

2026 VITAL STATS

JOIN THE UK'S LEADING GATHERING OF DATA & AI PROFESSIONALS

10 - 11 MARCH 2027
EXCEL LONDON

BIG DATA & AI WORLD

2026 SPONSORS

SAP

Red Hat

DELL Technologies

QA
Learn. To Change.

WhereScape®
An Idera, Inc. Company

TECH SHOW LONDON
techshowlondon.co.uk

INCORPORATING

CLOUD & AI INFRASTRUCTURE
DEVOPS LIVE
CLOUD & CYBER SECURITY EXPO
BIG DATA & AI WORLD
DATA CENTRE WORLD

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN THE UK

ACCREDITATIONS

THE CPD GROUP

ORGANISED BY

CloserStill

SUMMARY

RELIVE THE 2026 EDITION HERE

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ABOUT BIG DATA & AI WORLD

Be a part of the UK's largest and most influential gathering of big data & AI professionals at Big Data & AI World, an ever-emerging pillar of the Data & AI community in the UK.

Data & AI are reshaping every industry - it is where the entire big data & AI market meets and networks on a global scale to shape the future of the transformational industry.

Learn alongside the senior leaders of the industry, ask questions, collaborate and reshape the future of Data & AI.

Get ahead of the game, secure your branding and be at the heart of the industry's most important event for Data & AI professionals at Big Data & AI World 2027.



Matthew Smith
Sales Manager

TECH SHOW
LONDON

WHY BECOME AN EXHIBITOR?



31,200+ overall attendees at Tech Show London over the two days.



19,250+ unique visitors onsite in 2026 from 120+ countries.



73% of Tech Show London visitors in attendance have influence over purchasing decisions.



38,400+ total contacts on Connect at Tech Show London platform - our 1-2-1 meetings portal for attendees and exhibitors.

ONLINE VISIBILITY

WEBSITE

Enhance your online visibility by promoting your solutions and/or marketing materials during the event. Over the course of a year, we attracted over 364,000 unique visitors to our website in 2025.

SOCIAL MEDIA

As an exhibitor, you will be mentioned across our social media channels in the lead up to the show, further raising your profile as a key player within the data and AI industry. With over 61,000 followers across our platforms (Tech Show London), your presence will be amplified to a wide audience of industry professionals.

CONNECT AT TECH SHOW LONDON

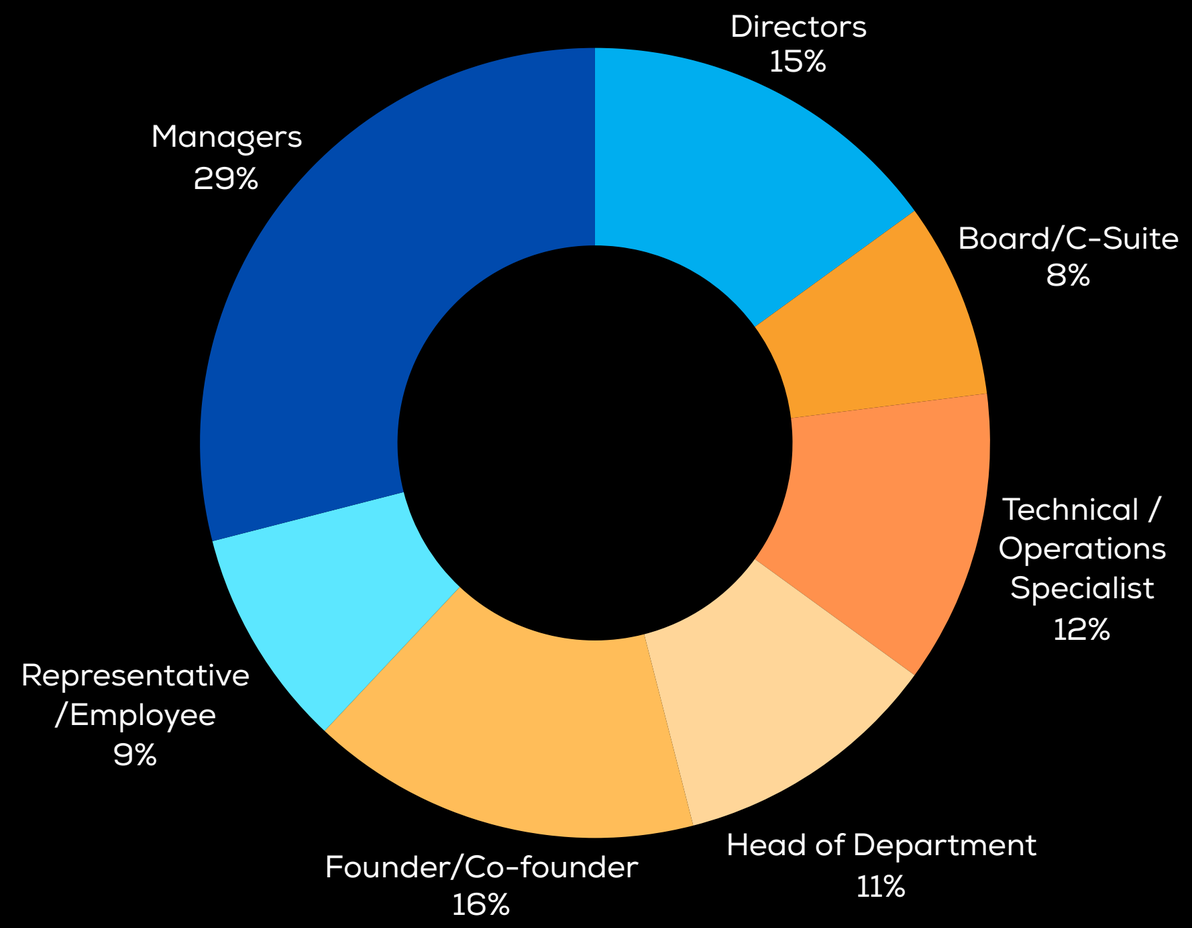
Exhibitors were able to gain valuable exposure on the Connect at Tech Show London platform as they were able to request meetings with visitors, VIPs, and other exhibitors pre-show and on-site. They also benefited from the visibility of their company profile being viewed by prospective clients planning their visit to the show, as well as from their presence on the interactive floorplan, which made it easier for visitors to locate their stand at the event.

MEDIA KIT

Enhance your visibility effortlessly by creating personalised visuals with just a couple of clicks! Take advantage of a comprehensive media kit that includes all the essential collateral to promote your participation at the show from personalised HTMLs to social media graphics and email banners.

AUDIENCE ANALYSIS - VISITOR JOB LEVEL

BIG DATA & AI WORLD 2026



INDUSTRY VERTICALS

TECHNOLOGY

PUBLIC SECTOR / HEALTHCARE / EDUCATION

BANKING / FINANCE

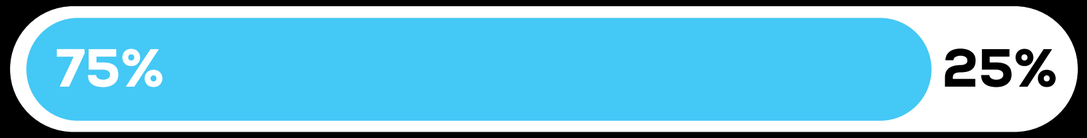
MEDIA / COMMUNICATIONS & TELECOMMUNICATIONS

MANUFACTURING & TRANSPORTATION

OTHER (E.G. CONSULTING)

CONSUMER GOODS / CORPORATE / PROFESSIONAL SERVICES & RETAIL

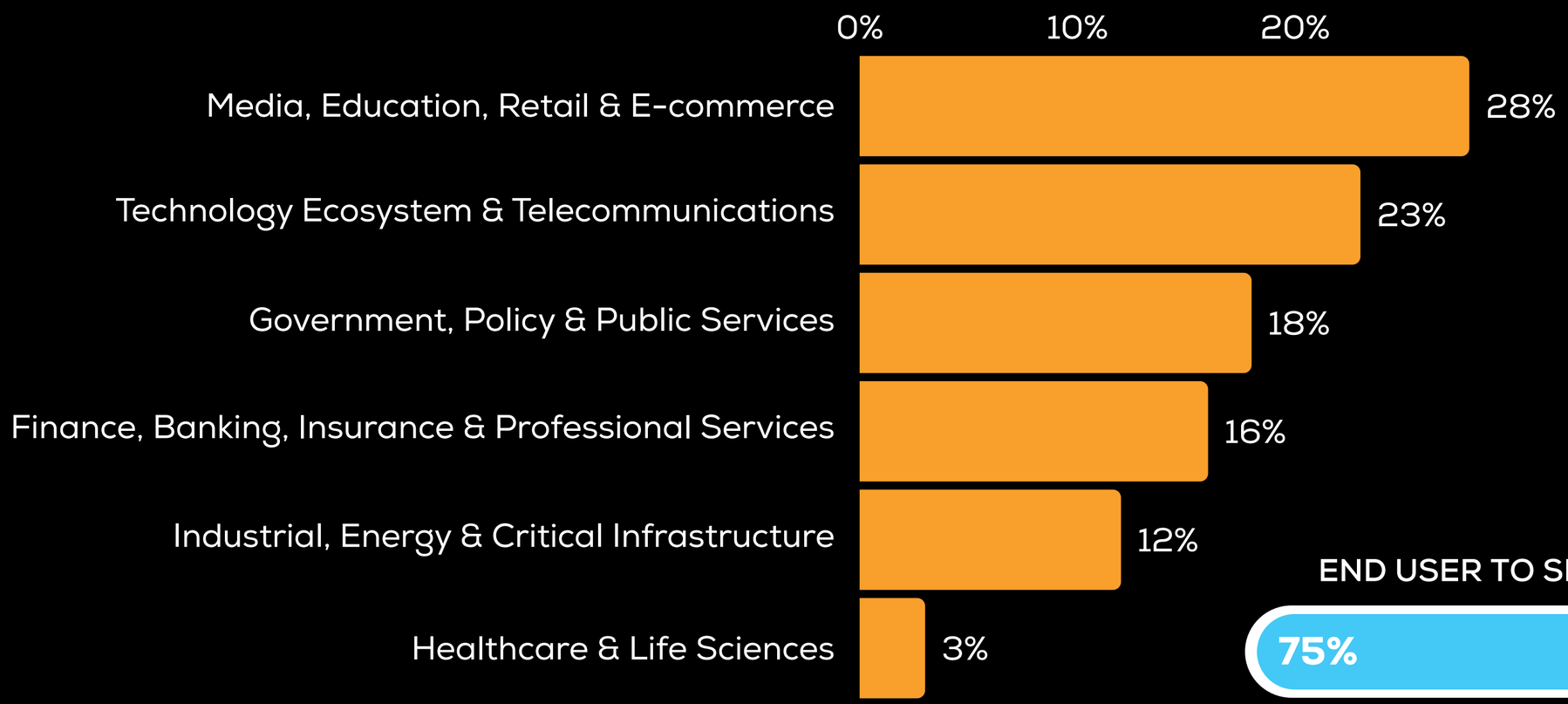
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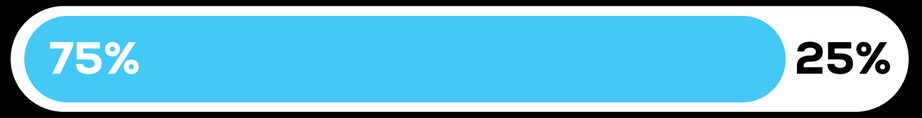
AUDIENCE ANALYSIS - INDUSTRY VERTICALS

BIG DATA & AI WORLD 2026

INDUSTRY VERTICALS

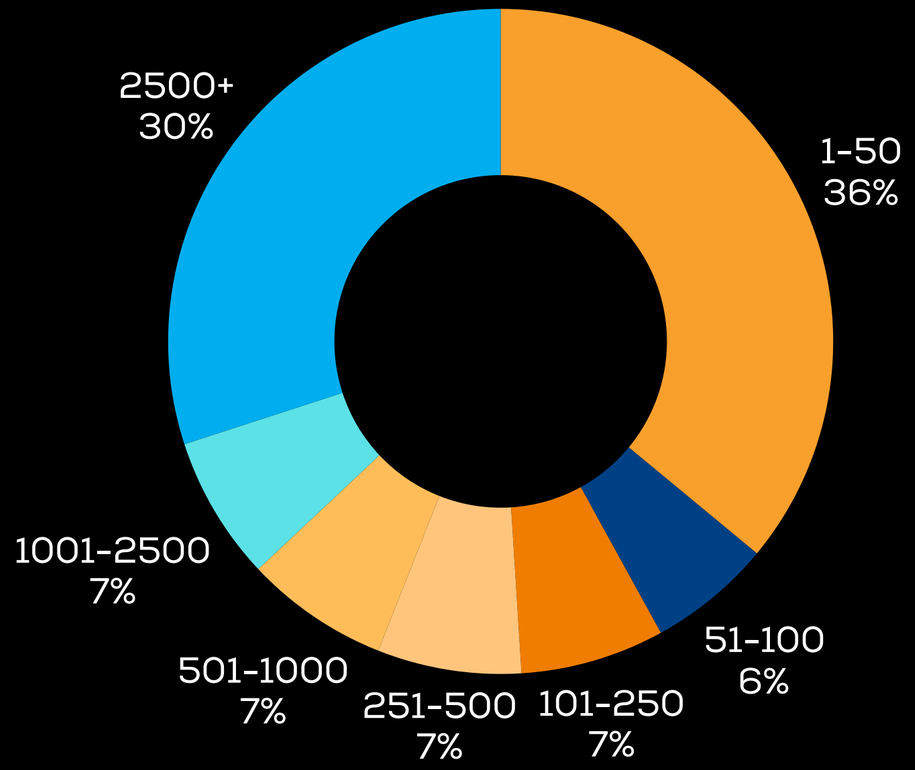


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AUDIENCE ANALYSIS
BIG DATA & AI WORLD 2026

COMPANY SIZE



DECISION MAKERS AMONG OUR VISITORS

71% of Big Data & AI World visitors specify, influence, or have a final sign off on purchasing decisions.

63% of the companies in attendance were represented by senior managers, directors, department heads, and C-suite.



SNAPSHOT OF VISITORS' JOB TITLES

HEAD OF TECHNOLOGY PROCUREMENT
GLOBAL CHIEF TECHNOLOGY OFFICER
CHIEF DATA OFFICER
DATA & AI STRATEGIST
HEAD OF DATA SCIENCE
DIRECTOR OF BUSINESS INTELLIGENCE
SENIOR PROCUREMENT MANAGER
AI & DATA MANAGER
AI SERVICE SUPPORT MANAGER
AI PRODUCT MANAGER
DATA MANAGER
CHIEF DATA SCIENTIST
AI ARCHITECT
HEAD OF AI & DATA
DIRECTOR OF STRATEGY AND DEVELOPMENT
HEAD OF IT OPERATIONS AND DATA

SENIOR DATA ANALYST
MANAGER OF DATA GOVERNANCE AND QUALITY
DATA-CENTRIC DIGITAL TRANSFORMATION MANAGER
VICE PRESIDENT OF ARTIFICIAL INTELLIGENCE
CHIEF DATA ENGINEER
GROUP HEAD OF PROCUREMENT
HEAD OF DATA ANALYTICS & BUSINESS INTELLIGENCE
HEAD OF MACHINE LEARNING
PROCUREMENT DATA & QUALITY MANAGER
DIRECTOR OF DATA SCIENCE
CHIEF AI & DATA OFFICER
AI INNOVATION LEAD

HEAD OF DATA INSIGHTS
MANAGING DIRECTOR
IT DIRECTOR
HEAD OF BUSINESS ANALYTICS
HEAD OF INSIGHT
GTM LEAD DATA & ANALYTICS
DIRECTOR OF CLOUD & DATA TRANSFORMATION
HEAD OF SYSTEMS ANALYTICS
PRACTICE LEAD, DATA & TECHNOLOGY
SENIOR BUSINESS INSIGHT ANALYST
HEAD OF PERFORMANCE
DATA MANAGEMENT LEAD
INTEGRATION & TECHNICAL INFRASTRUCTURE MANAGER
HEAD OF ENGINEERING & QUALITY
VALUE CHAIN MANAGEMENT LEAD

TESTIMONIALS

LLOYDS

LEAD ARCHITECT - VIP VISITOR

"I QUITE OFTEN COME TO THIS EVENT. IT GIVES ME A MUCH WIDER PERSPECTIVE OF WHAT'S HAPPENING IN THE MARKET. TODAY, I FOUND A VERY INTERESTING TOOL THAT I WOULD LIKE TO HAVE CONVERSATION ABOUT FURTHER, WHICH HELPS PROGRESS FASTER. I ATTEND EVERY YEAR AND I LOOK FORWARD TO ATTENDING NEXT YEAR."

Red Hat

EXHIBITOR

"WE LOOK AT THIS EVENT AS ONE OF THE BIGGEST AND INFLUENTIAL EVENTS WITH GREAT COVERAGE IN TERMS OF PERSONAS. WE HAD SOME AMAZING CONVERSATIONS OVER THE LAST TWO DAYS. SO MANY QUERIES AND CONVERSATIONS. GIVE IT A TRY. IT IS WORTHWHILE EXHIBITING AT THIS EVENT."

METROPOLITAN POLICE

TECHNOLOGY SUPPORT OFFICER - VIP VISITOR

"I FOUND ALL THE LECTURES AND PRESENTATIONS VERY USEFUL, THERE WAS SOME NEW CONTENT DATA THAT I'VE LEARNED FROM MY TRIP TODAY."

DELL Technologies

EXHIBITOR

"WE'VE GOT EXPERTS HERE ON STORAGE, COMPUTING, NETWORKING, AI SERVICES. WE'RE IN THE BIG DATA & AI WORLD, AND WE WOULDN'T WANT TO MISS OUT."

Deloitte.

ASSOCIATE DIRECTOR - VIP VISITOR

"I'VE BEEN COMING TO THE EVENT FOR A WHILE NOW AND IT'S EVOLVED FROM WHAT IT'S BEEN. I CAME FOR THE FIRST TIME FOUR YEARS AGO AND I'VE COME EVER SINCE. I HAVE IDENTIFIED PRODUCTS AND SOLUTIONS THAT I'M INTERESTED IN SUCH AS REDHAT. I WILL COME BACK NEXT YEAR."

QA
Learn. To Change.

EXHIBITOR

"IT'S GOOD TO UNDERSTAND WHAT THE LATEST AND GREATEST IN TECH IS, WHAT OTHER COMPANIES ARE DOING AND HOW THEY'RE INNOVATING, BECAUSE I THINK INNOVATION IS ULTIMATELY WHAT'S GOING TO DRIVE US AS AN INDUSTRY."

ENGAGEMENT BETWEEN VISITORS & EXHIBITORS

Connect at Tech Show London is an innovative web-based networking platform designed to enhance your event experience. Exhibitors were able to create personalised profiles, arrange on-site meetings, add conference sessions to their tailored schedule, promote their on-stand product demonstrations, and utilise our Floorplan Route-Mapper.

21,500+ Contacts engaged with the platform before and after the show.

3,000+ Pre-scheduled meetings confirmed by the end of day 2 of the event.



SNAPSHOT OF COMPANIES REPRESENTED BY OUR VISITORS



LEADS GENERATED ON EXHIBITOR STANDS
AT BIG DATA & AI WORLD 2026

2,793 leads were collected across Big Data & AI World 2026.

195 leads were generated on average per exhibitor.

750+ total scans were generated by our silver sponsors.



TECH SHOW
LONDON

CONFERENCE AND SPEAKERS

420+ thought leaders spoke across 14 conference theatres.

220+ conference sessions took place.

25,400+ conference attendees.

2,850+ VIP badge holders attended Tech Show London.

150% average theatre capacity across Big Data & AI World, part of Tech Show London.

BIG DATA & AI WORLD 2026 SPEAKERS



KIRSTINE DALE
MET OFFICE



ROHIT DHAWAN
LLOYDS BANKING GROUP



HILARY GRAY
PROPELLER GROUP



ISABELL GRUEBNER
ASTRAZENECA



RAY SIRPIAN
TUI



MICHAIL VAMVAKARIS
WILLIAM HILL



FABIO DIAS
UNIVERSITY OF SURREY



KEVIN CASSAR
TALKTALK



MIGUEL RODRIGUES
TRAINLINE



VLADA ZDORVENKO
TESCO TECHNOLOGY

TECH SHOW LONDON MAINSTAGE 2026 SPEAKERS



LOUIS THEROUX



PROFESSOR HANNAH FRY
MATHEMATICIAN, BROADCASTER AND AUTHOR



SASHA QADRI
PRESENTER & FORMER NEWS ANCHOR

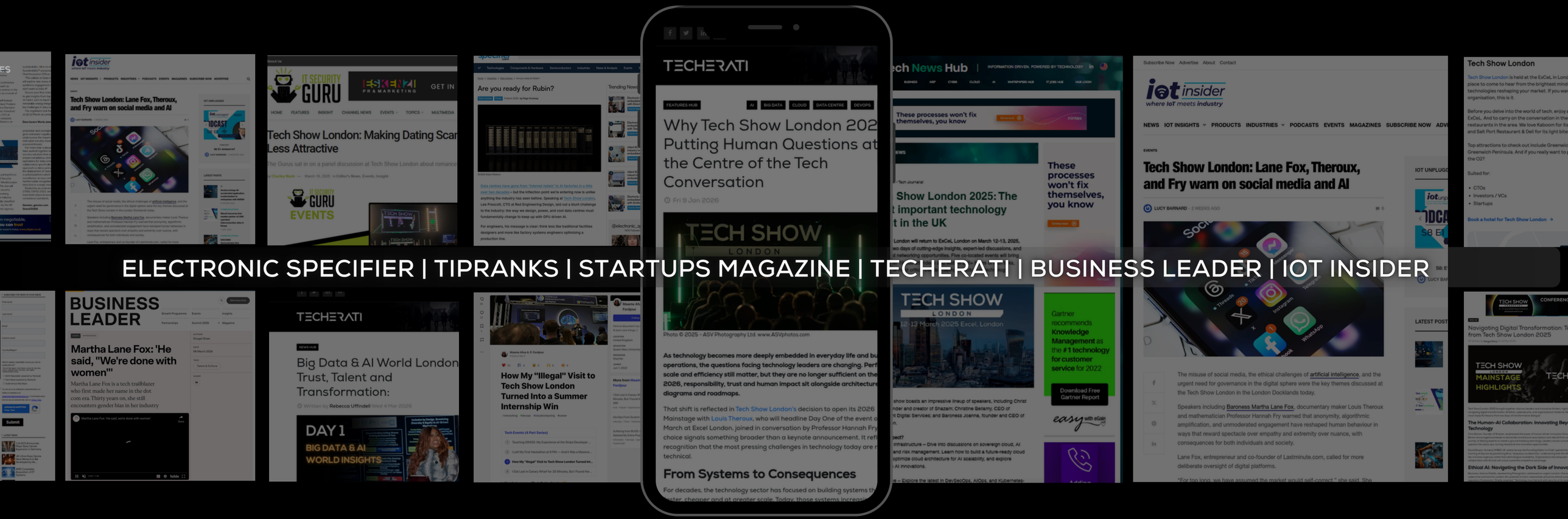


PIERS LINNEY MBE
CO-FOUNDER & EXECUTIVE CHAIRMAN, IMPLEMENT AI



KRISH RAMINENI
CO-FOUNDER & CEO - FIREFLIES.AI

ONLINE MEDIA COVERAGE



ELECTRONIC SPECIFIER | TIPRANKS | STARTUPS MAGAZINE | TECHERATI | BUSINESS LEADER | IOT INSIDER

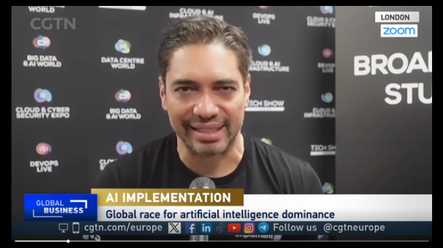
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BROADCAST COVERAGE SNAPSHOT & PR OPPORTUNITIES

200 MILLION+ GLOBAL REACH ACROSS ALL BROADCAST PLATFORMS

In 2026 we worked with Markettiers, whose creative campaigns generate local, regional, national and international coverage. Just some examples of our coverage include:







markettiers
The Broadcast Specialist

– 3

RESULTS

TECH SHOW LONDON IN NUMBERS

17
Broadcast interviews with Tech Show London speakers, managed directly from ExCel

7
Spokespeople engaged to undertake interviews



200m+
Potential global reach across all broadcast platforms

2
Global broadcast outlets - Associated Press TV News & CGTN

6
International broadcasters engaged with on behalf of Tech Show London

markettiers.com – The broadcast specialist

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Red Hat

PLATINUM SPONSOR

DELL Technologies

SILVER SPONSORS

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2026 PARTNERS

MEDIA PARTNERS



elitebusiness

AIPressRoom

Times Of AI

AIWIRE

BIG DATAWIRE

inside AI NEWS

CULTURAL INFUSION

AI TIME JOURNAL

WOMEN in TECH

EME Outlook

PEA

/tech she can;

TECHLED
EMPOWERING TECH LEADERS



DataKind UK

Entrepreneur
UNITED KINGDOM

Quantic

PROPELLER

STARTUPS
MAGAZINE

IOTNOW
CONNECTX FOR THE ENTERPRISE

GALLERY: HIGHLIGHTS FROM 2026



















GALLERY: HIGHLIGHTS FROM 2026



















GLOBAL TECH SHOW PORTFOLIO 2026/2027



TECH WEEK SHANGHAI
全球数据周
6-8 May 2026, Shanghai New International Expo Centre (SNIEC)

TECH SHOW FRANKFURT
6 - 7 May 2026 Messe Frankfurt
www.techshowfrankfurt.de

TECH WEEK SINGAPORE
29-30 September 2026, Marina Bay Sands
singaporetechnologyweek.com

TECH SHOW MADRID
4 - 5 NOVIEMBRE 2026
IFEMA MADRID / Pabellones 3 - 5

TECH SHOW PARIS
18 - 19 november 2026, Paris Expo Porte De Versailles
www.techshowparis.fr

TECH SHOW LONDON
10-11 March 2027 Excel London
techshowlondon.co.uk

TECH SHOW LONDON

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN THE UK

HAVE ANY QUESTIONS?

WE ARE HERE TO HELP YOU WITH YOUR PARTICIPATION AT BIG DATA & AI WORLD 2027.



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