

EXHIBITOR PROSPECTUS ◦ FALL 2026 EDITION



Where machine learning blooms.

26 & 27 September 2026

Jacob K. Javits Convention Center
429 11th Avenue, New York, NY 10001

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Prepared for prospective exhibiting organisations

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Key Dates

Booth space is held on a rolling basis in order of confirmed payment, so organisations that commit early get first pick of location within their tier.

● 1 June 2026	Applications Open Open for booth applications and tier selection.
● 19 July 2026	Exhibitor Space Deadline Final day for payment to be guaranteed a booth.
● 1 September 2026	Booth Staff Registration Portal for registering booth staff opens.
● Early September 2026	Booth Location Meeting Meet with us to walk through the floor plan and finalise your booth location.
● 25 September 2026	Load In Day Booth setup at the Jacob K. Javits Convention Center.
● 26 - 27 September 2026	Conference + Load Out Main conference dates for the fall 2026 edition.

Exhibitor Tiers

Three tiers, built around the amount of floor presence and programme visibility your organisation wants.

TIER I • SEED

\$1,000

Root yourself in the community.

- 8×8 ft booth
- 2 exhibitor badges, full two day access

TIER II • BLOOM

\$2,500

Let your brand bloom.

- 10×10 ft carpeted booth
- 4 exhibitor badges, full two day access
- Medium sized logo on sponsor walls
- Sponsored Lanyards

TIER III • CANOPY

\$5,000

Grow the canopy. Shape the floor.

- 10×20 ft premium booth
- First choice of booth placement
- 10 exhibitor badges, full two day access
- Large sized logo on sponsor walls
- Lead retrieval license
- Sponsored Lanyards
- Sponsored Welcome Bag insert

Everything, at a glance

	Seed	Bloom	Canopy
Investment	\$1,000	\$2,500	\$5,000
Booth footprint	8 × 8 ft	10 × 10 ft	10 × 20 ft
Booth Staff	2	4	10
Booth placement	As per availability	Priority request	First choice
Sponsor wall logo	—	Medium	Large, top billing
Sponsored Lanyards	—	•	•
Sponsored Welcome bag insert	—	—	•
Lead retrieval licences	—	—	•

Attendee Snapshot (Fall 2025)

1,500+
ATTENDEES

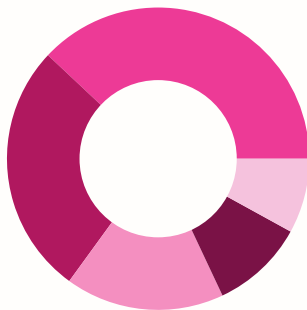
24
COUNTRIES

38%
ACADEMIC

62%
FROM NORTH AMERICA

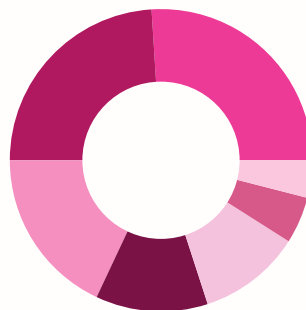


ORGANISATION TYPE



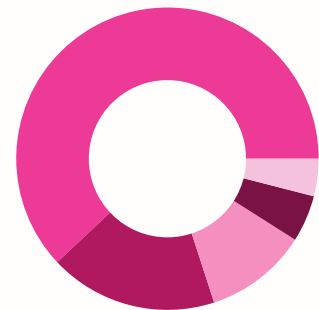
● Academic	38%
● Industry (Enterprise)	27%
● Industry (Start-up)	17%
● Independent	10%
● Public Sector	8%

PRIMARY ROLE



● Research Scientist	26%
● ML Engineer	24%
● Software Engineer	18%
● Data Scientist	12%
● Product	11%
● Executive	5%
● Policy / Ethics	4%

GEOGRAPHIC DISTRIBUTION



● North America	62%
● Europe	18%
● Asia-Pacific	11%
● Latin America	5%
● Middle East / Africa	4%

Venue & Logistics

Location

Jacob K. Javits Convention Center

429 11th Avenue
New York, NY 10001

Exact booth placement within your tier's zone is finalised together with you at the Booth Location Meeting in early September.

Shipping & drayage

Advance freight may be shipped beginning two weeks before the event. Full instructions, including addressing labels and drayage rates will be provided on 1 September 2026.

On-site support

A dedicated exhibitor help desk is staffed throughout load-in and both show days for booth, electrical, and AV requests.

Reserve your booth

Booth space is held in order of confirmed payment.

- 1. Choose a tier.** Review Seed, Bloom, and Canopy on the previous page and pick the package that fits your goals for the event.
- 2. Submit your application.** Email exhibit@flowersml.com with your organisation name, preferred tier, and billing contact. Applications are accepted through 19 July 2026.
- 3. Confirm with payment.** Full payment is due by 19 July 2026. We'll meet in early September to walk through the floor plan and settle your exact booth location together.

By submitting an application, the exhibitor affirms that all booth staff will comply with our Code of Conduct. The full policy is available at conf.flowersml.com/conduct.