

# AdAi Returns For Their Second AI in Advertising Toronto Event

**Due to expressed interest, AdAi will be back at the Globe and Mail Centre on September 24, 2024.**

**Toronto, Monday July 16, 2024** – AdAi 2024 takes the stage on September 24th, 2024 at the Globe and Mail Centre. Hosted by COMMB (The Canadian Out-of-Home Marketing & Measurement Bureau) and DailyDOOH, this event is promised to provide insights on how the advertising space, particularly Out-of-Home (OOH), is currently using AI, as well as opportunities that are arising in AI to assist in automation, creativity and beyond.

This unique conference will not only reveal what businesses are leaning on AI for but how they are using it. Farrokh Mansouri, Chair of AdAi and Head of Data Science at COMMB, states, “In its second year in Toronto, AdAi is committed to spotlighting high-impact AI use cases that deliver tangible business value. Attendees last year particularly enjoyed seeing AI in action during live on-stage demonstrations,” He continues, “With a growing number of sponsors, there’s an apparent demand for showcasing real-world AI applications. If your product or service leverages AI to drive business results, this platform is where the OOH industry wants to see it in action.”

Lara Menzies, COMMB’s Director, Marketing and host of AdAi 2024 echoes the sentiment from Farrokh Mansouri, stating, “This conference is a testament to Toronto's status as a hub for technology and creativity. The rising interest in the advertising world will once again bring together industry leaders, innovators, and enthusiasts to explore the use of AI in advertising.”

To secure your space as a sponsor or to purchase tickets for AdAi Toronto 2024, [click here](#). (COMMB member’s receive discounts to events - reach out to COMMB for more info.)

## **About AdAi**

The AdAi conference brings together thought leaders, innovators, technologists, and advertising professionals to explore AI's transformative impact on out-of-home (OOH) advertising. Our goal is to enhance the understanding and adoption of AI in the industry, improving efficiency, personalization, and consumer engagement in OOH campaigns. We aim to demystify AI in advertising, sharing insights on practical applications, challenges, and solutions. The conference serves as a hub for knowledge-sharing and networking, highlighting trends, strategies, and innovative AI tools in advertising. Additionally, we seek to attract tech companies, AI enthusiasts, students, researchers, and professionals from various industries to foster innovative AI applications and

collaborations, bridging technology and OOH advertising while encouraging cross-industry ideas and partnerships.

**About COMMB**

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.

**For more information, please contact:**

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