

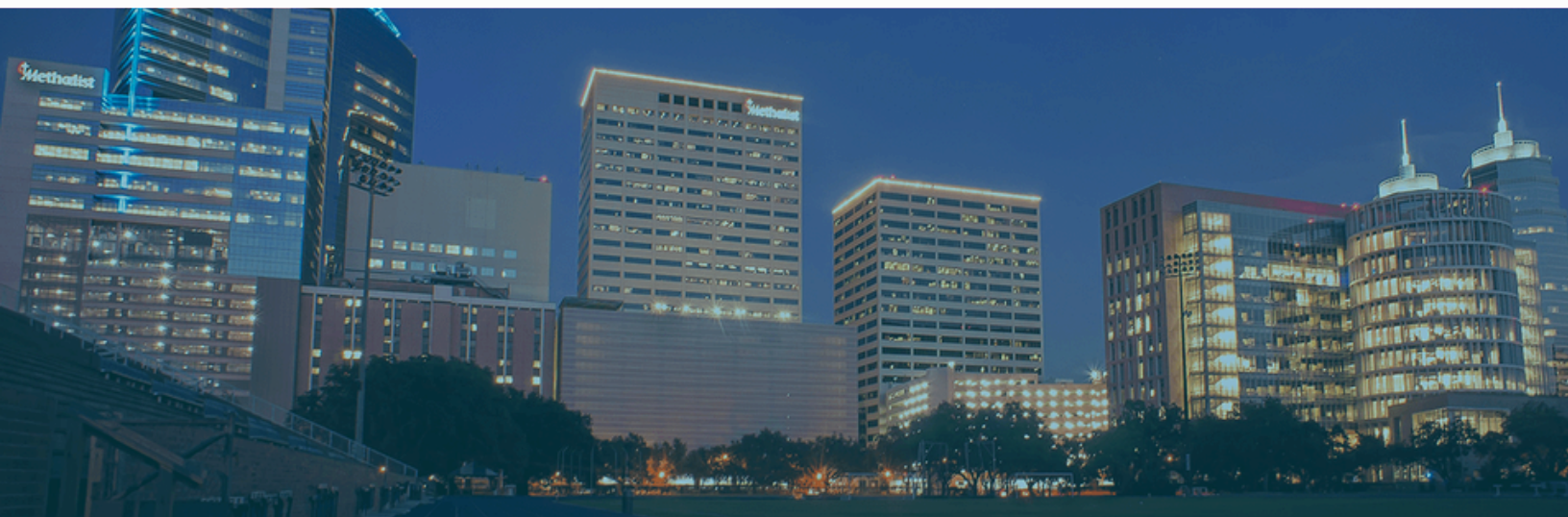


AI IN HEALTH CONFERENCE

HOSTED BY THE KEN KENNEDY INSTITUTE

**SEPTEMBER 15-17, 2026
HOUSTON, TX
BRC AT RICE UNIVERSITY**

SPONSOR GUIDE



CONFERENCE DETAILS



BRC AT RICE UNIVERSITY
6500 MAIN ST. HOUSTON, TX 77030



SPONSOR EXHIBIT HALL: SEPTEMBER 15, 2026
CONFERENCE: SEPTEMBER 15-16, 2026
WORKSHOPS: SEPTEMBER 17, 2026



EXHIBIT HALL



STUDENT POSTERS



NETWORKING

The conference will take place in Houston, TX—home of the largest medical center in the world, the Texas Medical Center. The program includes invited speakers, technical talks, poster presentations, networking receptions, a sponsor exhibit hall, and add-on workshops.

As a sponsor, your company benefits from various promotional opportunities and the chance to network with attendees throughout the conference, with dedicated exhibit booth space for Gold/Silver sponsors on September 15, 2026.

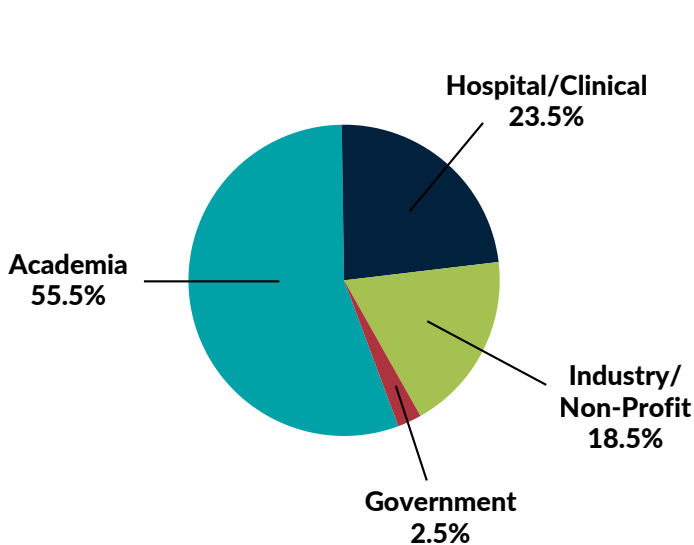
ATTENDEE DEMOGRAPHICS

LAST YEAR AT A GLANCE:

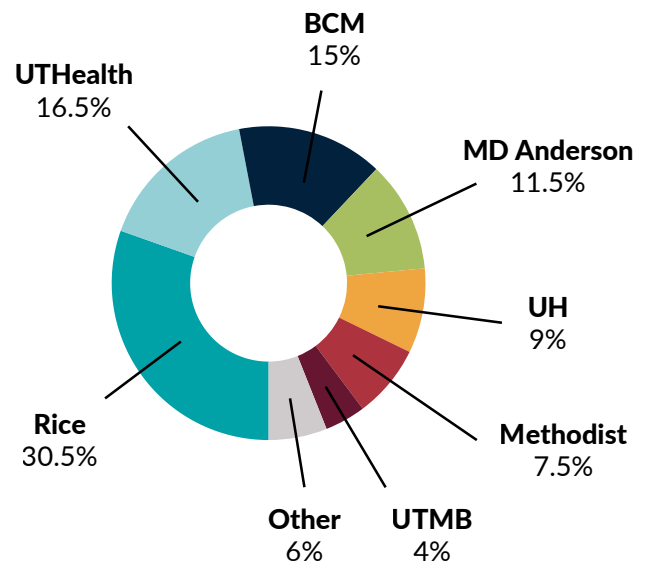
- 550+ attendees in 2025 across the four-day conference
- Representation from 30 states, 12 countries
- 65% of attendees were local to Houston—the majority from major TMC institutions



ATTENDEE TYPE



TMC REPRESENTATION



SPONSORSHIP LEVELS

 **GOLD: \$12,000** (4 Available)

 **SILVER: \$5,000**

 **BRONZE: \$1,000**

All sponsors will be required to agree to our [Terms & Conditions](#).

All sponsors must provide one (1) primary contact to be the main point of contact for your company's sponsorship. Please make sure this person is able to disseminate information, including important day-of conference logistics, to all relevant parties and exhibit representatives.

We are not responsible for readability of your logo as space for the logo will be regulated by the level of sponsorship. If you plan on sharing your sponsorship with another company, you will need to provide us with one company logo. We cannot display two logos separately or merged together.

For the exhibit displays on September 15, please note the following:

- Attendee traffic in exhibit hall is limited to one side of the table
- All exhibit tables will include a black tablecloth
- Tabletop displays can be used (must not to exceed 4 ft. in height)
- Standing displays can be placed behind table (must not exceed 8 ft. in height)

SPONSORSHIP BENEFITS

GOLD: \$12,000

Max of 4 Gold Sponsorships Available

- Seat on industry panel (organized by conference team)
- 10 x 2.5 ft. table display in exhibit hall (priority location) with 4 chairs
- Access to lead retrieval app
- Rights to a half-page, full-color interior ad in printed program
- 10 conference/workshop passes to distribute
- Logo featured on:
 - Auditorium pop-up banner
 - Printed program
 - Conference website and registration page
 - Conference email communications from the Ken Kennedy Institute
- First reach out for sponsorship the following year

GOLD ADD-ON: LANYARDS

\$5,000 — Exclusive rights to distribute branded lanyards to all attendees during check-in; lanyards provided by sponsor (1 available)

SILVER: \$5,000

- 5 x 2.5 ft. table display in exhibit hall with 2 chairs
- Access to lead retrieval app
- 5 conference/workshop passes to distribute
- Logo featured on:
 - Auditorium pop-up banner
 - Printed program
 - Conference website and registration page
 - Conference email communications from the Ken Kennedy Institute
- First reach out for sponsorship the following year

BRONZE: \$1,000

- 3 conference/workshop passes to distribute
- Logo featured on:
 - Auditorium pop-up banner
 - Printed program
 - Conference website and registration page
 - Conference email communications from the Ken Kennedy Institute

Exhibit space is not included for Bronze sponsorship

SPONSORSHIP ADD-ONS

LANYARDS: \$5,000 (GOLD ONLY)

Exclusive rights to distribute branded lanyards to all attendees during check-in; lanyards provided by sponsor

SPECIALTY COFFEE BAR: \$3,500

Available during main conference on September 15-16 for morning, lunch, and afternoon breaks in exhibit hall

DAY 1 AFTERNOON SNACK: \$2,000

Snack station (i.e. popcorn, popsicles) available for the afternoon break on September 15

DAY 2 AFTERNOON SNACK: \$2,000

Snack station (i.e. popcorn, popsicles) available for the afternoon break on September 16

Add-on sponsorships are available to committed sponsors to provide extra recognition throughout the conference. Companies must be sponsoring either at the Gold, Silver, or Bronze level to add one of the additional opportunities to their sponsorship. Add-on sponsorships are limited and available on a first-come, first-served basis.

Limit:

Only one (1) sponsorship will be available per station.

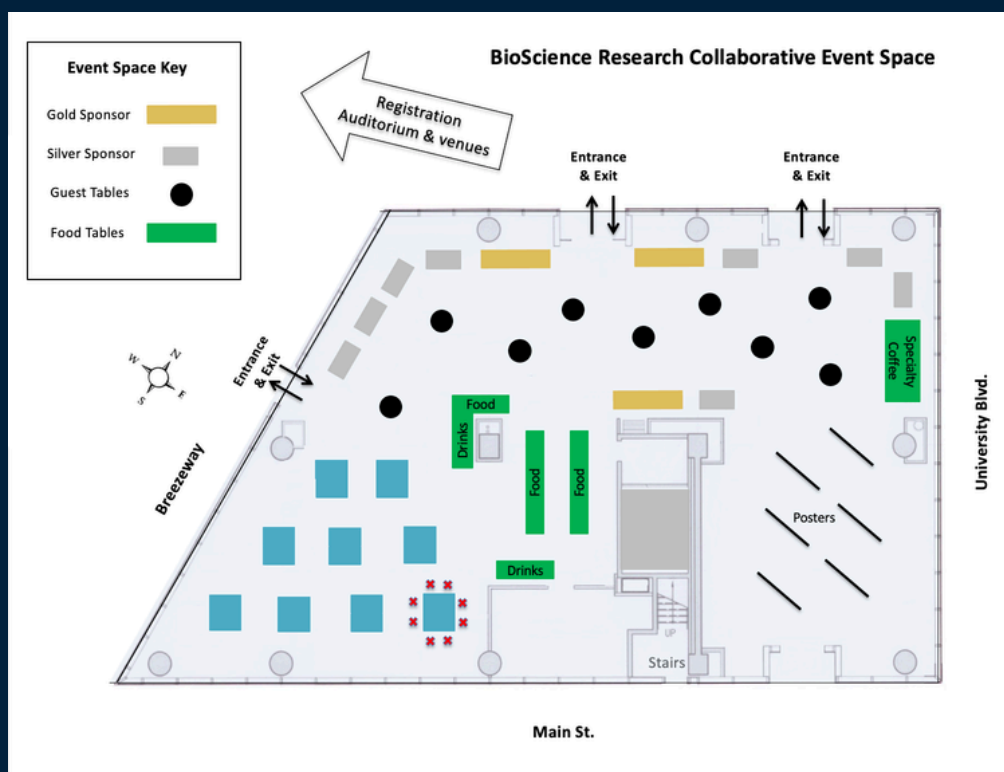
Becoming an add-on sponsor:

Add one of the available refreshment or snack station sponsorships when submitting your sponsor request form or by reaching out to our team at kenkenedy@rice.edu.

EXHIBIT HALL LAYOUT

Sponsor exhibition is on Tuesday, September 15. See an example layout of the BRC exhibit hall below. Gold/Silver sponsor tables will be placed based on order of sponsorship sign-on. Electrical outlets are limited on the event floor; the conference team will provide extension cords to assist with exhibitor power needs.

The exhibit hall is directly adjacent to the main building and auditorium. Breakfast, lunch, breaks, and receptions will all take place in the exhibit hall—these times are when the exhibit hall will have the most foot traffic.





ABOUT THE KEN KENNEDY INSTITUTE

Rice University's Ken Kennedy Institute fosters world-class foundational and use-inspired research in AI and Computing and enables its transformative use across diverse disciplines to solve global challenges, driven by the highest ethical principles. We aim to position Rice at the forefront of Responsible AI with an emphasis on health, urban communities, and resilient futures.

Today the Institute brings together over 300 faculty and senior research members across campus, forming a nexus for scientific discourse and cross-departmental collaboration. We host a variety of collaborative forums, faculty-led workshops, lectures and annual conferences on AI in Health and Energy HPC & AI, and we support research excellence through seed funding and graduate student fellowships.

300+ Members & Affiliates at Rice University

3,800+ AI & Data Science Community Subscribers

5,400+ Institute Community Subscribers

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Responsible AI and Computing for Global Impact



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