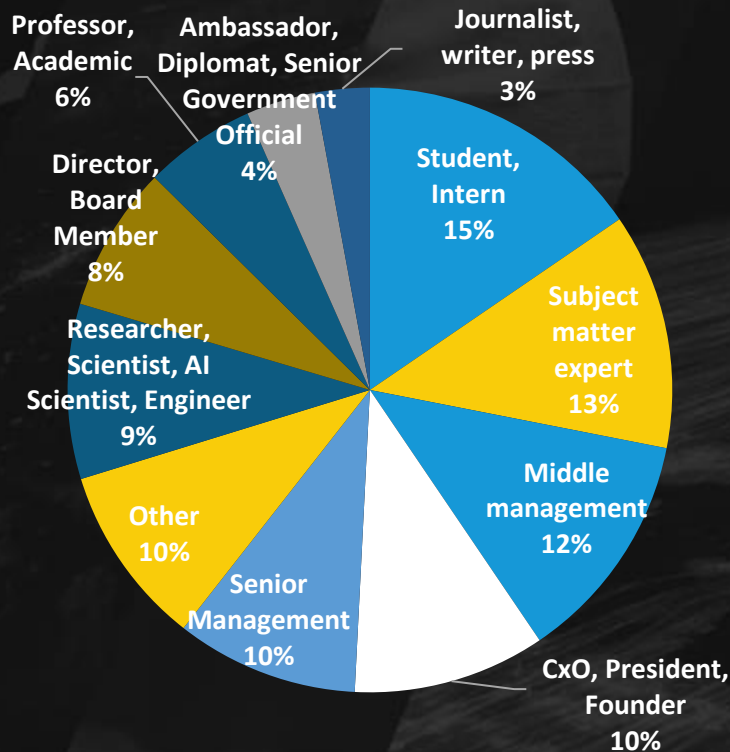




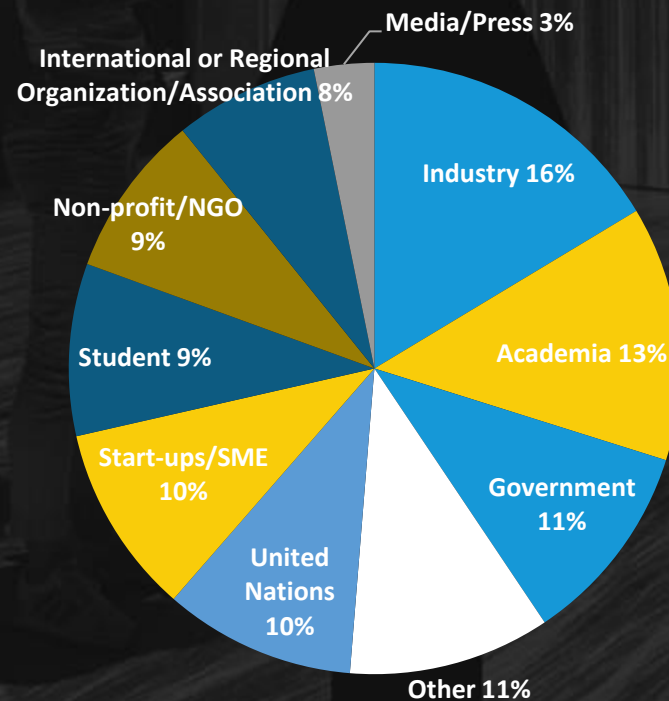
# AI for Good | 2023 AI for Good Summit in numbers

- Key stats:**
- 2400 in-person and 10K+ online from 157 countries
  - 40 UN partners
  - 140 speakers, 40% women speakers
  - 75% developed countries
  - 25% developing or least developed countries

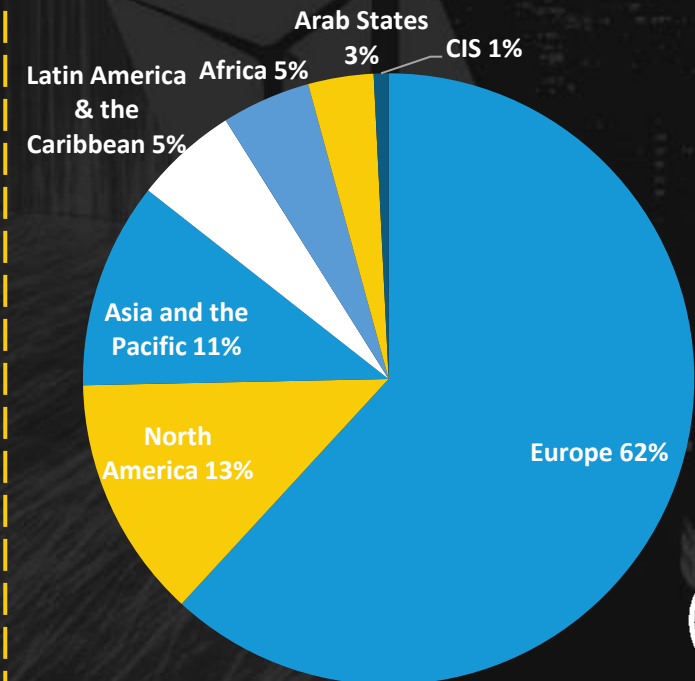
## Job Title



## Sector Representation



## Regional Representation





# AI for Good | In-person participant profile examples

Sectors	Types of attendees	Examples of organizations
Industry	Experts and Senior Managers from <b>Telecoms, Automotive, Energy, Food Production, Renewables &amp; Environment, Internet and Financial Services</b>	Amazon & AWS, BCG, Credit Suisse, Deloitte, Deutsche Bank, EY, Google, Hanson Robotics, Hewlett Packard Enterprise, Honda, Huawei, IBM, IKEA, L'Oréal, McKinsey, Microsoft, NASA, NEC Corporation, Nokia, Pfizer, Philip Morris, Pictet, PWC, Proctor & Gamble, Roche, Rolex, Salesforce, Shutterstock, Siemens, SoftBank Robotics, Swisscom, TATA, Telefónica, TURKCELL, UBS, Xiaomi, ZTE, etc.
Academia	Associate and full professors from <b>top Universities</b> worldwide	Cambridge, Carnegie Mellon, Harvard, EPFL, ETH Zurich, HEG, Imperial College London, Indiana University, Tsinghua University, St. Gallen, Karolinska Institute, KTH Royal Institute of Technology, Max Planck Institutes, MIT, Monash, NYU, Northeastern, Osaka University, Politecnico di Milano, Purdue, Stanford, TU Munich, Texas A&M, UC Berkeley, UCLA, Oxford, Upenn, University of Sao Paulo, Vanderbilt, Waseda University, Universidad Nacional Autónoma de México
40 UN sister agencies	Senior officials, programme leads	FAO, IAEA, IATA, IFAD, ILO, IMF, IOM, ITC, OCHA, OHCHR, UNU, UNCTAD, UNDP, UNECE, UNEP, UNESCO, UNFPA, UNHCR, UNICC, UNICEF, UNIDIR, UNITAR, UNIDO, WFP, WHO, WIPO, WTO, WOM, World Bank, etc
Ministries & Government agencies	Ambassadors, directors, deputies, and officers	60+ Embassies and Permanent Missions, as well as officials from Development, Trade, Finance, Industry, Transport, Health, Communications and Digital Technologies...), Government Agencies (e.g. US, China, South Africa, Nigeria, Switzerland, France, Brazil, India, Portugal, UK, South Korea etc.)
International Organizations	Administrators, Operations Managers, Analysts, Researchers, Policy Officers	European Central Bank, European Commission, European Union, European Parliament, European Space Agency, European Environment Agency, CERN, International Committee of the Red Cross (ICRC), World Economic Forum (WEF), GSMA
Media Outlets	Journalists, Head of Departments, Project Leads	BBC, CNN, Euronews, Financial Times, Forbes, The Economist, The Guardian, Reuters, Associated Press, New York Times, Al Jazeera, Wired, Getty Images, Radio Television Suisse

# AI for Good | Global audience reach



of AI-powered networking with **3K+** participants in-person and **30K+** online Neural Network members



**3K+** in-person participants

**30K+** online members

UN leaders, Ambassadors, Ministers, NGOs, C-Level industry, academics, artists, start-ups

+ Online public streaming



**137K+** **3 Billion+**

AI for Good global community

Cumulative media reach



# AI for Good | 2024 Summit Snapshot

- Focus on solutions, experiences, networking and matchmaking
  - ✓ Headliners, keynotes, Ted-style talks
  - ✓ 2 invitation-only roundtable lunches with UN leaders, government officials, ambassadors & industry CxOs
  - ✓ Leaders Lounge: VIP-to-VIP networking with complimentary refreshments
  - ✓ 3 exciting talk/demo zones: Robotics for Good – SDG stage – Discovery zone
  - ✓ 2 AI start-up pitching sessions with grand prize
  - ✓ Artistic AI performances + competition
  - ✓ VIP receptions & dinners
  - ✓ Expert level pre-Summit ML workshops (27 to 28 May)
  - ✓ AI Governance Day (29 May)
  - ✓ Networking breaks, lunches & social events
  - ✓ In-person & virtual audience
  - ✓ No parallel sessions when main stage is live!



| SDG Stage



| Main Stage



| Robotics for Good Stage

**State-of-the-art conference center (CICG)**

**2,200 main stage seats - priority seating for Leaders**



# AI for Good | 100+ Expert AI Speakers (2023 examples)



**Doreen Bogdan-Martin**  
Secretary-General  
International  
Telecommunication  
Union (ITU)



**Werner Vogels**  
Chief Technology  
Officer and Vice  
President  
Amazon



**Yuval Noah Harari**  
Historian, philosopher,  
and best-selling author  
of 'Sapiens' and 'Homo  
Deus'  
Sapienship  
(\*remote)



**Lila Ibrahim**  
Chief Operating Officer  
DeepMind



**Stuart Russell**  
Professor of Computer  
Science at University of  
California, Berkeley,  
Author 'Human  
Compatible: Artificial  
Intelligence and the  
Problem of Control'  
UC-Berkeley



**Ray Kurzweil**  
Inventor, Futurist &  
Best-selling author of  
'Singularity is Near'  
Kurzweil Technologies  
Director of Engineering,  
Google  
(\*remote)



**Gary Marcus**  
Scientist, best-selling author,  
and serial entrepreneur  
NYU



**Vandii Verma**  
Deputy Manager for  
Mobility and Robotics  
Systems  
NASA JPL



**Summer Chen**  
Vice President  
ZTE  
in



**António Guterres**  
United Nations



**Orly Lobel**  
Warren Distinguished  
Professor of Law at the  
University of San Diego,  
Author The Equality  
Machine (An economist  
best book of 2022)



**Babak Hodjat**  
CTO AI  
Cognizant



**Alessandra Sala**  
Sr. Director of Artificial  
Intelligence and Data  
Science  
Shutterstock  
President, Women in AI



**Moriba Jah**  
Founder & Chief  
Scientist  
Privateer



**Renée Cummings**  
Professor, Data Activist  
in Residence,  
Criminologist  
School of Data Science,  
University of Virginia



**Wendell Wallach**  
Carnegie/Uehiro Fellow and  
Co-direct of the AI and  
Equality Initiative  
Carnegie Council for Ethics in  
International Affairs



**Ebtessam Almazrouei**  
Director of the AI-Cross  
Center Unit  
Technology Innovation  
Institute (TII)



**Baroness Joanna  
Shields**  
Group CEO  
BenevolentAI  
Former UK Minister for  
Internet Safety and  
Security

# AI for Good | Robotics-for-Good Demos (2023 examples)



**BEONMI**  
Beyond Imagination



**DROZBOT**  
The Portraitist Robot



**4NE**  
Neura Robotics



**CERNBOT**  
CERN



**GRACE**  
SingularityNet



**ELIOS 3**  
Flyability



**GEMINOID**  
Hiroshi Ishiguro Labs



**NADINE**  
MiraLab, University of  
Geneva



**ROBOCLETTE**  
Idiap Research Institute



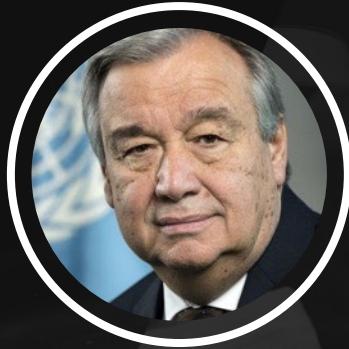
**SOPHIA**  
Hanson Robotics





# AI for Good | What they say about us

PARTNER



*This Summit can help ensure that Artificial Intelligence charts the course that benefits humanity and bolsters our shared values. The United Nations stands ready to be a universal platform for discussion together let us make sure we use AI to enhance human dignity and serve the global goods.*

**António Guterres**  
Secretary-General, United Nations

SPONSOR



*They provide an outstanding mix of world class presentations and discussion topics from an eminent line-up of global researchers and scientists. It is an important must-attend event for any organization or individual interested in demonstrating the possibilities of AI for societal benefit*

**Monash Data Futures Institute**  
Monash University

ATTENDEE



*Everything was well planned and the presentations were awesome. I wished all the sessions never ended because, I was engrossed in everything. Everything was seamless and remarkably awesome from the main stage to the different stands.*

**Fredrick Ejiga**  
IOM





# AI for Good | 2024 Summit tickets

Benefits	Leaders Pass CHF 4,900	Gold Pass CHF 1,900	*General Pass CHF 490	Virtual Pass CHF 0.-
VIP Speakers Reception & Dinner (Wed, 29 May)	✓			
VIP Leaders Reception & Dinner (Thurs, 30 May)	✓			
Featured profile on the Neural Network AI-powered matchmaking app	✓			
Goodie bag with AI for Good souvenirs	✓			
Priority seating area in main auditorium (2,200 capacity)	✓			
Priority check-in at registration & VIP Summit entrance	✓	✓		
VIP Leaders Lunches (Thurs, 30 May & Fri, 31 May)	✓	✓		
VIP Leaders Lounge (VIP-to-VIP networking & all-day complimentary food & beverages)	✓	✓		
AI Governance Day (Wed, 29 May)	✓	✓	✓	✓
AI for Good main stage auditorium (Thurs, 30 May & Fri, 31 May)	✓	✓	✓	✓
Thematic stages: SDG stage, Robotics-for-Good stage, & Discovery stage	✓	✓	✓	
Exhibition & Demos	✓	✓	✓	
Welcome Networking Reception (Thurs, 30 May)	✓	✓	✓	
Farewell Networking Reception (Fri, 31 May)	✓	✓	✓	
Neural Network AI-powered matchmaking app	✓	✓	✓	✓

\* General Pass at reduced fee CHF 90 for under 25s upon presentation of government-issued ID.

\* General Pass at no fee for participants from Least Developed Countries (LDC), Landlocked Developing Countries (LLDC), Small Island Developing States (SIDS), AI for Good speakers or UN agencies.

2-Day Sponsorship Level Overview*	Diamond	Gold
ITEMS	Sponsor	Sponsor
<b>Thought leadership</b>		
AI for Good speaking opportunity – main stage (professionally filmed)	✓	
AI for Good speaking opportunity – thematic stage ie SDG stage, Robotics-for-Good stage or Discovery stage (professionally filmed)	✓	✓
Invitation to the Ambassadors’ roundtable lunch (Wed, 29 May)	✓	
Invitation to the UN Leaders roundtable lunch (Thurs, 30 May)	✓	
Welcome address at the VIP Speakers Reception & Dinner (Wed, 29 May) or VIP Leaders Reception & Dinner (Thurs, 30 May)	✓	
ITU TV studio interview with TV journalist	✓	✓
<b>Networking, exhibiting &amp; passes</b>		
Private meeting room	✓	
VIP-to-VIP networking in the Leaders Lounge, with complimentary food & beverage	✓	✓
Exhibition presence	25 m <sup>2</sup> (raw space)	15 m <sup>2</sup> (raw space)
Leaders Passes: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more. 25% discount on additional Leaders Passes	10 Passes (CHF 49K value)	5 Passes (CHF 24.5K value)
Gold Passes: access to VIP lunches (Thurs, 30 May & Fri, 31 May) & Leaders Lounge	6 Passes (CHF 11.4K value)	
Priority registration check-in, VIP Summit entrance & priority seating in main auditorium	✓	✓
<b>Brand amplification</b>		
Production of a dedicated video highlighting Sponsor’s participation in the Summit	✓	
Featured in Summit highlights video	✓	✓
Recognition in ITU Secretary-General's opening speech	✓	✓
Recognition in the official AI for Good-ITU wide press releases and announcements and post-event snapshot report	✓	✓
Sponsor logo at the VIP Speakers Reception & Dinner (Wed, 29 May) + VIP Leaders Reception & Dinner (Thurs, 30 May)	✓	
Sponsor logo at the VIP Leaders Lounge	✓	✓
Sponsor logo visibility throughout the venue and exhibition floor	✓	✓
Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, & social media	✓	✓
<b>FEE [CHF]</b>	<b>250,000</b>	<b>100,000</b>
*25% discount available to ITU Members on sponsorships ≥ CHF 100K. Contact us to discuss bespoke opportunities.		



# AI for Good | Diamond Sponsorship

Unique position as a visionary THOUGHT LEADER of the AI for Good Global Summit



## Thought leadership

- AI for Good mainstage speaking opportunity
- Speaking opportunity on the SDG Stage, Robotics-for-Good Stage, or Discovery Stage
- Invitation to the Ambassadors' roundtable lunch (Wed, 29 May)
- Invitation to the UN Leaders roundtable lunch (Thurs, 30 May)
- Welcome address at the VIP Speakers Reception & Dinner (Wed, 29 May) or VIP Leaders Reception & Dinner (Thurs, 30 May)
- ITU TV studio interview with TV journalist

## Networking, exhibiting & passes

- Private meeting room
- VIP-to-VIP networking in the Leaders Lounge, with complimentary food & beverage
- 25m<sup>2</sup> exhibition floor raw space
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- 10 x Leaders Passes (per pass: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more)
- 25% discount on additional Leaders Passes
- 6 x Gold Passes (per pass: access to VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge & more)

## Brand amplification

- Production of a dedicated video highlighting Sponsor's participation in the Summit
- Featured in Summit highlights video
- Recognition in ITU Secretary-General's opening speech
- Recognition in the official AI for Good-ITU wide press releases, announcements and post-event snapshot report
- Sponsor logo at the VIP Speakers Reception & Dinner and VIP Leaders Reception & Dinner
- Sponsor logo at the VIP Leaders Lounge
- Sponsor logo visibility throughout the venue and exhibition floor
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media

**FEE [CHF]: 250,000**



# AI for Good | Gold Sponsorship

*Share your AI visions, projects and solutions as a key player in the AI for Good movement*



"AI needs us" – a conversation with Janet Adams, Chief Operating Officer, Singular...

## Thought leadership

- ITU TV studio interview with TV journalist
- Speaking opportunity on the SDG Stage, Robotics-for-Good Stage, or Discovery Stage

## Networking, exhibiting & passes

- VIP-to-VIP networking in the Leaders Lounge, with complimentary food & beverage
- 15m<sup>2</sup> exhibition floor raw space
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- 5 x Leaders Passes (per pass: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more)
- 25% discount on additional Leaders Passes

## Brand amplification

- Featured in Summit highlights video
- Recognition in ITU Secretary-General's opening speech
- Recognition in the official AI for Good-ITU wide press releases, announcements and post-event snapshot report
- Sponsor logo at the VIP Leaders Lounge
- Sponsor logo visibility throughout the venue and exhibition floor
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media

**FEE [CHF]: 100,000**





# AI for Good | Exclusive sponsorship : Registration

*Your brand, logo and message beyond every single participant!*



Your logo here



- Extended exposure (logo placement) on pre-event registration webpage and promotional messages
- Clickable sponsor logo in the confirmation emails (sent to approx. 3K registrants expected)
- Sponsor visibility in the registration area (roll-ups, screens), duration 3 days
- Exclusive sponsor logo placement on the lanyards
- On-screen footage of sponsor's 'AI for good story'
- Recognition in the official AI for Good-ITU wide press releases, announcements and post-event snapshot report
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- 3 x Leaders Passes (per pass: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more)
- 25% discount on additional Leaders Passes

**FEE [CHF]: 80,000**





# AI for Good | Exclusive sponsorship : Receptions

*Stand out from the crowd with your message and leverage exclusive networking opportunities*



## Exclusive sponsor of Day 1 Welcome Reception (Thurs, 30 May) or Exclusive sponsor of Farewell Reception (Fri, 31 May)

- Opening speech – highlight your organization’s AI expertise and commitment to solving global challenges
- To be held on the exhibition floor (approx. 90 min duration)
- Open to all Summit participants (approx. 3K)
- Branding visibility during the reception
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media
- Recognition in the official AI for Good-ITU wide press releases, announcements & post-event snapshot report
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- 2 x Leaders Passes (per pass: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more)
- 25% discount on additional Leaders Passes

**FEE [CHF]: 50,000**





# AI for Good | Exclusive sponsorship : Networking lunch

*Share your message, AI expertise and commitment to the SDGs beyond a captive, multistakeholder audience*



- Welcome address: Sponsor's high-level representative sets the scene for further discussion and networking in a relaxed social environment
- Seating for up to 70 participants, including Sponsor's reserved VIP table to host its special guests
- To be held on Friday, 31 May at the Summit venue, CIGG (approx. 90 min duration)
- Branding visibility during the lunch, produced by ITU, with option for Sponsor to provide additional branding eg corporate roll-up banners
- Option to distribute Sponsor's own promotional material and giveaways (the use of sustainable materials is encouraged)
- Promotion of the lunch in a weekly newsletter (~70K subscribers) and in the Neural Network matchmaking app
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media
- Recognition in the official AI for Good-ITU wide press releases, announcements & post-event snapshot report
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- 2 x Leaders Passes (per pass: access VIP Speakers Reception & Dinner (Wed, 29 May), VIP Leaders Reception & Dinner (Thurs, 30 May), VIP lunches (Thurs, 30 May & Fri, 31 May), Leaders Lounge, featured profile on the Neural Network matchmaking app, & more)
- 25% discount on additional Leaders Passes

**FEE [CHF]: 50,000**







# AI for Good | Networking coffee breaks

*Stand out from the crowd and leverage exclusive networking opportunities*



**SDG Stage:** dedicated to presenting and exploring AI solutions that are catalyzing positive human and social development, plus a high-visibility locale within a buzzing hub of ideas and forward-thinking conversations.

**Robotics-for-Good Stage:** ground-breaking robots demonstrating their capabilities to address some of the world's greatest challenges. 50+ robots, including 9 humanoid ones, joined the 2023 Summit with their human creators, providing a very unique interactive experience for attendees.

**Discovery Stage:** expert talks and discussions provide collaboration opportunities with like-minded subject matter professionals to build AI solutions for environmental and social challenges.

## Day 1 or Day 2 sponsor of the daily coffee breaks in any of three networking & talk zones ➔

- 2 x 45min networking breaks per day, strategically located at the heart of the Summit, professionally filmed
- Open to all Summit participants (approx. 3K expected) with seating for ~60 + additional space for standing audience
- Sponsor visibility (ITU-produced roll-up banner)
- Option to install 1 x Sponsor-produced additional roll-up banner
- Recognition in the official AI for Good-ITU wide press releases, announcements and post-event snapshot report
- Sponsor logo visibility on event website, weekly newsletters (~70K subscribers), Twitter wall screen, media wall, Summit photo frame, and in social media
- Priority registration check-in, VIP Summit entrance, & priority seating in main auditorium
- Access Passes: 2 Day sponsorship: 2 x Leaders Passes (25% off additional Leaders Passes)  
1 Day sponsorship: 1 x Leaders Pass (25% off additional Leaders Passes)

**FEE [CHF]: 2 days: 35,000 / 1 day: 20,000**





# AI for Good | Exhibition Packages

*Leverage your AI innovations with social impact on the buzzing AI for Good exhibition floor*



- Size options:
  - 9m<sup>2</sup> (equipped booth ie shell, furniture, name fascia, power supply, basic WiFi)
  - 6m<sup>2</sup> (shell, table + 2 stools, power supply, basic WiFi)
  - 2m<sup>2</sup> (table + 2 stools, power supply, basic WiFi)
- Clickable sponsor logo on event website
- 2 x General Passes (value CHF 980)

*Limited availability – sign up without delay!*

**FEE: 9m<sup>2</sup> at CHF 15,800 / 6m<sup>2</sup> at CHF 9,800 / 2m<sup>2</sup> at CHF 4,800**





**THE TIME IS NOW!**

**#AIforGood**

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[ITU News](#)



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*Volunteers welcome!  
Please reach out for details*

**Shape  
the future of  
#AlforGood**

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