

NEW NAME. EXPANDED VISION.

# PS/NExT

SUMMIT 2026

Technology · Creativity · Community

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**PS/NExT** — *New Experiences in Technology* — brings together the community and leaders in AI, emerging tech, creativity, business, and education to build skills, spark innovation, and expand economic opportunity across the region.

**JUNE 22–23**

Palm Springs Convention Center

**SPONSORSHIP OPPORTUNITIES**

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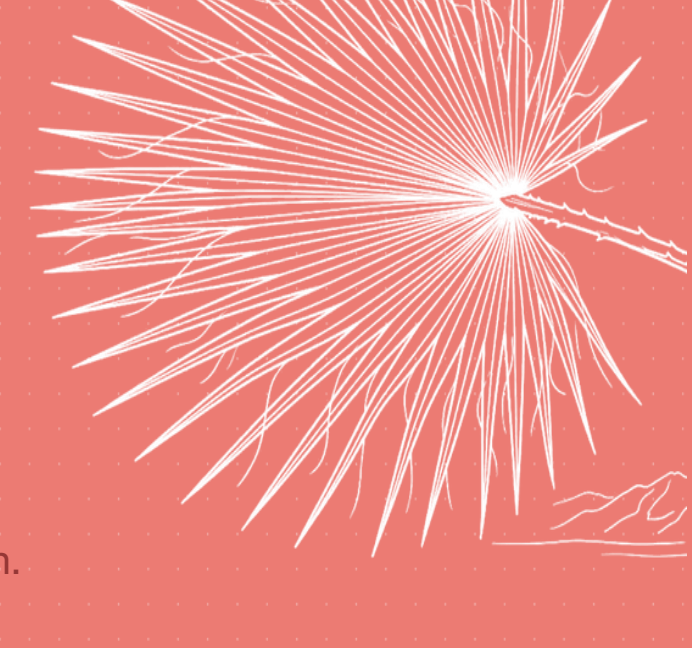
Presented by the City of Palm Springs Office of Economic Development · Palm Springs Chamber of Commerce

*PalmSpringsNExT.com*

# Two Days in the Desert.

**PS/NExT — *New Experiences in Technology*** — is the evolution of the successful 2025 Palm Springs AI & Creativity Expo and will return bigger, broader, and even more immersive.

In 2026, we bring together the community and leaders in AI, emerging tech, creativity, business, and education to build skills, spark innovation, and expand economic opportunity across the region.



01

## Visionary Speakers

Thought leaders from AI, design, entertainment & emerging tech

02

## Breakthrough Ideas

Keynotes & breakouts exploring ideas that shape culture & commerce

03

## Hands-On Experiences

Interactive installations & demos at the nexus of tech, creativity & art

04

## Vibrant Community

Industry leaders, creatives, and the curious connecting

- In 2025, the inaugural event sold out (500+ attendees) from across the Coachella Valley and delivered a Net Promoter Score (NPS): 53, confirming strong attendee satisfaction and recommendation intent. This also places the event on par with leading brands like Spotify, Samsung and Toyota and exceeds average scores for most professional learning events.
- **2026 attendance goal is 600 to 650**

# Programming & Content

FEATURED KEYNOTES · 4 OF 20+ SPEAKERS

Visionaries shaping what's next



RETURNING HEADLINER

## Rob Minkoff

Co-director, *The Lion King*

A Disney apprentice under Eric Larson — one of the legendary "Nine Old Men" — Rob co-directed *The Lion King* and went on to direct *Stuart Little*, *The Haunted Mansion*, and *Mr. Peabody & Sherman*. The past year has been a deep dive into AI tooling, exploring how the new stack supports animators rather than replaces them.

**TALK** How AI is reshaping Hollywood animation. Knowing Rob, expect announcements.



OPENING KEYNOTE

## Baratunde Thurston

Palm Springs resident · Webby winner · Author · Emmy-nominated host

An Emmy-nominated storyteller weaving interdependence across nature, humans, and technology — bestselling author of *How to Be Black*, PBS host of *America Outdoors*, and creator of *How to Citizen*. His podcast *Life with Machines* just won the People's Voice Webby for Best Creative Use of AI and Technology, built around an AI co-producer named BLAIR.

**TALK** Not just what we *can* build with AI — what we *should*.



AI ARTIST · PALM DESERT

## Kelly Boesch

TED speaker · 3M+ followers

After 17 years at IMAX, Kelly went all-in on generative AI three years ago and is now one of the leading voices in the field, with 3M+ followers, an immersive show at *W1 Curates* London, and a TED stage in Vancouver titled *Art, Music, AI and the Joy of Creativity*.

**TALK** Why human expression still anchors everything.



ENGINEER · VIBE-A-THON LEAD

## Philip Su

Ex-Microsoft · Ex-Meta Distinguished Engineer · Ex-OpenAI ChatGPT

After more than a decade at Microsoft, Philip joined Meta as a Distinguished Engineer — a level only a handful of engineers anywhere ever reach — earned by founding the London office and scaling it to 500+. He later joined OpenAI early as Seattle site lead on ChatGPT, and has also worked shifts inside an Amazon fulfillment center. Currently CEO of Superphonic.

**AT PS/NEXT** Keynote + leading the live Vibe-a-thon.



# Tracks & Activations

SIX TRACKS • TWO DAYS

*Find your path through PS/NExT*



## Resident Track

Helps residents understand, use, and stay safe with AI — everyday tools, digital literacy, scam protection.



## Small Business Track

Equips local businesses to leverage AI for real business results — saving time, growing revenue, sharpening operations.



## Education Track

Connects students, educators, and workforce partners to AI skills — and the policy questions AI raises in classrooms.



## Creativity × AI

**SPONSOR'S TRACK**

An exclusive, high-impact experience for creators, industry leaders, and partners to understand — and shape — the future of storytelling, ownership, and creative economics in the AI era.



## Local Business Vibe-a-thon

Teams build AI-powered solutions to real Palm Springs business challenges, with potential for near-term deployment.



## GenJam

Creative sprint using AI tools to produce films, music, and visual art — showcasing emerging talent.

# Activations

ARTIST SPOTLIGHT

## The PS/NExT *ARTIST SPOTLIGHT TALKS*

At this year's Artist Spotlight Talks, two internationally recognized artists — **Cristopher Cichocki** and **Glen Wexler** — explore the relationship between technology and the natural world through interdisciplinary strategies of New Media.



### Cristopher Cichocki

Interdisciplinary Artist · Founder, THE ELEMENTAL

CalArts- and Yale-trained Coachella Valley artist working at the intersection of **Land Art, Light & Space**, technology, and natural science. Cichocki is founder of **THE ELEMENTAL**, an art center in Palm Springs focused on the intersection of art, science, and environment. His *Circular Dimensions* immersive installation and performance series has been exhibited with international acclaim.



### Glen Wexler

Photographic Artist · Digital Imaging Pioneer

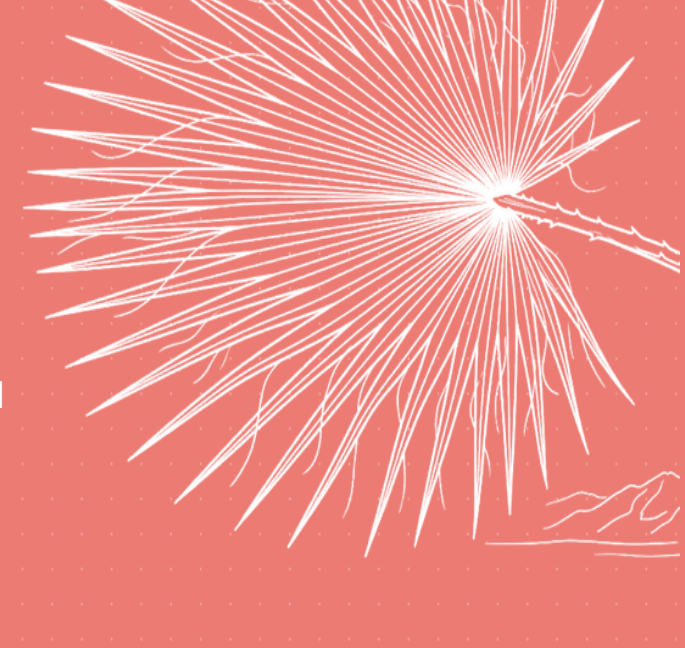
Palm Desert-based photographic artist and Album Cover Hall of Fame inductee (Michael Jackson, Van Halen, Black Sabbath, ZZ Top, Rush). An '80s digital-imaging pioneer whose work is held by LACMA, the Getty, and the George Eastman Museum — and who now folds AI into his fine-art practice.

FEATURED WORKS



# Media Channels & Partners

PS / NExT Summit 2026 will leverage our partnership with our presenting sponsor to activate an integrated marketing communications program that will include Broadcast, Paid Print and Digital and Direct Marketing



01

## PalmSpringsNExT.com

Event website for summit marketing, communications, presenters, programming tracks and attendee registration.

PalmSpringsCA.gov  
PSChamber.org  
VisitGreaterPalmSprings.com

02

## Digital / Social

Paid / sponsored campaigns across social media channels and local online: Palm Springs Post, Coachella Valley Independent, Coachella Valley Weekly, Tidbits of Coachella Valley, KESQ, Coachella Magazine

03

## Print

The Desert Sun  
Coachella Valley Independent  
Palm Springs Life  
**PS I Love ❤️ You**  
KGAY / Gay Desert Guide  
Desert Magazine  
CV Weekly  
GED Magazine

04

## Broadcast

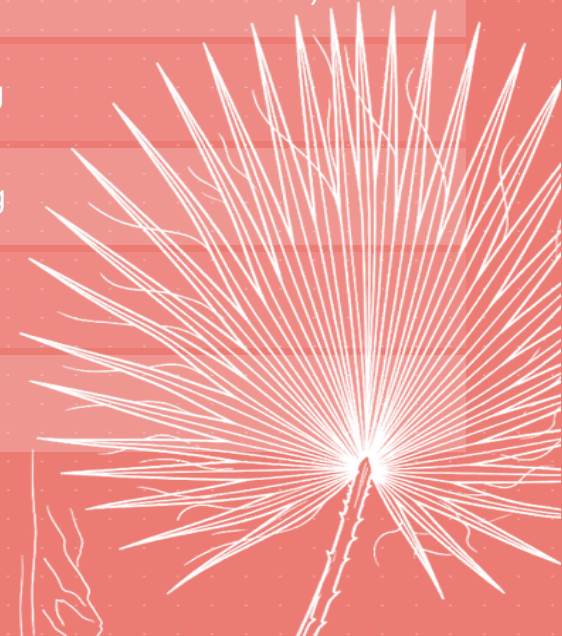
NBC 4 Palm Springs  
KESQ / News Channel 3  
CBS Local 2  
Fox 11 Palm Springs  
Telemundo 15

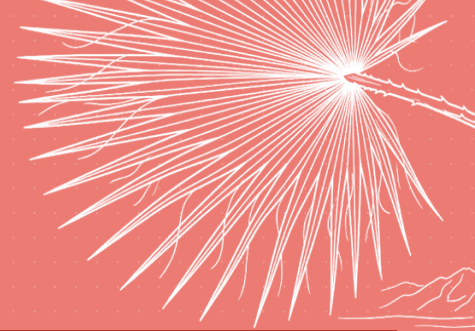
## SPONSORSHIPS

# Level Up at PS/NExT

<b>PRESENTING PARTNER</b>	<b>\$75,000</b>	<b>City of Palm Springs and Palm Springs Chamber of Commerce</b>
<b>ROYAL PALM – Summit Patron</b>	<b>\$50,000</b>	All benefits · Exhibit Booth · 10 Premium + 20 General Admission · Reserved seating
<b>ROYAL PALM – Premium Patron</b>	<b>\$50,000</b>	All benefits · Exhibit Booth · 10 Premium + 20 General Admission · Reserved seating ·
<b>CALIFORNIA PALM - Partner</b>	<b>\$25,000</b>	1. CA Summit Partner   2. Vibe-a-Thon Host (5 Prem + 10 General Admission)
<b>CALIFORNIA PALM - Partner</b>	<b>\$25,000</b>	3. Student & Educator Partner   4. Art Expo Showcase (5 Prem + 10 General Admission)
<b>QUEEN PALM - Partner</b>	<b>\$10,000</b>	Exhibit Booth · All benefits · 2 Premium + 5 General Admission · Reserved seating
<b>PINEAPPLE PALM - Partner</b>	<b>\$5,000</b>	Exhibit Booth · All benefits · 1 Premium + 5 General Admission · Reserved seating
<b>DATE PALM – Partner Exhibitor</b>	<b>\$2,500</b>	Exhibit Booth · 4 General Admission · Reserved seating
<b>FROND PAVILION Exhibitor</b>	<b>\$1,500</b>	Exhibit Booth · 2 General Admission tickets

\* All sponsors receive AM Breakfast (both days) · Lunch (TBD) · Reception recognition  
Sponsor tier names subject to change





# Top-Tier Sponsorships

EXCLUSIVE ·

## Presenting Patron (Sponsor)

# \$75,000

**City of Palm Springs Economic Development, Palm Springs Chamber of Commerce**

- Presenting Sponsor recognition on ALL marketing, communications & social media
- Up to 10 Premium + 30 General Admission tickets
- Reserved premium seating for your team
- AM Breakfast, Lunch (both days) & Reception

EXCLUSIVE · 1 AVAILABLE

## Summit Patron (Sponsor)

# \$50,000

- Summit Sponsor recognition across all event marketing & communications
- Up to 10 Premium + 20 General Admission tickets
- Reserved seating for your team
- AM Breakfast, Lunch (both days) & Reception
- Premier logo placement at Palm Springs Convention Center

EXCLUSIVE · 1 AVAILABLE

## Premium Track Patron (Sponsor)

# \$50,000

- Summit Sponsor recognition across all event marketing & communications
- Up to 10 Premium + 20 General Admission tickets
- Reserved seating for your team
- AM Breakfast, Lunch (both days) & Reception
- Brand activation opportunity within your sponsored track

# California Palm Partnerships · \$25,000 / each



## SUMMIT

### California Summit Partner

Your brand as a partner of the full PS/NExT experience. Maximum visibility across both days of programming.

*5 Premium + 10 General Admission · Reserved Seating · All Meal Benefits*

## BUSINESS

### Vibe-a-Thon Host

Exclusive naming rights to the Vibe-a-Thon — the event's signature creative challenge. Own the most talked-about moment of the summit.

*5 Premium + 10 General Admission · Reserved Seating · All Meal Benefits*

## STUDENTS

### Student & Educator Partner

Fund free admission for students and the GenJam program. Fund free admission for Educators. Demonstrate your commitment to the next generation of innovators.

*5 Premium + 10 General Admission · Reserved Seating · All Meal Benefits*

## CREATIVE

### Art Expo Showcase

Exclusive naming rights to the PS/NExT Art Expo — showcasing the intersection of creativity, AI, and culture.

*5 Premium + 10 General Admission · Reserved Seating · All Meal Benefits*

# Accessible Entry Points

<b>Queen Palm Partner</b>	<b>\$10,000</b>	Two (2) Premium + Five (5) General Admission Tickets	Booth in Palm Pavilion · All event benefits · Reserved seating · Logo on digital signage · Recognition in event program & communications
<b>Pineapple Palm Partner</b>	<b>\$5,000</b>	One (1) Premium + 5 General Admission Tickets	Booth in Palm Pavilion · All event benefits · Reserved seating · Logo on digital signage · Recognition in event program
<b>Date Palm Partner &amp; Exhibitor</b>	<b>\$2,500</b>	Four (4 ) General Admission Tickets	Booth in Palm Pavilion · Reserved seating · Logo on digital signage · Recognition in event program
<b>Palm Pavilion Exhibitor</b>	<b>\$1,500</b>	Two (2) General Admission Tickets	Booth in Palm Pavilion · Brand visibility on event floor · Logo on digital signage
<b>Local Business Sponsor / Attendee</b>	<b>\$750</b>	Two (2) General Admission Tickets	Community recognition · Logo on digital signage · Event program listing

# Hospitality & Event Sponsorships

Expand your primary sponsorship — or select these opportunities — with exclusive hospitality activation.



## June 22 & 23 Continental Breakfast Sponsor \$15,000 / day

Logo on digital signage at the breakfast experience

Brand presence at the start of each day

Swag at each seat



## June 22 & 23 Lunch Sponsor Custom Pricing

Logo on digital signage · Insert flyer in box lunches

Swag at each seat · Two-day meal ownership



## June 22 Reception Sponsor \$20,000

Logo on digital signage and at all bar stations

Own the marquee networking experience of the summit

*All hospitality sponsors receive logo recognition on digital signage · event program listing*





# Why Palm Springs?

## Draw to the Desert

Palm Springs is a magnet for creatives, tastemakers, innovators, and curious minds. PS/NExT connects that energy to a destination that draws attendees from the Coachella Valley, across Southern California, the Southwest, and beyond.

## Civic Backing

Presented by the **City of Palm Springs** Office of Economic Development and the **Palm Springs Chamber of Commerce**, in partnership with the **Palm Springs Convention Center**, PS/NExT offers sponsors strong civic alignment and institutional credibility.

## Future Workforce Impact

PS/NExT helps keep students across the Coachella Valley on the leading edge of AI and emerging technologies, giving them exposure, confidence, and practical learning that supports whatever path they choose after school.

## Creative Capital

From the Palm Springs International Film Festival and Modernism Week to Coachella, Stagecoach, and world-class design culture, PS/NExT builds on a destination already known for creativity, ideas, and cultural influence.

## First Mover Advantage

PS/NExT is the desert's emerging platform for AI, technology, creativity, and community impact. Early sponsors have the opportunity to help shape the event and own a visible place in its growth.

## Expanding Vision

Building on the sold-out success of the 2025 AI & Creativity Expo, PS/NExT 2026 expands to more tracks, more programming, more audiences, and more opportunities for sponsor visibility and impact.



# PS/NEXT

SUMMIT 2026

City of Palm Springs · Office of Economic Development

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**Reserve your sponsorship now.**

Contact Nona Watson, CEO, Palm Springs Chamber at  
T: (760) 325-1577 | [nwatson@pschamber.org](mailto:nwatson@pschamber.org)

[www.palmspringsnext.com](http://www.palmspringsnext.com)

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