

MAY 27, 2026 | ROTKREUZ

**HSLU** Hochschule  
Luzern

# applied **AI** conference

SEE WHAT HAPPENS WHEN **AI GETS REAL.**



[WWW.APPLIEDAICONERENCE.CH](http://WWW.APPLIEDAICONERENCE.CH)

# THIS IS A CONFERENCE WHERE AI MOVES FROM HYPE TO REALITY

BEYOND HYPE

The Applied AI Conference focuses on showcasing **working, proven AI applications that are already delivering measurable impact today** instead of a distant, hyped up future!

Presentations and discussions will **focus on today's challenges**, based on real data, and real outcomes, offering attendees a clear understanding of what it takes to adopt AI responsibly and effectively.

Throughout the day, participants will gain valuable insights from industry thought leaders, who have successfully adopted AI in their company by **mastering technology, leveraging new business models and complying with legal and regulatory standards**.



# KEY FOCUS AREAS

Our keynotes and panel discussions cover **4 focus areas**. Each focus area is looked at from the following **three angles**, which are critical for success:

- TECHNOLOGY
- BUSINESS MODEL
- REGULATORY & LEGAL COMPLIANCE

01

PHARMA, MEDTECH &  
LIFE SCIENCES

02

FINANCE, INSURANCE &  
BANKING

03

MANUFACTURING, ROBOTICS  
& SUPPLY CHAIN

04

PUBLIC SECTOR & NGO'S

# CONFERENCE LOCATION

## HOCHSCHULE LUZERN – INFORMATIK

CAMPUS ZUG-ROTKREUZ  
SUURSTOFFI 1  
6343 RISCH-ROTKREUZ  
SWITZERLAND

[VIEW ON MAPS](#)



The Lucerne University of Applied Sciences Department of Computer Science and is located in **the highest wooden high-rise building in Switzerland** in Rotkreuz.

The main usable area of 700 square meters is divided into different spaces. This includes:

- Audi Max with up to 350 seats
- Audi Midi with up to 200 seats
- Forum with up to 200 seats
- 50+ seminar rooms ranging from 30 up to 90 seats
- Large indoor exhibition area, capable of hosting 20 booths
- Large outdoor area for networking and food trucks
- Located directly at the Rotkreuz SBB train station



**HSLU** Hochschule  
Luzern



# A CONFERENCE WHERE **NETWORKING & KNOWLEDGE** COME TOGETHER

The Applied AI Conference takes place on Wednesday 27<sup>th</sup> of May in Rotkreuz, starting off with **practice focused workshops** and a welcome breakfast in the morning.

**Food trucks** serve delicious meals during an extended lunchbreak, providing a great basis for networking. The afternoon holds keynotes and panel discussions.

After the final presentation, attendees can enjoy a Networking Apero in Rotkreuz before taking shuttle busses to Zug, where they board our **two AI boats for a two-hour cruise on Lake Zug** sailing into the beautiful sunset.

We attract an international crowd of attendees, **founders, investors and corporate leaders** alike. Speakers consist of **C-suite leaders and legal experts** shaping the adoption of AI.

700+

ATTENDEES FROM  
INDUSTRY, PUBLIC  
SECTOR & ACADEMIA

80+

SPEAKERS

20

EXHIBITION  
BOOTHS

2

BOATS ON  
LAKE ZUG

# SCHEDULE

WEDNESDAY, MAY 27

9:30-10:30	WELCOME & OPENING KEYNOTE
10:30-12:00	MORNING: <b>9X WORKSHOPS FOR KEY FOCUS AREAS</b> <b>COVERING: TECHNOLOGY, BUSINESS &amp; LEGAL</b>
12:00-14:00	LUNCH & NETWORKING
14:00-17:30	AFTERNOON SESSIONS: <b>KEYNOTE PRESENTATIONS</b> <b>PANEL DISCUSSIONS</b>
17:30-18:30	NETWORKING APERO
18:30-21:30	BOAT CRUISE ON ZUGERSEE

# PARTNERSHIP PACKAGES

PARTNERSHIP PACKAGES	Price	Exhibition Booth	Branding	Tickets
<b>Patron</b>	CHF 3'000	N	Logo on website Logo in email campaigns Logo on conference badge (rear) Medium logo on Sponsor Wall	2
<b>Workshop Host</b>	CHF 5'000	N	Logo on website Logo in email campaigns Logo on conference badge (rear) Medium logo on Sponsor Wall Dedicated social media announcement Exclusive 30' minute workshop	3
<b>Exhibitor</b>	CHF 8'000	Y	Logo on website Logo in email campaigns Logo on conference badge (rear) Large logo on Sponsor Wall Dedicated social media announcement	5
<b>Boat Cruise Host</b>	CHF 25'000	Y	Logo on website Logo in email campaigns Logo on conference badge (rear) X-Large logo on Sponsor Wall Dedicated social media announcement Exclusive branding of the Boat Cruise	7

# ADD-ONS

## ADD-ON

## Price

## Branding

### Lanyard Branding

CHF 5'000

Exclusive logo placement on conference lanyards



### Custom Barista Station

CHF 5'000

Exclusive branding on a custom coffee stations where a barista prepares coffee and tea drinks. Branded coffee cups and branded menu with your company logo



### Private Networking Breakfast

CHF 5'000

Host a private, invite-only breakfast in the morning at our separate lounge for 30-40 guests. The breakfast can be listed as official networking event on our conference agenda. Your company branding will be included on the breakfast tables, menus, screens and breakfast stations.



### Networking Apero Host

CHF 5'000

Host the Networking Apero taking place after our afternoon sessions from 17:30-18:30 at the conference venue. The apero will be listed as official networking event on our conference agenda. Your company branding will be included during the apero on various branding surfaces (tables, flags, menus, glasses, etc)



# PATRON

## CHF 3'000

### CONFERENCE TICKETS

2 all-access conference tickets

### COMPANY VISIBILITY ONLINE

- Logo displayed on the website with a link to your company page
- Logo included on conference email campaigns

### VISIBILITY AT THE CONFERENCE

- Logo displayed on stage screen during breaks & on monitors around the venue
- Logo printed on the sponsor wall (medium size)

### EXHIBITION BOOTH

Not included



# WORKSHOP HOST

## CHF 5'000

### CONFERENCE TICKETS

3 all-access conference tickets

### COMPANY VISIBILITY ONLINE

- Logo displayed on the website with a link to your company page
- Logo included on conference email campaigns

### VISIBILITY AT THE CONFERENCE

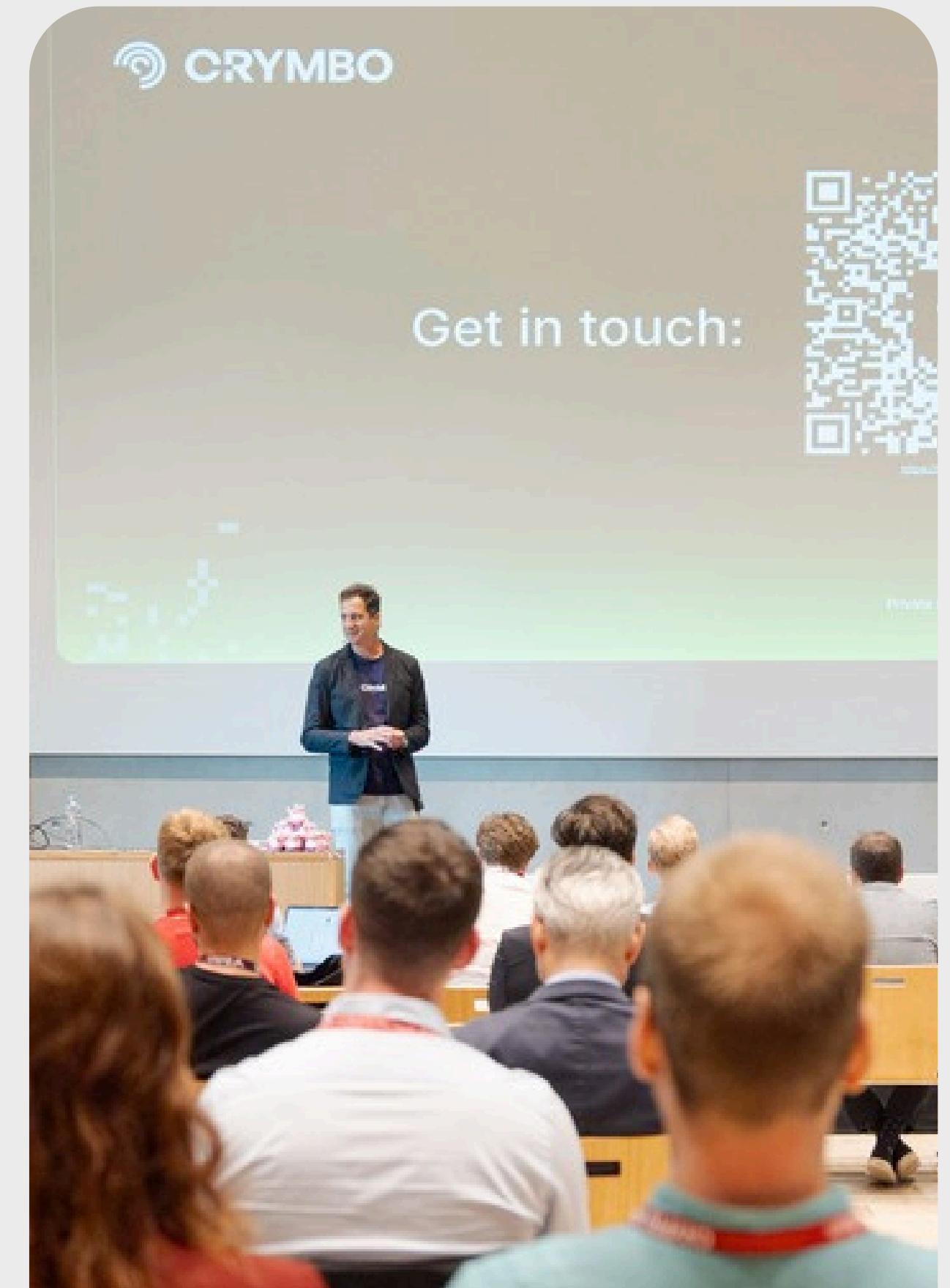
- Logo displayed on stage screen during breaks & on monitors around the venue
- Logo printed on the sponsor wall (medium size)

### WORKSHOP

An exclusive 30 minute workshop hosted by your company, with additional promotion before the conference

### EXHIBITION BOOTH

Not included



# EXHIBITOR

## CHF 8'000

### CONFERENCE TICKETS

5 all-access conference tickets

### COMPANY VISIBILITY ONLINE

- Logo displayed on the website with a link to your company page
- Logo included on conference email campaigns

### VISIBILITY AT THE CONFERENCE

- Logo displayed on stage screen during breaks & on monitors around the venue
- Logo printed on the sponsor wall (large size)

### EXHIBITION BOOTH

- 3 m x 2 m exhibition booth
- Exhibition booth consists of built-in TV screen, table and 2 high chairs
- 2 rollup banners can be displayed (rollups must be brought by sponsor)



# BOAT CRUISE HOST

## CHF 25'000

### CONFERENCE TICKETS

7 all-access conference tickets

### COMPANY VISIBILITY ONLINE

- Logo displayed on the website with a link to your company page
- Logo included on conference email campaigns

### VISIBILITY AT THE CONFERENCE

- Logo displayed on stage screen during breaks & on monitors around the venue
- Logo printed on the sponsor wall (large size)

### EXHIBITION BOOTH

- 3 m x 2 m exhibition booth (consists of built-in TV screen, table and 2 high chairs)
- 2 rollup banners can be displayed (rollups must be brought by sponsor)

### BOAT CRUISE BRANDING

Your company is the exclusive host of the AAI Boat Cruise  
Branding of the boat with your company branding  
Increased pre-conference promotion



## TI&M STANDS FOR TECHNOLOGY, INNOVATION & MANAGEMENT.

We are the Swiss leader in digitalization projects and products. With AI-powered innovation and a strong commitment to open source, we efficiently address our clients' challenges and provide vertical integration along the entire IT value chain.

Across our offices in Zurich, Bern, Basel, Frankfurt am Main, Dusseldorf, and Singapore, we employ over 550 highly skilled engineers, designers, and consultants. As we open new locations, we continue to bring our expertise to additional financial and technology hubs, aligned with our clients' evolving needs.

## THE APPLIED AI CENTER @ HSLU

We are the leading Applied AI research center in Switzerland, with a focus on Central Switzerland. We work with industry partners to move beyond theoretical research and deliver functional AI systems and solutions.

The center is located at the Hochschule Luzern Campus in Rotkreuz and houses four AI research labs dedicated to topics like robotics, NLP and computer vision. We have 10 Professors and more than 80 researchers empowering our impact across the Swiss academic and industry landscape.

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# ORGANIZING COMMITTEE



**SABRINA  
WOLLENSCHLÄGER**

Conference Co-Director



**ALEXANDER  
DENZLER**

Conference Co-Director



**NIKI  
CSANYI**

Advisor



**SITA  
MAZUMDER**

Council



**UMBERTO  
MICHELUCCI**

Council



**PASCAL  
ERNI**

Council



**PASCAL  
WILD**

Council



**SVENJA  
GOLTZ**

Council

# TAKE ADVANTAGE

MAY 27TH, WEDNESDAY

**2X**

INNOVATION  
EXPOSURE TO DIVERSE AUDIENCES  
DISCOUNTED TICKETS  
COMBINED SPONSORING DISCOUNTS



See what happens when AI gets real! The first edition of the Applied AI Conference will showcase Swiss innovation on a new level. Come and meet working, proven AI applications that are already delivering measurable impact today instead of a distant, hyped up future!

[CONTACT@APPLIEDAICONFERENCE.COM](mailto:CONTACT@APPLIEDAICONFERENCE.COM)  
[WWW.APPLIEDAICONFERENCE.CH](http://WWW.APPLIEDAICONFERENCE.CH)

MAY 28TH, THURSDAY



With 8 years under its belt, the Crypto Valley Conference is Switzerland's leading crypto and blockchain conferences. CVC welcomes 1200+ attendees, the innovators, largest L1 foundations, and leading institutional crypto players from both the Swiss and international markets.

[CVC@CRYPTOVALLEY.SWISS](mailto:CVC@CRYPTOVALLEY.SWISS)  
[WWW.CRYPTOVALLEYCONFERENCE.COM](http://WWW.CRYPTOVALLEYCONFERENCE.COM)

ARE YOU BUILDING **EVIDENCE-BASED,**  
**PRACTICE-FOCUSED, IMPACT**  
**DRIVEN AI SOLUTIONS?**

**GET  
INTOUCH**

PARTNERSHIP INQUIRIES

→ [CONTACT@APPLIEDAICONFERENCE.CH](mailto:CONTACT@APPLIEDAICONFERENCE.CH)

