FAQ

AI Engineer NEW YORK

Welcome to AI Engineer New York 2026

We're thrilled to have you joining us as a sponsor at AIE New York 2026. Below you can find some frequently asked questions for our program. All answers pertain to the New York 2026 event only and may change across other events. A more detailed Know Before You Go will be distributed a couple weeks before the event.

KEY DETAILS

What is the event schedule?

- A high level event schedule is located below. This is subject to change and a more detailed schedule will be posted on our website a few weeks before the event.
    - **Sun, 10/11** - early registration open in the afternoon
    - **Mon, 10/12 (WORKSHOP DAY - workshop ticket holder only)**
        - 8am registration opens
        - 9am workshops begin
        - **11am exhibitor access to expo**
        - **3pm expo show ready**
        - **4pm expo open**
        - 5pm welcome reception begins
        - **7pm expo closes**
    - **Tues, 10/13**
        - 8am registration opens
        - 9am keynote begins
        - **10:30am expo opens** and breakouts begin
        - **4:30pm expo closes** and keynote begins
        - 5:30pm keynote ends
    - **Wed, 10/14**
        - 8am registration opens
        - 9am keynote begins

- **10:30am expo opens** and breakouts begin
- **4:30pm expo closes** and keynote begins
- 5:30-6:30pm exhibitor load out

I have three portal links, what do I need to do in each?

- **AccelEvents:** You should have received a magic link to the Sponsor portal in Accel 48 hours after the completion of your onboarding form. In this portal you will action on:
  - Assigning and purchasing tickets
  - Job postings submissions
  - Sponsor offers submissions
  - Setup of your virtual booth
  - Submit booth activations
  - Setup guide HERE
- **Shepard ExhibitorPro**: The ExhibitorPro link will be available the week of August 17. In this portal you will find details on booth graphics, print deadline (and late fees), shipping location and deadline, material handling costs, additional AV and furniture orders, storage details, power and internet orders, and more! In the meantime, **our General Contractor, Shepard, will reach out to you directly with all deadlines and booth details.**
- **Sponsored Session Submission:** You will use this portal to upload your information for your sponsored session and speaker information.

When can I select my booth spot on the floorplan?

- A selection link and access code will be emailed to you within 48 hours of your welcome email.

Who do I go to for questions?

- You can check out this FAQ or visit our website for any questions. If you're still unsure, reach out to sponsors@ai.engineer and someone on our team will get back to you as soon as possible.

Is there a hotel block I can book?

- We have a hotel block at the Sheraton New York Times Square hotel, please use this LINK to book your room.

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Will there be wifi at the event?

- Yes! Sponsors, speakers, and attendees will receive dedicated wifi networks.
- This shared sponsor Wi-Fi network is intended for standard business and demo usage only. It is not designed for high-bandwidth activities such as continuous streaming, large-scale uploads/downloads, or heavy media distribution.
- Performance may degrade when used for multiple devices sharing one connection, HD video conferencing, repeated video streaming, large file uploads/downloads, heavy cloud-rendering demos, and software updates during show hours.
- Our internet provider actively monitors bandwidth usage and may throttle or disconnect devices performing excessive high-bandwidth activity.

How do I access the event app?

- AI.Engineer app is available for iOS and Android users to download. Please log in with the same credentials as the AccelEvents portal.

Where can I find the most recent prospectus?

- The most recent prospectus can be found linked HERE.

What does each sponsor ticket type mean?

- **Sponsor Engineering**: General access to all engineering tracks (breakouts, keynote, expo). This badge will grant you early access to the expo as a “sponsor”. Expo session speakers will receive this type of badge.
- **Sponsor Leadership**: access to the leadership and engineering tracks (breakouts, keynote, expo) along with the off site leadership reception. This badge will grant you early access to the expo as a “sponsor”.
- **Sponsor Speaker**: speaker badges have access to all sessions, the expo, and the speaker lounge; along with the off site speaker dinner. This badge will grant you early access to the expo as a “sponsor”.
- **Sponsor Exhibitor Staff**: exhibitor badges only allow access into the expo hall, they are not valid for any session content. This badge will grant you early access to the expo as a “sponsor”.

- A note on workshops: workshops are a *ticket add-on* to each ticket type. Tickets do not inherently come with access unless you are a workshop speaker.

Are there any union labor restrictions that I should be aware of?

- The Sheraton New York Times Square Hotel observes union jurisdictional claims, which may include, but are not limited to, the installation and dismantling of exhibits and displays, material handling and drayage, audio visual, telecommunications and networking, rigging, theatrical productions, plumbing, electrical, and security.

What is the event website?

- Our website can be found here: https://www.ai.engineer/nyc/2026

Can I bring my child to the event?

- Unfortunately, minors are not allowed at AIE events.

Can I smoke in the venue?

- No, this is a non-smoking hotel, which includes vapes and electronic cigarettes.

Can I bring my service animal to the event?

- Animals are permitted only if they are documented service animals.

What are your event policies?

- Terms & Conditions
- Privacy Policy
- Code of Conduct

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EXHIBITOR BOOTH DETAILS

What's included in my booth?

Presenting	Lab	Platinum	Gold	Silver
25'x25' custom configuration	18'x18' footprint with a back wall and closet	15'x20' footprint with a back wall	10'x10' footprint with a back wall	6'x6' demo kiosk
Custom furniture configuration	Three demo stations and a reception counter, some seating	Three demo stations and a reception counter, some seating	One demo station, layout options A/B with a mix of seating and table space	One demo station with stools
Power drops are provided at each monitor with a power strip. Power is light amperage (5-10 amps) and should only be used for monitor power and phone/laptop charging. Anything else will require additional power orders.*				
1 ethernet drop per demo station**	3 ethernet drops (1 per demo station)**	3 ethernet drops (1 per demo station)**	No ethernet included	No ethernet included
4 lead scanners available	3 lead scanners available	3 lead scanners available	1 lead scanner available	1 lead scanner available
All footprints are carpeted with tuxedo carpet				

*Do not daisy chain power strips. Do not run extension cords from neighboring booths. Use only the power at your booth. Power down devices at the end of each show day unless otherwise approved. If your circuit trips, contact a floor manager or the production desk - only venue electricians may reset breakers.

**Each ethernet line includes one registered device connection. Additional connected devices must be provisioned in advance through the venue provider.

What are my key deadlines for my booth deliverables?

- Booth graphics are due no later than September 9th. Anything received past this date will incur a rush fee.
- Anything being shipped to the show must be shipped to the advanced warehouse by October 9th but no earlier than September 11th. A surcharge will apply for anything received after October

3rd.

What do I need to do if I am planning a booth activation?

- All Booth Activations require approval from the AIE Production Team. Please submit yours by **September 30 at 11:59 PM ET** using the form linked HERE. Submissions cannot be independently edited afterward, so please be sure to finalize your title, description, and activation start time before submitting.
- You may also request inclusion in the attendee app schedule within that form. If selected, only the activation title and start time are guaranteed to appear.
- If you are looking for add-on activity planning support, reach out to eliana@ai.engineer with sponsors@ai.engineer copied; where we can direct you to our most updated prospectus or help you customize an option.

Can I bring food and beverage into my booth?

- All food and beverage served or distributed at booths or anywhere on site must go through the Sheraton caterer. Outside food and beverage will need to be approved by the Sheraton catering team ahead of time and additional fees will apply.

Can I leave my personal items at the booth?

- All sponsors have lockable storage at their booth for small items and the venue is secured with 24-hour security. However, the expo hall will NOT be locked at any time, including after hours and overnight. We strongly discourage you from leaving valuables including laptops unattended. AI Engineer, Sheraton, our staff and partners are NOT responsible for any lost or stolen items.

Can I take photos and videos at my booth?

- Sponsors are generally welcome to take photos at their booths. Video recording may also be permitted without additional union labor fees; however, requirements vary depending on the equipment being used and whether professional audio equipment is involved. All filming plans must be reviewed and approved on a case-by-case basis in advance.

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How many people should I have at my booth?

- Our advice is to have at least 2 people at your booth during all hours the expo is open.

How do I connect to my booth demo station?

- An HDMI connection will be available at all monitors in your booth. Laptops can be connected to the HDMI or a self-supplied USB-A thumb drive can be connected to the monitor.
- Please bring your own dongles and have local backups of all of your demos. Demo monitors do NOT have USB-C ports built in.
- MP4 videos work best for looping videos.

I want to boost the internet service at my booth, what can I do?

- Additional networking services can be purchased through ExhibitorPro.

Where do I ship my items for the event?

- Shipping address and deadlines will be published when the ExhibitorPro portal is live. Before the portal is live, Shepard will share this information with you. You CANNOT ship direct to site for this event, you must ship to the advanced warehouse.
- Ensure you follow all proper shipping label information to avoid delays in getting your packages to your booth.
- If you have delivered your items to the advanced warehouse and have labeled them properly, they will be delivered to your booth on site. If they are not there, please visit the Shepard Exhibitor Services counter in the Central Park ballroom expo hall.

What is material handling?

- Material handling is the management of your freight within the event facility, to and from your booth location. This service is exclusively managed by Shepard at the event site.
- Material handling is a paid service that is charged back to the exhibitor. Cost saving tip: consolidate your shipments to minimize charges. Each separate arrival incurs a minimum charge so pack items together on pallets when possible.

- Sponsor must fill in the Material Handling Authorization to authorize Shepard to release your freight to your carrier at move out. Without it, your shipping will not leave the building.
- If using your own carrier, designate a backup shipping preference in case they miss the pickup deadline:
    - **Re-route via Shepard** — they ship it out on your behalf (charges apply)
    - **Return to Shepard warehouse** — your carrier picks it up later (storage fees apply)

Can I move my own package within the venue?

- You can move your packages if you carry it by hand. If you require a dolly or your item is on wheels (ex: a case on wheels) then the union labor will be required to move it.

What do I do with my empty boxes that I need for load out?

- Work with the Shepard team to store those away from your booth to avoid cluttering your booth.

LEAD SCANNING

What attendee details are included in my leads list?

- Attendee Information includes attendees' first name, last name, email address, company name, job title, company size, city, and country.
- Remember to always ask for an attendee's permission before scanning their badge.

What lead scans will I receive?

- **Sponsor Scan Leads:** Turn booth traffic into leads on the spot. Our scanning app captures Lead information in real time as you scan badges, so you're building your pipeline throughout the event instead of waiting until it's over.
- **Session Leads:** Lead information for every attendee who opts in and attends one of your qualifying sessions (expo sessions, workshops, and presenting-sponsor rooms all qualify). Breakout sessions don't generate leads unless your package specifically includes that access. Delivered as one batch within 7 days after the event.

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How do I get more lead scanners than what comes in my sponsorship?

- Additional lead scanners can be purchased for $500 each by reaching out to sponsors@ai.engineer.

How do I get access to scan leads on site?

- If you don't yet have an AccelEvents account, your company's AccelEvents Admin can add you via the web browser version to connect you with your team. You will need to be added to your company's team and have a ticket allocated to you in the Sponsor Portal in order to access lead scanning through the Exhibitor side of the app.
- Role types that are assigned in the portal are listed below.
    - Exhibitor Admin: access to web portal + app. **Adding everyone as Exhibitor Admin is safest.**
    - Lead Retrieval: app-only access for scanning. (DOES NOT GET ONBOARDING EMAIL or access to the online Sponsor Portal.)
    - Guest: **Do not use.** Has no access to Exhibitor Side of App or Portal.
- ALL Devices that can run the Attendee App can be used to scan leads through the Exhibitor side of the Attendee App. With your package, a physical lead scan device will be provided so you don't need to use a personal device.

PROGRAMMING

Will my session room have internet?

- Each session room will include an ethernet drop at the podium for direct connection and will also be accessible via the speaker wifi.

What do the different session types mean?

- **Featured Keynote:** Reserved for the opening and closing blocks of each show day. You'll receive an expanded production package - advance deck integration, confidence monitor support, custom walk-on graphics, and coordinated music cues. This session type is recorded and published. Leads are not captured.

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- **Keynote:** Deliver your brand and message on our biggest, most selective main stage. Keynotes are 10-20 minutes on the main stage, published to our YouTube channel for ongoing visibility well after the event. Content is subject to organizer approval to ensure it meets the standard our audience expects. This session type is recorded and published. Leads are not captured.
- **Breakout Talk:** An 18-20 minute talk within an organizer-curated topic track, reaching a highly engaged, self-selected audience. Exceptional proposals and speakers can be given 40 to 60 minutes on a case-by-case basis. Content is subject to organizer approval. A strong fit for sponsors with a technical story to tell to a targeted segment of attendees. This session type is recorded and published. Leads are not captured.
- **Workshop:** A one or two hour hands-on session giving your team direct, extended access to a technical audience. Workshops are among the highest-engagement formats we offer - attendees come to participate, not just listen, opt-in lead capture is available, so you leave with a list of attendees who actively chose to spend time with you. This session type is recorded and published. Leads are captured by an AIE team member located at your room door.
- **Expo Session:** A 10-20 minute talk and Q&A from a dedicated speaking area on the expo floor or assigned breakout rooms. Drive foot traffic to your booth, build brand awareness with a broader audience, and capture opt-in leads from your most highly engaged attendees who specifically want to hear about your products and opportunities. If a sponsor has more than one expo session, we encourage repeating the same sessions multiple times throughout the day to maximize reach. This session type may be recorded and published but that is not guaranteed. Leads are captured by an AIE team member located at your room door.

How do I purchase a session?

- Sessions can be purchased by reaching out to Eliana at eliana@ai.engineer. Sponsored content is limited and there may not be additional sponsored slots for sale at the time of your outreach.

When will the agenda go live on the website?

- The agenda launches on the website a few weeks before the show

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What setup is included in each room?

- **Workshop, Breakouts, Expo Session** rooms are “plug and play,” meaning you will connect your laptop via HDMI to present your content on screen. Each room will include a mix of lavalier and handheld mics and a slide advancer.
    - While we do our best to provide everything needed for a seamless presentation experience, we do recommend bringing your own HDMI dongle or adapter if your laptop requires one. Using an adapter you know works properly helps reduce troubleshooting on the day of your talk. There are no house computers for these sessions.
- **Keynotes**
    - **Featured Keynotes** are selected and curated by our team, and occur in our featured keynote blocks which run from 9a-10:30a and 4:30p - 5:30p on session days. These have a unique setup, including deck submission and strict timing restrictions. You will be informed and provided further details if you have a Featured Keynote.
    - **Standard Keynotes** are “plug and play,” meaning you will connect your laptop via HDMI to present your content on screen. Keynotes will have confidence monitors and will take place on our Main Stage as part of our all day keynote programming.
        - Similarly, we also recommend bringing your own HDMI dongle or adapter if your laptop requires one. Using an adapter you know works properly helps reduce troubleshooting on the day of your talk. There are no house computers for these sessions.

When is my rehearsal?

- Only featured keynotes will have rehearsals. An AIE team member will reach out to schedule your rehearsal time slot.
- All other speakers should plan to arrive 5 minutes before their talk to test your laptop connection and keep sessions running on time.

How do I submit a CFP?

- CFP submissions can be made at this link.

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What's AIE's YouTube channel?

- You can find our YouTube channel at the link HERE.

How can I get a copy of my recording?

- If you would like a copy of your Session, please submit a Footage Request Form.
- Standard delivery is generally 3–6 weeks after the event ends. Requests made after that 6-week window generally take 1–2 weeks to process and deliver.
- Raw, uncompressed, or isolated camera files are not part of the standard request process. Please review the full Footage Policy Here.

When will my talk be published to YouTube?

- We will post all sessions on our Youtube Channel after the event. The schedule for upload is staggered and curated for maximum views for your sessions.

How long is my talk?

- All talks are 18 minutes unless otherwise noted. All sessions on the website schedule say 20 minutes to account for 2 mins changeover time. These are hard limits.

Where do I upload my content for my talk?

- Slides do NOT need to be submitted prior to your talk unless you are a keynote or featured keynote speaker. All breakout, workshop, and expo session rooms are plug and play from your own laptop.

Are there specs for my presentation?

- Aspect ratio - 16:9
- Resolution - 1920×1080, full HD (do NOT submit 4k content)
- If you need to demonstrate something live, please ensure you have a recording of the demo as a backup.

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What should I wear to present?

- We recommend wearing neutral solid colors that complement your skin tone. Opt for simple outfits without too many accessories; choose clothes that you're comfortable wearing, and that feel authentic to you!

How do I list my side event on the website?

- See prospectus or reach out to sales for side event pricing information.

Are attendees allowed to stand in the back of session rooms?

- Yes, some standing room is allowed in the session rooms.