

19–20 October 2026

TEACHING AND LEARNING WITH AI IN EUROPE

Breda, The Netherlands

Know more about the event



We invite you

to **become a partner** of the first annual Teaching and Learning with AI in Europe conference, co-hosted by Breda University of Applied Sciences (The Netherlands) and the University of Central Florida (USA).

This two-day, English-language event brings together up to 330 lecturers, researchers, instructional designers, and policymakers from across the European Higher Education Area (EHEA) and beyond.

Become a SPONSOR:

Direct access to decision-makers — Connect with 330 higher education professionals actively implementing AI in teaching and learning.

European reach — Build your presence across the European Higher Education Area through a single event.

Hands-on engagement — Demonstrate your product or service to educators who can try it immediately in their institutions.

Unconference format — Participants don't just listen; they shape the conversations, creating diverse and authentic engagement opportunities.

International accessibility — As the conference is conducted in English, you can communicate directly with attendees without language barriers.

First-mover advantage — Establish your brand at the inaugural European edition of this renowned conference.

Why is the TLWAI UNIQUE?

Distinct from traditional academic conferences focused on scientific research, this TLWAI edition is the only conference in Europe fully dedicated to the practical application of Artificial Intelligence in higher education.

Participants will exchange hands-on experiences, showcase real classroom implementations, and share concrete tools that work — making this the ideal venue for sponsors with practical AI solutions for education.

PACKAGES OVERVIEW

Gold sponsor	€ 6500
Silver sponsor	€ 3500
Bronze sponsor	€ 1500

Conference Themes

AI in Pedagogy & Course Design • Digital Learning & Online Instruction • Academic Integrity
• Assessment & Evaluation • AI & Accessibility • Critical Thinking in the Age of AI • Student Success & Retention • Ethical Considerations • Institutional Policies

Discover our SPONSORSHIP packages



Gold sponsor | € 6500

- Exclusive presence in **The Hub** (a meeting space open all day for participants with refreshments) — both days.
- One 60-minute presentation slot in the main programme, sharing best practices on AI in teaching and learning.
- Logo as **Gold Sponsor** placed on TLWAI EU website, programme, and all promotional materials.
- Special recognition during opening and closing ceremonies.
- Company video/trailer played at start of each day.
- Featured in dedicated social media campaign.
- 3 full conference passes included.
- Priority placement in participant communications.
- Square meters: 16m²

Available for one sponsor only.

Silver sponsor | € 3500

- Presence in **The Hub** (meeting space open all day for participants) — both days.
- Logo placed on TLWAI EU website, programme, and promotional materials.
- Mentioned in the opening ceremony.
- Social media mention in conference promotion.
- 2 full conference passes included.
- Square meters: 8m²

Only four Silver sponsorships available.

Bronze sponsor | € 1500

- Exhibition table in **The Hub** (meeting space open all day for participants) — both days.
- Logo placed on TLWAI website and programme.
- 2 full conference passes included.
- Opportunity to provide promotional materials.
- Square meters: Exhibition table.

Only seven Bronze sponsorships available.

CONFERENCE DETAILS

Date: 19 and 20 October 2026

Location: Breda, The Netherlands

Venue: Breda University of Applied Sciences

Language: English

Build your own PACKAGE

Combine any sponsorship package with a Food & Beverage complement for more impact.

Food & Beverage

Lunch sponsor € 5000 per day or € 9500 both days

- Exclusive branding at the lunch area.
- Logo on table displays and menu cards.
- Place your promotional materials at lunch tables.
- Welcome message opportunity before lunch.
(3 minutes)
- 2 full conference passes included.
(per sponsored day)

Limited to one sponsor.

Coffee break sponsor € 1000 per day or € 1800 both days

Perfect for quick product conversations during breaks.

- Branded signage at coffee/refreshment station.
- Logo on break schedule communications.
- 1 full conference pass included per break.
- Coffee and refreshments available in The Hub.

Limited to two sponsors.

Network evening sponsor € 5500 *Exclusive - End of day 1*

- Sponsor drinks & bites at the end of day 1.
- Exclusive branding at the networking venue.
- Welcome message opportunity. (5 minutes).
- Logo distinctly displayed during the evening
- 2 full conference passes included.

Limited to one sponsor.

Interested in SPONSORING?

For enquiries or to secure your partnership, please contact us at
TLWAIEU@buas.nl

*First come, first served.
Packages subject to availability.*