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PARTNERSHIP OPPORTUNITIES 2027

Where AI adoption gets real. Twelve months of access.

One audience of UK scale-up, mid-market and enterprise decision-makers. One flagship day in July. A programme that keeps your brand in front of them all year.



aiblLIVE 13 July 2027 · InterContinental London, The O2

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WHO WE ARE

The media and events platform for practical AI adoption in the UK.

aibl brings scale-up, mid-market and enterprise leaders together around one question: how do you actually do this? Operator-led and independent of the vendors it partners with, aibl is where leaders go for clarity, and where partners earn their trust.

87%
believe AI will transform their industry

14%
have deployed it at scale

82.5%
are actively investing in AI right now

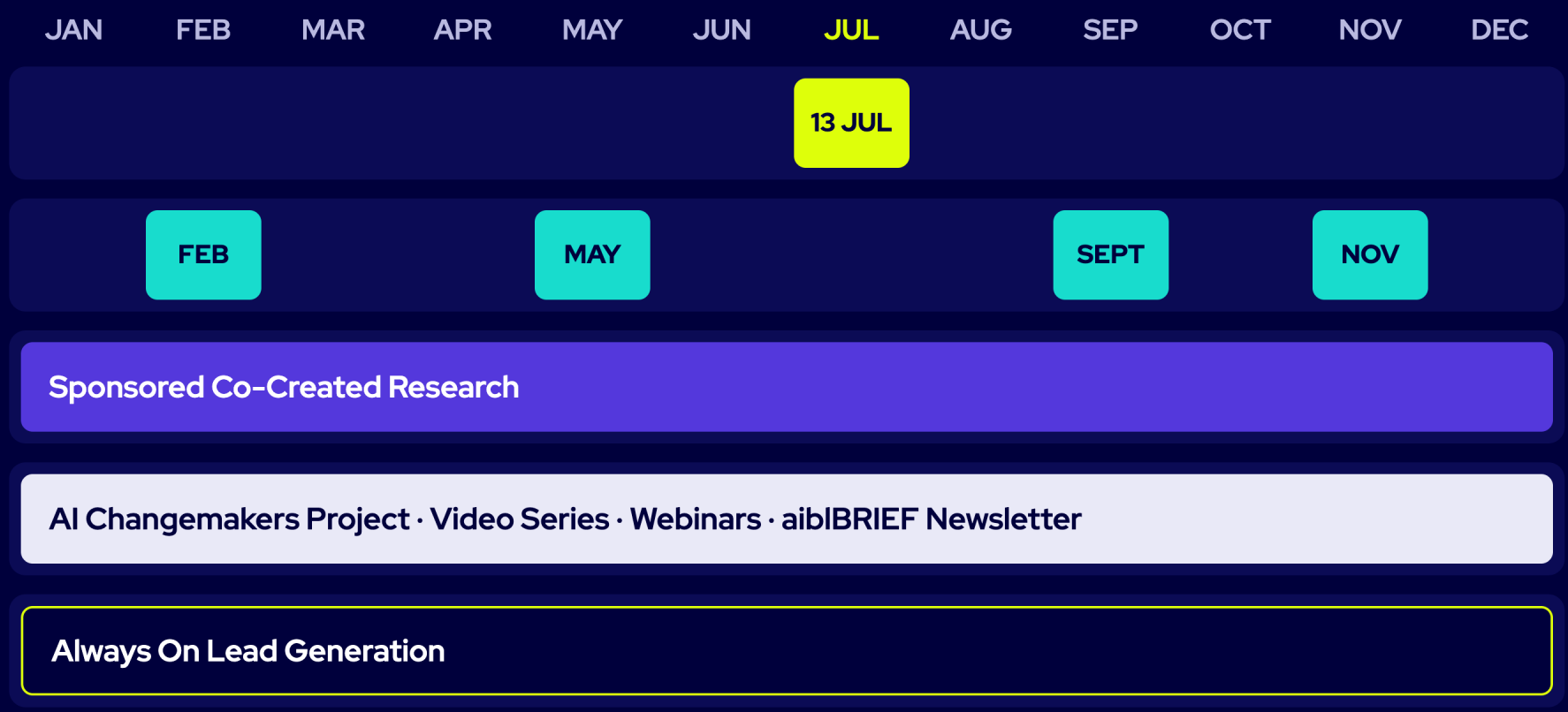
THE aibl ECOSYSTEM — aiblLIVE | Leadership Series | Research | Content | Lead generation

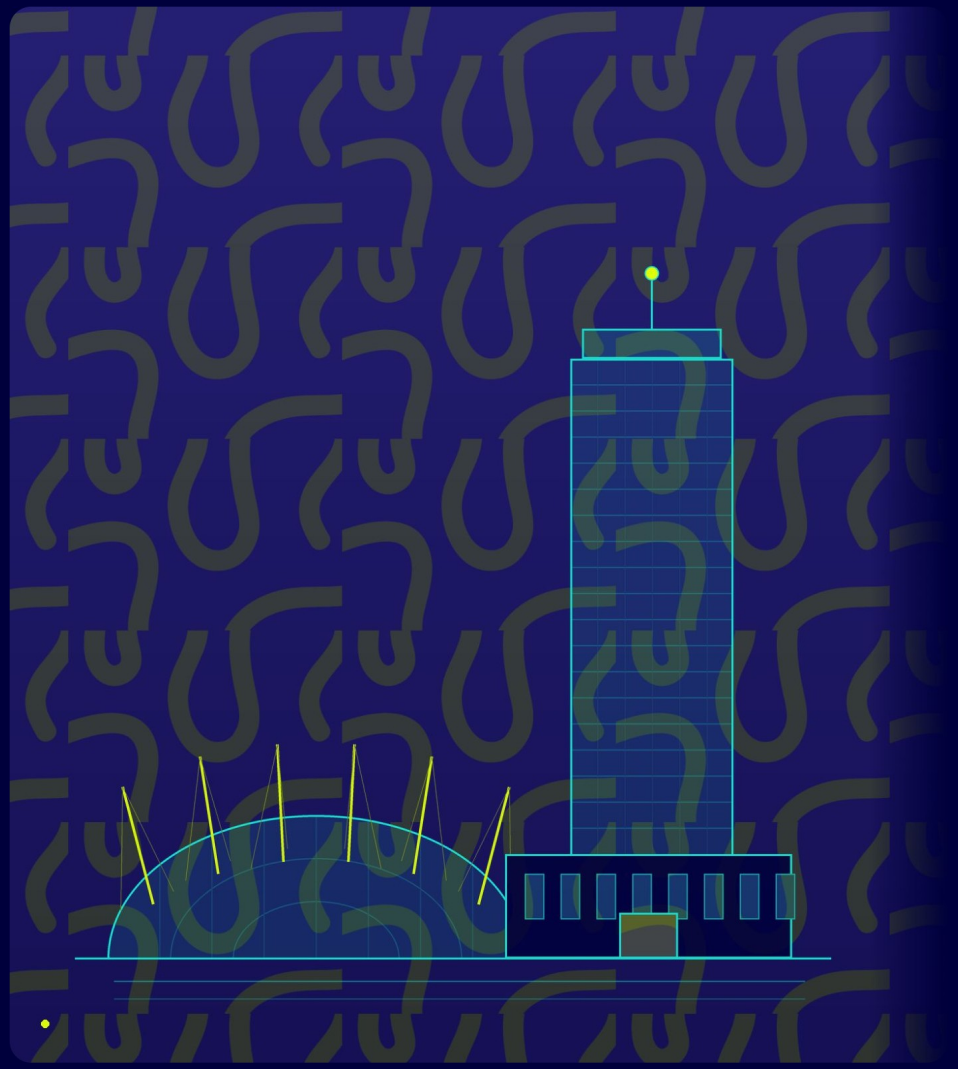
Source: aibl State of AI Adoption Survey 2026, n=755 UK mid-market leaders

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2027 AT A GLANCE

One headline day. A programme that runs all year.





HEADLINE ACTIVATION · 13 JULY 2027

aiblLIVE: where AI adoption gets real.

2,000 scale-up, mid-market and enterprise decision-makers, five functions, one day at InterContinental London, The O2. Five tracks: Growth, Efficiency, Workforce, Customers and AI Infrastructure. Practitioner-led, with no vendor theatre.

Headline Partner

One partner. Name and logo in the event title, speaking slots, a prime show floor position and the full event dataset.

Track Sponsor

One per track. Naming rights, two speaking slots and the full dataset for your function.

Content sessions

Case study, live demo, workshop and boardroom formats.

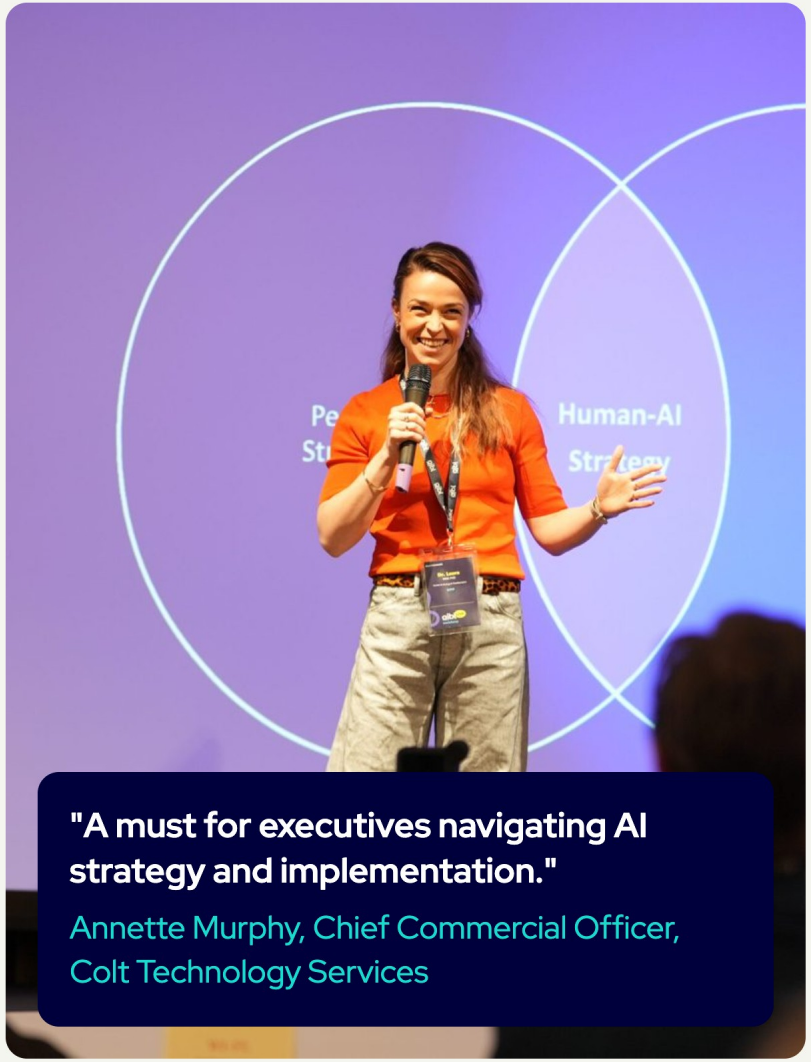
Show floor

Expert Bar, Demo Pod and Startup Stand, built for conversations.

Hospitality and branding

Networking drinks, registration and lanyard, event app.

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"A must for executives navigating AI strategy and implementation."

Annette Murphy, Chief Commercial Officer, Colt Technology Services

LEADERSHIP SERIES · FEB, MAY, SEPT, NOV

Four invitation-only events. One theme in the room.

Intimate, peer-led events for around 50 senior operators working on AI in a single area of the business. Roundtables run off the record, and each event produces a findings report.

FEB · Travel | MAY · Workforce | SEPT · Growth | NOV · AI Infrastructure

Event sponsor

Own the theme that matches your solution.

Speaking slot

Share a practitioner story or a live product demo.

Roundtable host

Lead an off the record discussion with senior peers.

Networking partner

Host the networking reception and meet every senior attendee.

Every registrant is automatically an aiblLIVE VIP. 2026 attendee NPS: +75 workforceLIVE, +85 growthLIVE.

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RESEARCH · THROUGHOUT THE YEAR

The data the mid-market trusts, with your name alongside.

The State of UK AI Adoption Survey is the benchmark for the UK mid-market: 755 leaders across five functions, run with research partner Executive Summary.

79%

report positive ROI where all five senior leaders agree on AI priorities

<1 in 3

report positive ROI where only one of the five agrees



Co-branded research

Commission a survey of mid-market leaders and a designed report, distributed under the aibl brand.

Whitepapers

Turn curated market intelligence into a designed report that carries aibl's credibility.

Insight series

Blog posts and infographics built on survey findings, published to the aibl audience.

Licensed content

Co-created research that you can license for your own marketing.

Source: aibl State of UK AI Adoption Survey 2026, 755 UK mid-market leaders, January to March 2026. Report covers are illustrative.

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aiblBRIEF

Our free weekly newsletter, sent every Friday.

CONTENT · THROUGHOUT THE YEAR

Tentpole editorial and always-on content, built with you.

Tentpole editorial

AI Changemakers returns in 2027 as a lunch edition celebrating the UK's most impactful AI operators. Built on the 2026 model of nominations, independent judging across 10 sectors and a live reveal. No place can be bought, and a presenting partner is woven through every touchpoint.

Video series

Regular interviews with operators, policy makers and AI leaders. Co-branded interview series can be licensed for your own channels.

Webinars and podcasts

Speaking platforms between events: partner webinars and analyst-led podcast series for the aibl audience.

aiblBRIEF and articles

The free weekly newsletter, plus playbooks, case studies and build stories.

Combine formats into one year-long programme around a single theme.

Image: aiblBRIEF issue, 7 August 2026, aiblmedia.com

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LEAD GENERATION · THROUGHOUT THE YEAR

A year-round engine that turns the audience into pipeline.

Always-on lead generation that turns great content into pipeline. We co-create the asset with you, or take one you have already made, and promote it to the aibl audience to generate leads that match your brief.

1. Co-create or bring your own asset
2. Promoted to the aibl audience
3. Engaged leads captured
4. Qualified and delivered to your brief

65%

of the audience can approve a new AI tool in days or weeks

Qualified to your brief

Standard, profiled or fully qualified leads, defined with you upfront.

First-party audience

Delivered from the aibl database and a managed lead generation network.

Co-created or existing assets

Whitepapers, webinars, reports or case studies: new or already made, we promote them for you.

Closed-loop reporting

Engagement data, lead scoring and CRM integration, from first click to deal progress.

Source: aibl State of AI Adoption Survey 2026

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Let's talk.

We don't do mass outreach. If this document reached you, it's because we think there's a genuine fit between what you do and what aibl delivers. We'd like to understand your objectives first, then tell you honestly which combination of activations is most likely to achieve them.

VP REVENUE

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Request a 30-minute call