Partnership Information

GAIA Conference 2027

Introduction

The GAIA Conference is a one-day conference on AI, machine learning, data science, and data engineering, by engineers for engineers. It is organised by the Gothenburg Artificial Intelligence Alliance (GAIA), a non-profit association.

In 2026, 1,250 people attended at Svenska Mässan and the conference sold out. 70% of attendees work as practitioners, and visitors come from across Sweden and abroad. On Tuesday **27 April 2027**, we return to Svenska Mässan with three tracks and room for 1,400 attendees.

Partners meet attendees in the exhibition area, where we serve all meals and coffee. Past partners include Recorded Future, AstraZeneca, Zenseact, Saab, Ericsson, and Skatteverket. The tiers below differ in booth size, visibility, and tickets; the extras offer other ways to be seen.

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, with these additions or upgrades:

- 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: 70,000 SEK

Benefits

Everything from the Silver tier, with these additions or upgrades:

- Prominent logo placement within all marketing materials
- Logo on the registration badge
- Mentions on social media in connection with the conference
- Large exhibition area equivalent to 4 x 2.5 m 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 and coffee
- 10% discount on additional employee tickets purchased until 28 February
- Lead Management app: Scan attendees' badges and stay connected after the event
- Electrical outlet (230 V, 10 A) and Wi-Fi 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

Startup (max 4)

Price: 2,000 SEK

Eligibility

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

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

Application

To join as a startup partner, you must submit your application by 31 January 2027. 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@gaia.fish.

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 (230 V, 10 A) and Wi-Fi access at the booth
- Insurance with Svenska Mässan (“ansvarsförsäkring”)

Extras

Extras can be bought on their own or with a tier. They do not include tickets.

Barista Station (max 1)

Price: 30,000 SEK

What better way to grab attention than with a cup of coffee? We offer a branded barista station where attendees get coffee made by professional baristas.

- Barista station with two baristas serving coffee between 08:00 and 16:00
- Coffee, milk, and other goods included
- Influenceable 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 final session, attendees stay in the exhibition area to network and talk about the day at our After Conference. We serve sparkling wine, alcoholic and non-alcoholic.

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

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.
- Way Sweden AB sends the invoice through Trippus once it has received your signed registration. The payment term is 30 days, and payment must reach Way before the conference starts; otherwise, we may 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).
- Capped tiers are first come, first served.
- 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, their topics, and the balance of the program.
- The partnership is only for the GAIA Conference on 27 April 2027.

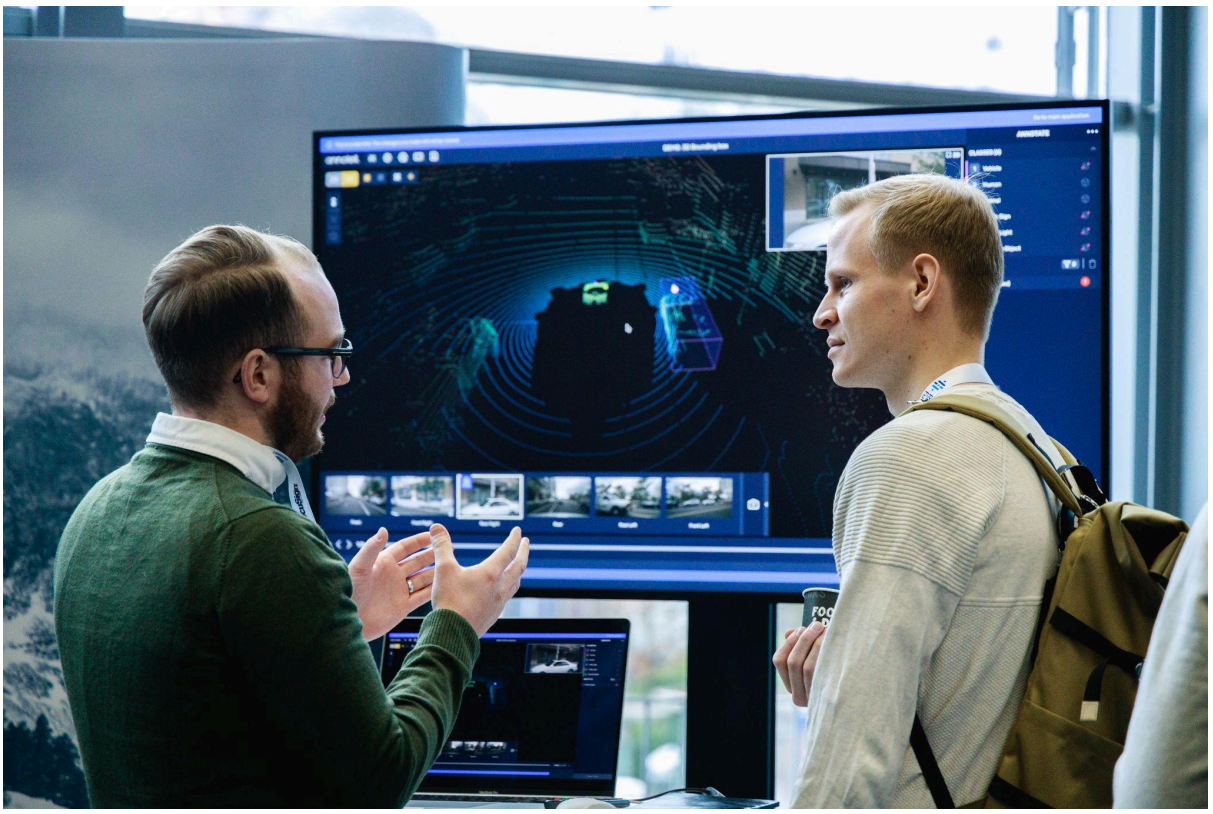
- If you cancel the partnership less than two months before the conference, you pay 50% of the price. If you cancel less than one month before, you pay the full price.
- We will provide an order confirmation specifying the package you selected.
- The ticket discount for eligible tiers is valid only until 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 already delivered or costs incurred.
- Swedish VAT will be added to the invoice. Foreign businesses may be eligible to reclaim this VAT, subject to the applicable conditions.
  Businesses established in another EU country should apply through their own tax authority's online VAT refund service. Businesses established outside the EU apply directly to the Swedish Tax Agency.
  You can find the instructions in English for EU-based businesses here and for non-EU businesses here.
- Way Sweden AB and the Gothenburg Artificial Intelligence Alliance are joint controllers for the personal data you give when you register. We use it to manage your partnership, logistics, logins and payments, and share it with the venue and its suppliers only as needed to deliver the event. We may keep your name and email address to invite you to future events; you can decline at any time. Read Way's privacy policy here and GAIA's privacy policy here.
- 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



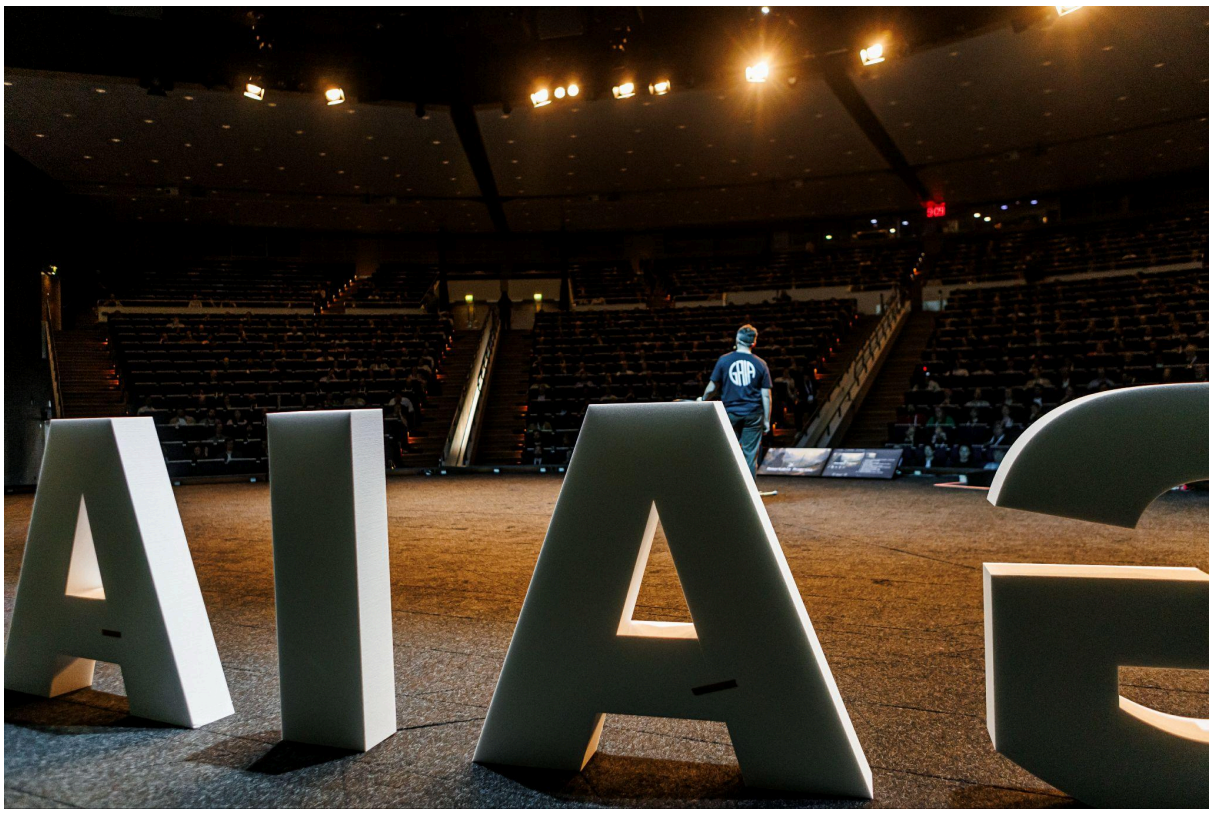





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11:15
Room H1+H2
11:15
Room G3
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SAAB
zenseact
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TokenTek
Recorded Future
MAGNET FORENSICS
modulai
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embed
KOGNIC
DECERNO
CALLISTA
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AIRON
Skygrid
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