FUTURA INNOVATION CONFERENCE

19-21 October 2026

A Global Innovation Event Where Ideas Ignite the Future

www.FuturaEvent.com

ABOUT ADEO INTERACTIVE

And personal connection to Ireland

Based in Austin, Texas, Adeo InterActive is a full-service Event Management Company specialising in innovation, start-up, technology, and economic development programme content. Since 2005, Adeo has produced large-scale innovation conferences that foster collaboration, trust, and meaningful connections among technology innovators, thought leaders, investors, start-ups, educators, researchers, government, and beyond.

Our strength at Adeo InterActive is producing large-scale innovation conferences.

We have worked with a diverse range of partners including AARP, Kauffman Foundation, NASA, Rally Indiana Innovation Conference, Inventures (Canada), SHEInnovates, Student Startup Madness, Summerfest Tech (Milwaukee), Sloss Tech (Birmingham), Women's Health Innovation Conference (Edmonton), BioKansas Innovation Festival, Nano Canada, Louisville Innovation Summit, The Finance & Accounting Technology Expo, Avant South (Atlanta), and many more.

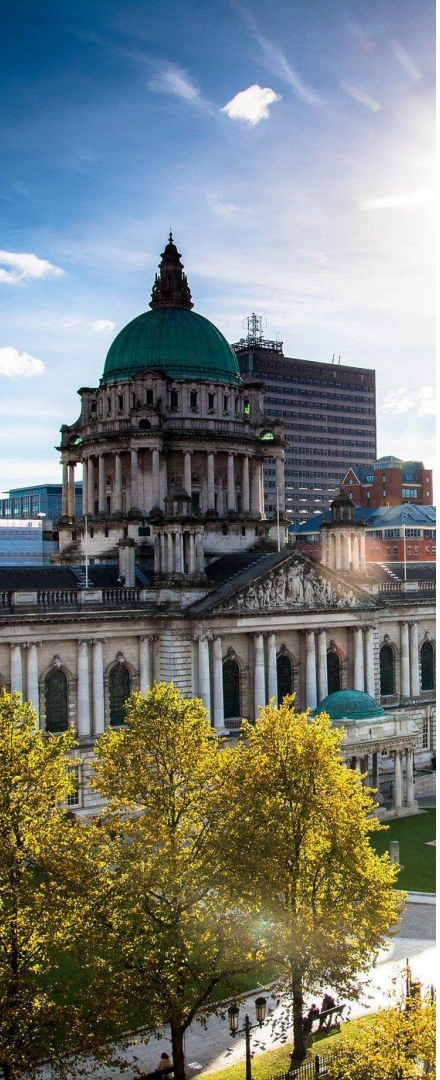
Adeo InterActive sets itself apart by not only producing large-scale events but by facilitating collaboration and building sustainable networks of trust within communities and across borders. Our leadership is deeply invested in international connections—Chris, our founder, holds dual U.S.–Irish citizenship, with family roots in Bundoran, County Donegal. This global perspective drives our commitment to long-term partnerships, including a 10-year committee vision for events that remain profitable, sustainable, and aligned with passions that create real impact.

EVENT VISION

- **Positioning Statement:** A global audience of thought leaders and innovators convening in Limerick under one innovative and forward-thinking banner—showcasing Irish excellence across sectors, inspiring cross-border collaboration, and positioning Ireland to a worldwide future.

"If you're going to do business in one of our sectors / clusters of strength we want the event to be involved in the discussion."

- **Goal:** Creating a significant economic impact!
- **Approach:** This annual global event aims to showcase Ireland as a dynamic hub for thought leadership while uniting the various communities. By highlighting the unique strengths of various Irish cities through layered engagement opportunities, the event fosters collaboration and presents a unified global front for Ireland.
- **Sectors of Focus:** Cluster-type sectors of focus that position Ireland as a global thought leader and a place to do business by showcasing the strengths of the countries.
- **Benefits:**
  - **Unique Cross-Collaboration:** Create opportunities that typically wouldn't occur due to the convergence of our global event audience (i.e. speaker, attendees, partners), seven sectors of focus tracks, and communities (government, industry, start-ups/investors and academia).
  - **Investment and Client Opportunities:** Facilitate connections that lead to new clients and investment prospects, including moving businesses to Ireland and opportunities to leverage expertise within Ireland and outside of the countries.
  - **Enhanced Value Proposition:** Offer attendees greater value through collaborative experiences to gain new perspectives from other's expertise, new clients/partners, and enhance their levels of expertise.
  - **Economic Strategy:** Highlight the benefits of collaboration, including improved employment rates, increased tax revenue, and enhanced infrastructure development.
  - **Strategic Hub for Business:** Through bringing in businesses from Ireland and the globe, we position Ireland as a strategic hub for business, serving as a central connector for commerce, innovation, and investment.



EVENT OVERVIEW

- **Location:** Limerick, Ireland
- **Date:** 19-21 October 2026
- **Duration:** 2.5 days
- **Cost to Attend:** €199 - €699
- **Where attendees are coming from:** Ireland, U.K., Europe, North America
- **Partnering Ireland Cities (Event content will happen only in Limerick):** Belfast, Dublin, Derry, Cork, Galway, Shannon, Newry
- **Sister City Partnership:** Austin, Texas
- **Venue**: Various locations in city-centre (i.e., hotels, pubs/bars, restaurants, galleries, universities, etc.)
    - Each location will maintain a theme based on the event's tracks
    - Within the Conference, city-centre will come alive with a dynamic, multi-venue event that spans the city centre and spotlights seven primary tracks.
- **Downtown Engagement:** Participants will navigate through key downtown locations each dedicated to a specific track.
- **Experiential:** Throughout the locations and on the way to specific programme content, participants can take part in experiential immersive activations such as artist painting, robotics competition, autonomous vehicles, food, fashion, music, etc.

PARTNER CITIES

One of the key purposes of this event is to connect cities within Ireland. Each year, we will partner with various cities and highlight their strengths within the event. The following showcases a few of the biggest cities within Ireland and some industries they are known for.

***** All programme content will be held in Limerick *****

Belfast: Ethical AI, Advanced Engineering, Creative, Cybersecurity

Cork: Life Sciences and Pharmaceuticals, Cybersecurity, Financial Services, Agri-food

Derry: Agriculture, Life Sciences, Manufacturing

Dublin: High-tech, Financial Services, Information Technology, Aviation, Food and Beverage, Pharmaceuticals

Galway: Medical and Healthtech, ICT, FinTech, Manufacturing

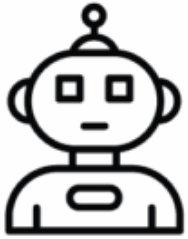
Limerick: Life Sciences and Health Technology, Advanced Manufacturing, Sport, Smart City Energy

Newry: Agriculture, Manufacturing, Construction, FinTech, Pharmaceuticals, Blue Economy

Shannon: Aviation & Aerospace, Advanced Manufacturing, Logistics & Supply Chain, Green Energy, Maritime

TRACKS / SECTORS

Transport & Aerospace



Innovative Technologies

Culture, Media & Entertainment

Enterprise

AgTech & Sustainability

MedTech & Life Sciences

Infrastructure & Logistics

VENUE LOCATIONS

The event will feature 10+ venues throughout Limerick City Centre, creating a walkable, immersive experience where attendees move between locations to engage with curated content and interactive programme content. Each venue will host a dedicated content track and/or experiential activities. In addition, city-wide activations will animate the spaces between venues—featuring elements such as robotics demonstrations, street performances, and outdoor showcases—bringing the innovation ecosystem to life throughout the city.

A Few Highlights of the Event for Futura Badge Holders

Houses & Summits

- **Start-up House –** 2 days of startup content, central hub at Innovate Limerick - Engine
- **Funded House –** Investors connect & speak with startups
- **Policy Summit –** EU policymakers convene
- **Digital Network/Innovate Island House –** Talent development & digital upskilling
- **University Commercialization Showcase –** Research-to-market pitches
- **CivitasAI –** AI-powered governance, strategy, and trust intelligence for adaptive prosperity.
- **Boyne Valley Food Innovation District** - Accelerating sustainable food innovation, entrepreneurship, collaboration, and regional growth globally.
- **Awaken Angel Gathering –** Women investors united
- **Immersive Technology House**– AR, VR, and spatial computing
- **Space House** – Space tech and commercial exploration
- **Manufacturing House** – Working with the top 5 manufacturing groups with Ireland who focus on smart factories, industrial innovation, and more
- **Sports Reception** – Connecting leaders across sports, business, and innovation
- **Entrepreneurship Educators Alliance Breakfast** (hosted by London School of Economics & Political Science) - gathering w/focus on entrepreneurship in secondary school & higher ed.

EXPERIENTIAL ACTIVATIONS

- Experiential programme content is designed to showcase the culture, creativity, and innovation of Ireland through:

Food	**Fashion**	**Art**
Music	**Dance**	**Nature**
Technology	**Innovation**	**Architecture**

- Direct engagement with locals so that attendees leave with a memorable, meaningful connection to the community and a lasting positive impression of the location.
- The Experiential programme will allow attendees the opportunity to engage in immersive and interactive experiences, installations, activities, and performances which embody the culture and personality of the community.
- Examples:
  - Large LED Robots
  - 3D Holographic Displays
  - Immersive Scenography
  - Robotics Competition
  - Live Musicians and Entertainers
  - Local Food Showcases

RUN OF SHOW

	Monday, 19 October	Tuesday, 20 October	Wednesday, 21 October
7:00		Walk/Run - Three Bridge	Walk/Run - Three Bridge
8:00		Registration Open	Registration Open
9:30 - 10:15		Workshops & Roundtables Track Content Partner Programme Experiences	Workshops & Roundtables Track Content Partner Programme Experiences
10:45 - 11:30	Registration Open	Workshops & Roundtables Track Content Partner Programme Experiences	Workshops & Roundtables Track Content Partner Programme Experiences
12:00 - 12:45		Workshops & Roundtables Track Content Partner Programme Experiences	Workshops & Roundtables Track Content Partner Programme Experiences
12:45 - 13:30		Lunch - Networking Experiences	Lunch - Networking Experiences

	Monday, 19 October	Tuesday, 20 October	Wednesday, 21 October
13:30 - 14:15	Registration Open	Workshops & Roundtables Track Content Partner Programme Experiences	Workshops & Roundtables Track Content Partner Programme Experiences
14:45 - 15:30	Welcome Speakers	Workshops & Roundtables Track Content Partner Programme Experiences	Workshops & Roundtables Track Content Partner Programme Experiences
16:00 - 16:45	Opening Speaker Session	Keynote	Closing Ceremonies
17:00	Sponsored Welcoming Parties	Pub Crawl	

Programme subject to change. Schedule and sessions may be adjusted.

Registration | **Track Content** | **Experiential** | **Workshops & Roundtables** | **Partner Programme** | **Featured Speakers** | **Sponsored** | **Meals/ Reception**

EXPECTED DEMOGRAPHICS

Audience Profile

- Attendees: 1,000+ participants
- Countries Represented: 15+
- Age Range: Majority between 25–55, spanning early-career talent to senior executives
- Gender Representation: Balanced male/female participation
- Core representation from Ireland (North & Republic), EU & UK, and North America

Industry Representation

Representing globally competitive sectors across:

AI & Enterprise Software · Advanced Manufacturing · Aviation & Mobility · Life Sciences & MedTech · Cybersecurity & FinTech · Green Energy & ClimateTech · Logistics & Smart Cities · AgTech & Food Innovation · Creative & Digital Industries

Organizational Snapshot

- Mix of large enterprises, small-to-medium businesses, and start-ups
- Strong presence of decision-makers: executives, investors, and department leads with significant purchasing and partnership influence

Decision-Makers in Attendance

- Executive & Board Level: C-Suite (CTO, CIO, CDO, CSO, CMO), Board Directors, VPs & Department Heads
- Government & Public Sector Leaders: Mayors, City & County Officials, National Policymakers
- Founders & Capital: Startup Founders, Managing Partners, Investors & Advisory Board Members
- Education & Research Leaders: University Deans, Research Directors, IP & Innovation Offices
- Technical & Operational Experts: Engineering, AI, Data Science, Sustainability, Product & Clinical Leaders

AUDIENCE & KEY TAKEAWAYS

Industry & Innovators

C-Suite, Board of Directors, Finance Directors, Influencers

- Networking with industry leaders
- Sales opportunities
- Platform to showcase your innovation

Government & Policymakers

City Councils, Mayors, Governors, Government Officials

- Economic development opportunities
- Public-private partnerships
- Promoting community collaborations
- Sector-specific insights

Start-ups & Investors

Founders, Managing Partners, Advisory Board Members

- Access to funders and mentoring opportunities
- Visibility and pitching opportunities
- Strategic partnerships
- Market trend insights

Education & Research

Administrators, Deans, IP Departments, Professors

- Research collaboration
- Partnerships with industry stakeholders
- Showcase academic excellence
- Talent & knowledge exchange

WHERE START-UPS & INVESTORS MEET

Futura Startup Pitch Competition
Selected startups from across Futura's seven industry tracks will pitch live to investors, industry leaders, and ecosystem partners, gaining exposure, expert feedback, and valuable connections.

Investor VIP Venue
Produced by Funded House and Venture Builders Fund and creating a VIP Investor location during the event.

Startup Venue
Held at the Innovate Limerick "The Engine" location in City Centre Limerick and they will produce two days of content, as well as, networking opportunities with startups, investors and Futura attendees.

BIC Gatherings
Axis BIC from Cork is working on bringing together the various BIC organizations throughout Ireland during the event.

Awaken Angels
A reception and content related to helping women become angel investors.

Entrepreneurship Educations Alliance Breakfast
(hosted by London School of Economics & Political Science) - gathering w/focus on entrepreneurship in secondary school & higher ed.

Student Startup Pitch Event
In very early discussions to have selected group of University students throughout Ireland participate in a student related startup pitch event showcase

Accelerator/Incubators/Events/Collaborative Work Locations
Partnership with these various groups such as Ulster University, RDI Hub, PorterShed, Republic Works, AxisBIC/BIC, CREW, TechTides, Platform94, Innovative Limerick and more to come to find ways to connect and engage these communities within Futura events.

Universities Commercialization Showcase
Creating an Ireland-focused showcase of university intellectual property commitments from cities including Limerick, Dublin, and Belfast, designed to accelerate research-to-market pathways, foster cross-institution collaboration, and support more events that connect universities, startups, investors, and industry leaders.

WHERE INDUSTRY & INNOVATORS CONNECT

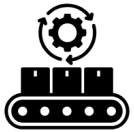
Boyne Valley Food Innovation District
Accelerating sustainable food innovation, entrepreneurship, collaboration, and regional growth globally.

Policymakers
Convening EU and global policymakers alongside industry leaders to discuss regulation, innovation strategy, and the future of cross-sector collaboration.

Product Design
Featuring Europe's leading product designers and innovators, focused on design thinking, user experience, and building products that scale globally.

University Commercialization Showcase
Creating an Ireland-focused showcase of university intellectual property commitments from cities including Limerick, Dublin, and Belfast, designed to accelerate research-to-market pathways, foster cross-institution collaboration, and support more events that connect universities, startups, investors, and industry leaders.

Space
Focused on space technology and commercial exploration, connecting industry leaders, startups, and researchers in the growing space economy.



Manufacturing
Partnering with Ireland's leading manufacturing groups to highlight smart factories, industrial innovation, and the future of production.

Sports Reception
Connecting leaders across sports, business, and innovation to explore performance, technology, and global opportunities in the sports industry.

Talent Upskilling
Focused on talent development and digital upskilling, connecting industry leaders with initiatives shaping the future workforce.

Immersive Technology
Exploring advancements in AR, VR, and spatial computing, bringing together creators, technologists, and industry adopters.

WHERE GOVERNMENT & EDUCATION COLLABORATE

Policy Summit
Bringing together EU and global policymakers to engage with industry leaders on regulation, innovation strategy, and cross-sector collaboration.

University Commercialization Showcase
Creating an Ireland-focused showcase of university intellectual property commitments from cities including Limerick, Dublin, and Belfast, designed to accelerate research-to-market pathways, foster cross-institution collaboration, and support more events that connect universities, startups, investors, and industry leaders.

Student Startup Pitch Event
Showcasing emerging student entrepreneurs from across Ireland, providing a platform to present ideas and connect with investors and industry leaders.

Official Welcome & Civic Leadership
Featuring political dignitaries, including the Mayor of Limerick, setting the stage for international collaboration and regional leadership in innovation.

Digital Network / Innovate Island
Focused on talent development and digital upskilling, supporting workforce growth and strengthening Ireland's innovation ecosystem.

CivitasAI
Focused on AI-powered governance, strategy, and trust intelligence, supporting policymakers and industry leaders as they navigate innovation, regulation, and adaptive prosperity.

Entrepreneurship Educations Alliance Breakfast
(hosted by London School of Economics & Political Science) - gathering w/focus on entrepreneurship in secondary school & higher ed.

FEATURED ADEO INTERACTIVE PARTNERS

	Economic Impact	Sessions	Speakers	Startups	Countries Represented	Attendance
RALLY (1st Year) *Indianapolis, USA*	14.3M	100+	300+	50+	15	3,500+
INVENTURE$ (for 6th Year only) *Calgary, Canada*	249M	200+	500+	100+	32	4,500+

ADEO INTERACTIVE RELATIONSHIP WITH SXSW

SXSW

40 years and counting!
Economic Impact (2024)

- **$377.3 million** impact to Austin Economic
- 44,931 individual hotel room nights with 10,463 hotel reservations booked
- Multiple downtown hotels and venues
- 72 music stages
- 1,248 official music acts from 55 countries
- 3,852 speakers from 54 countries
- 419 movies from 36 countries

SXSW PITCH

- Chris Valentine from Adeo InterActive has worked on the SXSW Pitch event for **19 years** and counting!!
- 732 involved startups have raised over **$22 billion** in funding
- 80% total startups have received funding
- **22%** involved start-ups have been **acquired** (Google, Apple, Huffington Post, Meta, Michelin)
- 25% of 2025 finalists represented from unique countries
- 36 countries of startups who applied

ACTIVITY PARTICIPANTS INVOLVED IN SXSW PITCH

- Advisory Board - 263
- Coach & Qualifiers - 67
- Finalist & Alternates - 74
- Investor Judges/Emcees - 47
- Onsite Volunteers - 43
- Interns - 9
- Strategic Partners - 2 (PR and Data)
- **Total: 505**
- PLUS 4500 attendees!

STEERING TEAM

A cross-sector group of influential leaders from across Ireland and the global innovation community

Brian Marrinan
Journey Partners (Cork, Ireland)

Gary O'Meara
Meath Enterprise (Navan, Republic of Ireland)

John Ferris
Ulster Bank Northern Ireland (Belfast, Northern Ireland)

Paul Kiernan
LibLeo Global (Glasgow, United Kingdom)

Martin Ward
Silicon Square Limited (Birmingham, UK)

Haidee McMahon
SEAPINK Studios (County Clare, Ireland)

Lisa Quinn
Cuekom Limited (Shannon, Ireland)

Paul Ryan
Stats Perform & Fmr Ex Board w/ Limerick Chamber (Limerick, Ireland)

Michelle Gallagher
iBio, University of Limerick (Limerick, Ireland)

Chris Valentine
Adeo InterActive (Austin, TX, USA)

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Niamh Costello
Creative Enterprise West (CREW)
(Galway, Ireland)

Larry O'Donoghue
AxisBIC
(Clare, Cork, Kerry & Limerick, Ireland)

Frank Brennan
Republic of Work
(Cork, Ireland)

Fergal Brosnan
RDI Hub
(Kerry, Ireland)

Mary Rodgers
PorterShed
(Galway, Ireland)

Tim Brundle
Ulster University & Innovation Ulster Limited
(Belfast, Northern Ireland)

Dennis Barry
Innovate Limerick
(Limerick, Ireland)

Elijah May
Funded House
(Cedar Park, TX, USA)

Mary McKenna
Awaken Angels (Greencastle, Ireland)

Marie Donnellan
Platform 94
(Galway, Ireland)

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Eric Mathews
Start Co.
(Memphis, TN, USA)

Briga Hynes
University of Limerick
(Limerick, Ireland)

Patrick Edmond
Future Energy Global
(Shannon, Ireland)

Rashida Bobb
Bricks Health
(New York City, NY, USA)

Dr Gillian Barry
Technological University of the Shannon
(Limerick, Ireland)

Dr. Wassim Derguech
Future Mobility Campus
(Shannon, Ireland)

Declan Barry
ExportExplore
(Belfast, Northern Ireland)

Aditi Joshi
Austin Limerick Sister City & SenoPro
(Austin, TX, United States)

Ana Barjasic
European Innovation Council; Connectology
(London, UK)

Jeremy Dalton
XRHQ.com
(London, UK)

STEERING TEAM

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Ken Doyle
Tech-Access Canada
(Ottawa, ON, Canada)

Sean Branagan
Syracuse University &
Scrappy Capital
(Syracuse, NY, USA)

Harry Glazer
SPROCKIT
(Boulder, CO, USA)

Caroline McEvoy
Health Innovation
Research Alliance
Northern Ireland
(Newry, Northern Ireland)

Laura-Jane Silverman
London School of Econ &
Political Science
(London, UK)

David Dundua
Glacier Link
(Oslo, Norway)

Dominic Blakely
University of New
Brunswick
(Fredericton, Canada)

Michael MacCurtain
Limerick Chamber Skillnet
(Limerick, Ireland)

Dr. Richard Munassi
Tampa Bay Wave
(Tampa, Florida)

Will Ryan
Limerick Post
(Limerick, Ireland)

STEERING TEAM

A cross-sector group of influential leaders from across Ireland and the global innovation community

Jillian Friot
Venture Builders Fund (Memphis, Tennessee)

Aaron Callan
Causeway Coast and Glens Borough Council (Limavady, Northern Ireland)

Cecilia Wessinger
Mass Collaboration (Tulsa, OK, USA)

Liam Cronin
University College Dublin (Dublin, Ireland)

Dane Stangler
Global Entrepreneurship Network (Kansas City, USA)

Rich Woods
Undaunted at Imperial College London (London United Kingdom)

Alastair Cameron
TechTides (Belfast, Northern Ireland)

Jim McLaughlin
Ulster University (Belfast, Northern Ireland)

Tim Hayden
Xvisory (St. Louis/Chesterfield, USA)

Samantha G. Wolfe
NYU & PitchFWD (New York City, NY, USA)

STEERING TEAM

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Stephan Reckie
GEN Space
(Loon Lake, WA, USA)

Camille Donegan
Eirmersive
(Forest Edge, Ireland)

Vanessa McTigue
Shannon Airport Group
(Shannon, Ireland)

Julie Garland
Avtrain
(Dublin, Ireland)

Adrian Johnston
Innovation City Belfast
(Belfast, Northern Ireland)

Laura Kilcrease
Triton Ventures & CAAIN
(Edmonton, Canada)

Peter Kofler
Allied for Startups, S9+ and Danish Entrepreneurs
(Copenhagen, Denmark)

Eoin Guiry
Fmr. Dell & Irish Business Network Austin
(Austin, TX, USA)

Helen Downes
Shannon Chamber
(Shannon, Ireland)

Caoimhe Moloney
Shannon Region Conference & Sports Bureau
(Limerick, Ireland)

STEERING TEAM

A cross-sector group of influential leaders from across Ireland and the global innovation community

Michele O'Dwyer
University of Limerick (Limerick, Ireland)

Nigel McAlpine
Digital Catapult (Belfast, Northern Ireland)

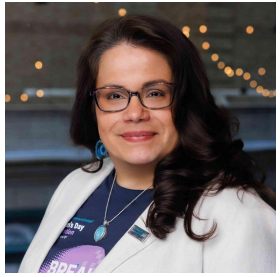
Alex Chalmers
Xvisory (The Hague, Netherlands)

Gert O'Rourke
University of Limerick (Limerick, Ireland)

Brendan Troy
Limerick City and County Council (Limerick, Ireland)

Mara Lewis
ID8 Innovation (Austin, TX, United States)

Karen Ronan
Galway Chamber (Galway, Ireland)



Julea Ferrara
J. Ferrara Consulting Solutions (Milwaukee, WI, United States)

EVENT PARTNERS

Comhairle & Contae Luimnigh
Limerick City & County Council

CONNECTOLOGY

ALSC

AUSTIN LIMERICK SISTER CITY

XVISORY

matrix.
Northern Ireland Science Industry Panel

SPARC
Cwmni Prifysgol Bangor
A Bangor University Company

FUNDED HOUSE

TUS

Limerick Chamber
Advancing business together

EMERGE AND RISE

INNOVATION CITY BELFAST

Irish Business Network
AUSTIN

Ulster University

BOYNE VALLEY FOOD INNOVATION DISTRICT

CREW

Awaken Angels

rdihub
Research | Development | Innovation

irish BICs

XR HQ

Venture Builders

Avtrain

Tech-Accès Canada

FUTURE MOBILITY
CAMPUS IRELAND

Fáilte Ireland

IRELAND PORTUGAL Business Network
REDE DE NEGÓCIOS LUSO-IRLANDESA

CivitasAI

Global Venture Network
One Community. Empowering Ventures.

RIVER SENTRY
FLOOD WARNING

Shannon Region
CONFERENCE & SPORTS BUREAU

Official Media Partner
Limerick Post
Keeping Limerick Posted

TAMPA BAY wave

Innovate Limerick

INGENIUM

North East Mayoral Strategic Authority

INVOLVED CITIES...So Far

Republic of Ireland

- Cork
- Dublin
- Galway
- Limerick
- Shannon

Northern Ireland

- Belfast
- Derry
- Newry

USA/Canada

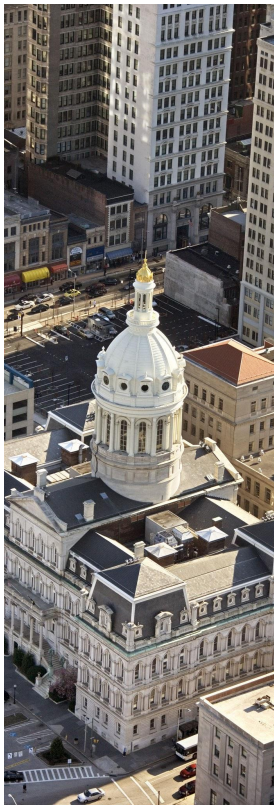
- State of Maryland
- San Antonio

Europe

- Birmingham, United Kingdom

Partnering State … WHY MARYLAND, USA?

A strategic U.S. innovation hub between Washington, D.C. and East Coast markets, where cybersecurity, life sciences, AI, and defense converge. A gateway for government, research, and commercial ties.



Industry Alignment with Futura
Cybersecurity · AI & Data Infrastructure · Life Sciences & BioTech · Aerospace & Defense · HealthTech · Quantum & Advanced Computing · Energy & Climate Tech · Supply Chain & Logistics

Major Signals of Scale
- One of the top U.S. states for federal R&D funding and innovation investment
- National leader in cybersecurity, home to U.S. Cyber Command, NSA, and a dense ecosystem of cyber firms
- BioHealth Capital Region with over 2,700 life sciences companies and major NIH proximity
- Johns Hopkins University and University of Maryland driving global research and commercialization
- NASA Goddard Space Flight Center and major aerospace and defense contractors
- Port of Baltimore, one of the busiest U.S. ports, anchoring logistics and global trade
- Over 150 federal agencies and proximity to decision-makers shaping global policy and regulation

Active Engagement with Futura
- Bringing a curated Maryland delegation of 15 leaders across government, industry, and research
- Facilitating high-value introductions with Irish and international innovation stakeholders
- Targeted outreach to connect Maryland-based organizations with aligned partners and opportunities
- Focused B2B engagement across cybersecurity, life sciences, and advanced technology sectors

Why It Matters
Maryland offers unmatched access to government, research, and industry in one region. It brings global influence, deep technical expertise, and decision-making power, creating a high-impact bridge between U.S. innovation and international collaboration.

Partnering City … WHY BIRMINGHAM, UK?

Central UK powerhouse where advanced manufacturing, fintech, life sciences, and AI innovation converge — and one of Europe's fastest-growing regional tech ecosystems.

Industry Alignment with Futura

Advanced Manufacturing · AI & Ethical AI · FinTech · HealthTech & Life Sciences · Cybersecurity · CleanTech & Net Zero · B2B & SaaS · Smart Mobility

Major Signals of Scale

- UK's second largest city and core of the West Midlands growth region
- £Multi-billion regional investment zone focused on advanced manufacturing & green industries
- Global automotive innovation cluster (Jaguar Land Rover, Aston Martin, advanced supply chain)
- Strong fintech ecosystem with growing challenger banks and scale-ups
- Life sciences & medical research anchored by University of Birmingham
- HS2 high-speed rail investment connecting Birmingham to London and major UK hubs
- One of the youngest populations in Europe, fueling talent density and startup growth

Active Engagement with Futura

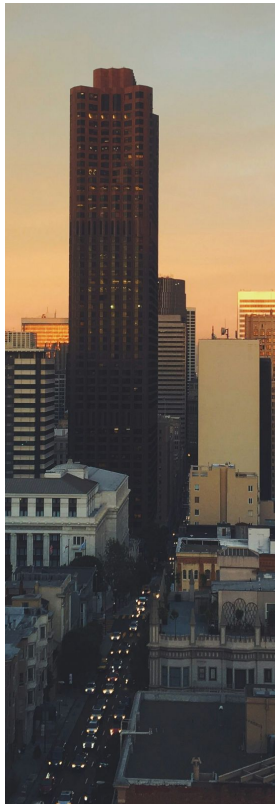
- Strategic conversations underway with West Midlands innovation stakeholders
- Targeted outreach to Birmingham-based startups, investors, and corporate innovation teams
- Exploring UK–Ireland cross-corridor collaboration opportunities

Why it Matters?

Birmingham represents scale, talent, and industrial strength, a city actively reinventing itself through innovation. It connects Futura to the UK's advanced manufacturing corridor, fintech growth ecosystem, and global corporate networks, expanding transatlantic collaboration between Ireland and the UK.

Partnering City … WHY SAN ANTONIO, TEXAS?

A fast-growing US market, 6th largest city, where advanced manufacturing, cybersecurity, defense, and global trade intersect, positioned as a strategic gateway between domestic industry and international expansion. Military City.



Industry Alignment with Futura
Advanced Manufacturing · Cybersecurity · AI & Data Infrastructure · Aerospace & Defense · Life Sciences · Energy · Supply Chain & Logistics

Major Signals of Scale

- Toyota Motor Manufacturing Texas – $3B+ truck manufacturing plant
- Port San Antonio – 1,900+ acre innovation campus focused on aerospace, defense, and advanced manufacturing
- U.S. Air Force Cyber Command (16th Air Force) – National leader in cyber operations
- CPS Energy – Largest municipally owned utility in the U.S.
- Bioscience & MedTech growth anchored by Texas Research & Technology Foundation
- Over 80,000 small businesses driving regional economic activity

Active Engagement with Futura

- Emerge and Rise leading a curated San Antonio delegation of 10+
- Planned Texas → Ireland business leaders in tech, cybersecurity, and manufacturing mission
- Building cross-border partnerships with Irish innovation and industry leaders
- Targeted B2B matchmaking across manufacturing, tech, and supply chain sectors

Why It Matters
San Antonio brings a unique mix of scale and accessibility. It is a city of operators, not just startups. Strong in manufacturing, defense, growing in innovation, and ready for global partnerships.

Futura by the Numbers ... So Far

Confirmed

3
Days

7
Tracks

13
Venues Confirmed

35+
Partners

65+
Steering Committee Members

Projected

15+
Countries Represented

100+
Sessions Across 3 Days

50+
Featured Startups

200+
Anticipated Speakers

1,000+
Anticipated Attendees

DRIVING ATTENDANCE: YEAR ONE

Owned Channels & Content

- Newsletter campaigns reaching an average audience of **44,000+ recipients,** with open rates averaging nearly 32% and top-performing campaigns exceeding 41%.
- Direct outreach to 8,500+ Irish companies in the Adeo InterActive database
- Global distribution via 28,000 startups, 3,500 speakers, 8,500 Outlook contacts, and 9,800 LinkedIn connections
- Stakeholder-led amplification through social media, newsletters, podcasts, interviews, and partner channels

Network-Led Growth

- 60+ Steering Committee members actively mobilising their networks
- Global Innovation Ecosystem Partners driving international engagement
- City group delegates (e.g. Birmingham, Maryland, San Antonio) committing to organised delegations
- Cross-promotion through universities, accelerators, chambers, economic development organisations, and innovation hubs in Ireland and abroad

Conversion and Attendance Incentives

- Early-bird and group pricing tied to delegation commitments
- Referral-driven ticket sales via speakers and partners

WHY LIMERICK?

Limerick isn't just a location—it's a launchpad for a unified Ireland's next decade.

- **Fourth-Largest City in Ireland** offering scale without congestion, and rich cultural depth with room to grow.
- **Limerick 2030 Vision:** A bold urban transformation plan bringing to life landmark developments like Gardens International, Opera Site, Cleeves Riverside Quarter, and Troy Studios Film Hub.
- **Globally Connected** via Shannon Airport and Shannon Foynes Port, enabling easy access for international delegates and commercial flow.
- **Home to Global Leaders:** Uber, Dell, Northern Trust, Eli Lilly, Johnson & Johnson, Analog Devices, General Motors, Regeneron, Edwards Lifesciences, WP Engine, Johnson Controls, and more, all with operations rooted in Limerick.
- **Sustainability-Forward:** Limerick is pioneering smart city initiatives and green energy strategies, aligning with future-facing Irish values.
- **Strategic Location**: Ireland is the only English-speaking country in the E.U.. Situated outside the capital yet highly accessible, Limerick offers a collaborative, decentralised space for Ireland engagement.
- **Education Powerhouse:** Home to three major universities with 24,000+ students and over 6,000 graduates annually—Limerick is a UNESCO City of Learning and a leading source of skilled, work-ready talent across tech, life sciences, and creative industries.
- **Ryder Cup 2027:** A major global audience on Limerick's doorstep.

Limerick - Atlantic Edge, European Embrace

THE EVENT'S FUTURE: RYDER CUP 2027

13-19 September 2027

- **Global Stage:** Futura Innovation will take place alongside the **2027 Ryder Cup**—one of the world's premier sporting events, drawing a global audience.
- **Unmatched Visibility:** The Ryder Cup attracts **250,000+ international attendees** and millions of viewers worldwide, offering powerful visibility and engagement potential.
- **Limerick Momentum:** With Adare Manor just minutes away, Limerick will be buzzing with global media, business leaders, and travellers—creating a unique backdrop for innovation.
- **Amplified Experience:** By aligning with the Ryder Cup, Futura Innovation taps into existing infrastructure, heightened energy, and world-class hospitality.
- **Mutual Value:** Futura brings a cutting-edge innovation lens to the region during a high-profile moment, enhancing both business and cultural narratives.
- **Shared Week of Impact:** The conference and the Cup combine to create a **week of world-class sport, business, and ideas**—positioning Limerick as a global destination for both.

The Ask

To move this vision forward, we are seeking:

- **Recommendations for Steering Committee members**—leaders, creatives, and changemakers who can help shape and guide the event.
- **Connections to potential funders or funding partners** who share our vision and can help bring this experience to life.
- **Introductions to key local and national stakeholders** who can offer insight, support, or partnership.

CONTACT INFORMATION

Chris Valentine

Founder & CEO

Adeointeractive.com

Linkedin

valentine@adeointeractive.com

Additional Slides

WHY INNOVATION?

- Throughout the event, we won’t just create a technology conference; we will pioneer innovation conferences. The event will showcase the cutting-edge advancements and creative solutions that drive progress within a dynamic ecosystem.

- We understand that while technology plays a significant role, innovation is at the heart of this event.

THOUGHTFUL INCLUSION

Thoughtful inclusion is at the forefront of our ecosystem building strategy. We believe in creating an inclusive environment that welcomes individuals from all backgrounds and experiences.

Our goal is to empower communities with diverse backgrounds by providing them with resources, mentorship, speaking engagements, and networking opportunities to help them succeed in their journeys.

ADEO INTERACTIVE - OUR TEAM

Chris Valentine, CEO
Chris is a results-oriented Event Producer with over 30 years of experience working with large-scale innovation and start-up technology events - bringing together thought leaders, innovators and start-ups from around the globe.

Michelle Murdough: 40 years of event logistics management

Philip Cogley: Manages global start-up pitch events and panel programme content management

Monica Sack: Programme content manager at SXSW for 15 years and managed last year alone 1,400+ sessions and 3,800+ speakers

Staci Oshelski: 25 years of website, design and marketing expertise

Julie Engel: 20+ years of event logistics, registration, and accounting experience

Savannah Blomquist: Extensive production experience and manages our database of 28,000+ start-ups

Gay Dotin: 30 years of event planning and logistics experience

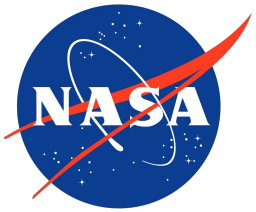
Ed DiEoreo: Top-performing partnerships leader specialising in global conferences and high-value deal development

Sonja Patillo: Global B2B partnerships leader specialising in sponsorship sales, market expansion, and deal negotiation

Ryan Procopio: Sponsorship sales and event strategy expert working with Fortune 1000 companies across global conferences

Scott Harvey: Sponsorship sales leader with experience driving revenue and building client relationships across major conferences

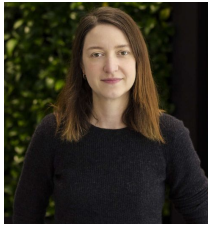
PAST ADEO INTERACTIVE PARTNERS



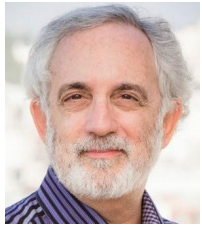
SPEAKERS INVOLVED IN PAST EVENTS

Jenny Just
PEAK6

Jim Breyer
Breyer Capital

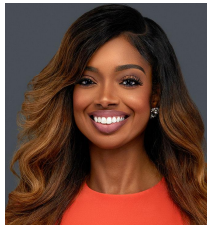


Cyan Banister
Long Journey Ventures



Mitch Kapor
Kapor Capital

Garry Tan
Y Combinator



Arian Simone
Fearless Fund

Marc Lore
Jet.com/Walmart

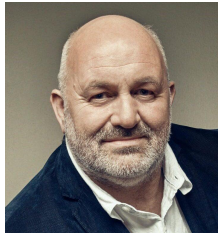
Pocket Sun
SoGal Ventures

Robert F. Smith
Vista Equity Partners

Trish Costello
Portfolia

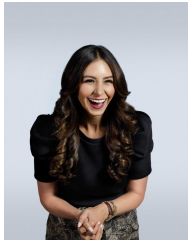
Naval Ravikant
AngelList

Tim Draper
DFJ



Werner Vogels
Amazon

Jacqueline Jennings
Raven Indigenous
Capital Partners



Deena Shakir
Lux Capital

Alex Pall & Drew Taggart
Chainsmokers/Mantis VC

John Sculley
Apple/Pepsi

Tim O'Reilly
O'Reilly Media

David Rose
Gust

Bob Metcalfe
3Com/Ethernet

Becky Center
Indiegogo

Kay Koplovitz
Springboard Growth
Capital/USA Network

Guy Kawasaki
Alltop

Artur Gushiken
Softbank

EVENT ECONOMIC DEVELOPMENT OBJECTIVES

Create Cross-Border Economic Opportunities
Facilitate meaningful partnerships that drive international trade, investment, and collaboration.

Leverage Strategic Geographic Advantages
Highlight the region's unique location and assets to position it as a global gateway for growth and connectivity.

Foster Economic Interdependence
Encourage mutually beneficial relationships between regions, industries, and economies to support long-term resilience.

Cultivate Cultural Harmony
Promote cross-cultural understanding and shared values as a foundation for sustainable economic collaboration.

Champion Innovation
Showcase emerging technologies, startups, and forward-thinking leaders shaping the future of global commerce.

Strengthen Diplomatic Relations
Use economic engagement as a platform to build trust, dialogue, and lasting international partnerships.

PAST EVENT CASE STUDY: Inventures

- **Overview**
  - Premier innovation event in Western Canada
  - Focused sectors: Metaverse, Future of Work, CleanTech, Health Innovation, Ag/Food Tech, Building Better, Computing Infinity
- **Impact**
  - Economic Impact: $249M (tourism, business deals, direct spending)
  - 4,500+ attendees | 500+ speakers | 200+ sessions | 100+ start-ups
- **Audience Reach**
  - Participants from 30+ countries
  - 1 in 3 attendees generated new business or investment from the event
- **Attendee Experience**
  - 89% expanded their network | 82% learned something new | 88% satisfied overall
- **Highlights**
  - Positioned Calgary as a bold innovation hub
  - Brought global investors, start-ups, and thought leaders to Alberta
  - Showcased Alberta's economic and innovation potential

"As THE startup and innovation event in Western Canada, Inventures is a one-of-a- kind experience where investors, entrepreneurs, startups and thought leaders gather to connect and foster new collaborations. It is the place to explore transformational technologies, assess emerging talent and discover bold solutions to urgent local and global challenges. This year's theme is 'See Different' which could not be any more appropriate. As an entrepreneur who's own affirmation is to change the world, I could not be more excited to be part of such an incredible event.""

-Lillah Penddah, Founder/CEO, AFRO FACTS

PAST EVENT CASE STUDY: RALLY

- **Overview**
  - Largest global cross-sector innovation conference
  - Focused sectors: Software, Hardtech, Ag/Foodtech, Healthcare, Sportstech, Entrepreneurship
- **Impact**
  - Economic Impact: $14.3M (direct + indirect)
  - 3,500+ attendees | 300+ speakers | 100+ sessions | 50+ start-ups
- **Audience Reach**
  - Participants from 15 countries, 39 U.S. states, 5 Canadian provinces
  - Start-up applications from 44 countries
  - Online engagement: 1.5M+ sponsored impressions, 10K+ LinkedIn page views
- **Highlights**
  - Broke industry silos, fostered global collaboration
  - Sparked connections across start-ups, VCs, universities, gov't, and corporates
  - Positioned Indiana as a bold hub for innovation

"You all (Adeo InterActive) were such an integral part in helping us shape what Rally is and can be in the future. Content. Pitch Competition. Logistics. Partnering Groups. Demo. Marketing. Vision. Your team is first-class, and I truly appreciate the blood, sweat, and tears you all put into this. We wouldn't have been able to accomplish what we did without all of you and I'm more grateful than you'll ever know. Thank you!"
-Erica Schweyer, Chief Operating Officer, Elevate Ventures

PAST EVENT CASE STUDY:

- **Overview**
  - Two-day summit focused on ageing care innovation
  - Goal: Position Louisville as the “Aging Care Capital of the World”
- **Impact**
  - 500+ attendees | 200+ speakers | 5 keynotes | 50+ start-ups
  - Hosted at Churchill Downs – iconic Kentucky Derby venue
  - Named an AARP “Age-Friendly City”, connected to WHO designation
- **Thought Leadership**
  - 70+ world-renowned speakers in ageing, healthcare, and wellness
  - Keynotes, panels, innovation spotlights, and start-up competition
- **Highlights**
  - Pioneer event in ageing innovation—first of its kind nationally
  - Sparked cross-discipline collaboration for future of ageing care
  - Elevated Louisville’s global reputation in health innovation

“With the number of healthcare companies we have in Louisville, holding an Innovation Summit seemed like a natural outgrowth of the tremendous synergies we have around Aging Care. Now that we are in our third year with this conference, we can see that momentum growing. The Louisville Innovation Summit is quickly gaining a reputation as being the best place to come for networking and for hearing what is new and important in the Aging Care industry while learning about Louisville’s outstanding business climate.”

-Greg Fischer, Louisville Mayor

PAST EVENT CASE STUDY:

- **Overview**
  - **AARP Innovate@50+ LivePitch:** a national event driving innovation in the longevity economy. It connects start-ups, investors, and the 50+ community to solve challenges in caregiving, health, and financial technology.
- **Impact**
  - $145M+ venture capital raised by 23 of 45 finalists
  - 4 start-ups acquired
  - Introduced financial tech as a new innovation track
  - Empowered AARP members with real-time input via dual-pitch format
- **Highlights**
  - 500+ attendees, 50+ speakers, 20 start-ups
  - Events held in 6 cities, including DC, Las Vegas & Boston
  - Focused on caregiving, health tech, and fintech
  - Dual pitch: Start-ups present to investors & 50+ consumers
  - Promoted “design for all” and inclusive innovation

“This unique caregiving tech event brings to life the trends and opportunities identified in our recently issued Caregiving Innovation Frontiers (CIF) study. The findings were, honestly, astounding and we knew our Innovation@50+ event had to focus on the growing needs of caregivers, the people they care for and the business opportunity this market presents for entrepreneurs.The companies and speakers who are part of our event will help seniors and their caregivers in immeasurable ways..”

-Jody Holtzman, Senior Vice President, Enterprise and Innovation, AARP

"How does one describe the consummate Event Producer? Juggling hundreds of other people and things and yet completely available to address my needs, to remind me of decisions to be taken, while constantly looking for ways to improve the efficiency and the experience. And it goes like clockwork! That's my experience with Adeo InterActive after working with them for several years and multiple events."

Greg Wright, Founder
HATCH

"What an absolutely incredible experience. You and your team, all the volunteers, and the speakers really blew me away. I loved every minute and I can't thank you enough for letting me be a part of just a magical opportunity."

Heather Brown, Senior Vice President Entrepreneurial Development
Las Vegas Global Economic Alliance (LVGEA)

"Congrats on yet another great year. It is a real highlight for me and I'm always amazed by the founders and judges you all find across every single category and how smoothly every single event goes. I know that is a testament to you and your teams. I love being involved and working with you all!"

Lisa Burton, PhD, Vice President
hearstlab.com

"It was a great opportunity to speak to a broad audience we don't typically get access to. Participating in the event provided immense moral support and interest from patients, doctors, and investors."

Javier Echenique, Co-founder
General Prognostics

"My work with the Adeo InterActive team has been deeply rewarding. They are not only a pleasure to work with, but we're constantly pleased with the number of creative, yet practical, ideas they have to continually develop their business. A great company is marked not only with an innovative product, but also their ability to navigate the dynamics of a growing and changing business market. Adeo InterActive has both of these characteristics."

Kyle A. Cox, Partner,
ATP Fund

"As an Event Producer, Chris Valentine leaves no detail untended, and that's a key ingredient for a program of such complexity and such a high profile internationally."

Ben Dyer, General Partner & Founder,
Cordova Intellimedia Ventures & Peachtree Software

WHAT OUR PARTNERS HAVE SAID