

AI HEROES 2026

**The Strategic AI Conference for Expert Developers,
Tech Leaders & Decision Makers**

Shaping the Future of AI-Driven Engineering across Italy's
innovation capitals: Turin and Milan

7 May, Turin - 29 June, Milan - 6 November, Turin



VISION

The Agentic Era and Beyond

Artificial intelligence is no longer merely about code completion—it's fundamentally **reshaping the entire software development lifecycle.**

The software industry is in the middle of a once-in-a-generation shift. AI is no longer a feature you add. It is becoming a **new layer of the engineering stack**, changing how we think, design, build, ship, and operate software.

AI Heroes is built **for people who actually ship** and need new strategies and process Innovation.

Our Mission

To empower Tech/Platform Leaders, Expert Developers and CTOs with the **strategic** insights they need to **simplify delivery, accelerate development velocity, and scale product innovation** through intelligent AI adoption.



Who We Reach

Unlike generalist technology conferences, AI Heroes attracts a high-value audience of key influencers throughout the technology value chain. These are the individuals with strategic influence.



Expert Developers

AI Heroes is the international conference on AI for developers, by developers. A place where builders compare notes, share battle-tested patterns, and shape what “AI-native engineering” really means.



Engineering Leadership

Platform Leaders, Technical Leads and Engineering Managers responsible for implementation and team performance.



Product Strategy

Product Managers and Project Managers driving roadmap decisions and coordinating cross-functional delivery.

What They Are Seeking

Proven transformation stories

Real-world case studies demonstrating measurable success, not theoretical possibilities.

Enterprise governance

Frameworks for quality assurance, scalability, and compliant AI adoption.

Acceleration strategies

Practical approaches to reduce time-to-market whilst maintaining quality standards.

Solutions, not tutorials

Strategic guidance they can implement immediately, rather than basic technical training.

Past Edition numbers

AI Heroes 2025 | Essential numbers



+15000

Newsletter contacts (including droidcon - Swift Heroes and Flutter Heroes collateral events)
Newsletters are monthly throughout the year and weekly in the two weeks leading up to the event.
Our community has grown to over 70% AI enthusiasts and the regular newsletter enjoys an average open rate of over 51%.



+300

In person developer participants
88 different companies in attendance
12 companies sending four or more attendees



+1500

Social followers
Social media activity is focused on increasing the network reach and engagement of our community database.



+1000

Web users (per month)



+25

Capacity for Industry Partners

Contact info: info@aiheroes.it

A Triple-Header in Italy's Innovation Hubs

In 2026, AI Heroes expands into an ambitious three-event series hosted in Italy's most prestigious technology venues, creating multiple touchpoints with the nation's tech leadership throughout the year.

May 7, 2026

Toolbox, Turin

Spring kickoff in Turin's iconic innovation space

1

November 6, 2026

Toolbox, Turin

Year-end synthesis and future outlook

3

June 29, 2026

TAG Calabiana, Milan

Strategic session in Italy's business capital

2

The Format: Designed for Maximum Impact

Each event follows a carefully structured format engineered to maximize both learning outcomes and networking efficiency, respecting the valuable time of senior professionals.



Morning Sessions

Hands-on 2 workshops deep dives into specific technologies and methodologies. 30 attendees maximum.



Afternoon Programme

Strategic conference with four or five 40' sessions featuring case histories and visionary insights. 150 attendees maximum. Ticket price is only 49€ (sold out will be certain → networking cocktail included)



Evening Reception

Dedicated networking aperitif from 6pm to 8pm with community building in a relaxed environment

Strategic Content

We deliberately **prioritise "The Why" and "The Process"** over "The Syntax." Our content strategy focuses on Deep technical sessions, Strategy, Process Innovation, Enterprise Case Studies, and Cultural Transformation

Our Call for Speakers Framework

We've designed five high-level content pillars specifically **to attract Expert Developers, Tech Leaders, Platform Leaders, Architects and CTOs** participation. Your brand will be positioned as part of the solution to these critical enterprise challenges.

01

Agentic AI & Autonomous Workflows

Moving beyond the Copilot paradigm to truly autonomous development systems

02

AI-Driven SDLC Transformation

Evolving from traditional CI/CD pipelines to AI-enhanced continuous delivery

03

Generative UI & Product Design

The next generation of user experience created through intelligent systems

04

Building software with AI

We explore how AI is transforming the entire Software Development Life Cycle. Not just "writing code", but accelerating delivery while raising the bar on quality.

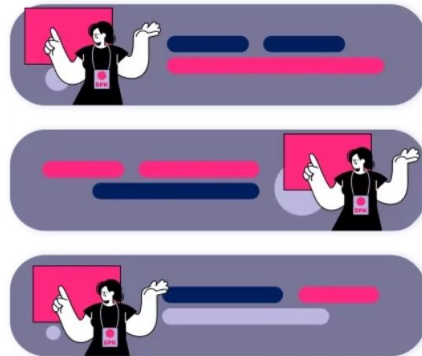
05

Building software that integrates AI

We dive into building AI-powered products and features that work in production. From prototype to reliable systems.

Why Sponsor?

Position Your Brand as a Leader, Not Just a Vendor



Sponsoring AI Heroes means engaging directly with the individuals who control technology budgets and set technical direction. This isn't about booth traffic—it's about **meaningful conversations with qualified decision-makers** actively seeking solutions.

Thought Leadership Platform

Deliver a **40-minute strategic talk** on the main stage and a **2h workshop**. Move beyond sales pitches to share genuine insights that build long-term credibility and trust with the technical community.

Direct Executive Engagement

Connect meaningfully with leaders during dedicated networking sessions and interactive workshops. Build relationships that extend far beyond the event itself.

Brand Authority & Positioning

Associate your brand with high-quality, carefully curated content that actively shapes Italy's technology ecosystem. Demonstrate your commitment to the community's growth.

Qualified Lead Generation

Meet decision-makers who are actively seeking solutions to modernise their technology stack and development processes. These are warm leads with genuine buying intent.

Sponsorship Packages

We offer flexible partnership opportunities designed to match your strategic objectives and budget. Choose between comprehensive series presence or focused single-event impact.

Main Sponsor

€2,000 per event

Premium positioning with maximum visibility and influence

PRE AND POST EVENT ACTIVITIES

- Highest level of branding
- Logo on event newsletter template (level MAIN)
- Dedicated box in two event newsletters (1 pre, 1 post)
- Logo on event website homepage
- Receive the email addresses of selected event participants (exclusive)
- Your presentation published on event YouTube channel and promoted on event social media channels

LIVE EVENT ACTIVITIES

- Mention during event opening
- Presentation: be part of the event agenda: present live on-stage. All presentations must be technical content (exclusive to ONE sponsors only).
- Workshop: be part of the event agenda:(exclusive to ONE sponsors only).
- 2x2 booth space. Enjoy a large exhibition space. You can bring your own booth or backdrops roll ups, or request our catalogue of solutions.
- Logo on homepage
- 5 in person tickets,to share with your staff, colleagues and clients

Series option: €5,000 for all three events (€1,000 savings)

Supporting Sponsor

€1,000 per event

Essential partnership package for focused brand presence

PRE AND POST EVENT ACTIVITIES

- Sponsor level of branding
- Logo on event newsletter template
- Logo on event website homepage

LIVE EVENT ACTIVITIES

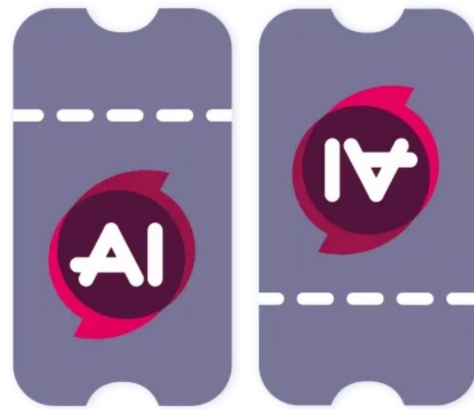
- 2x1,5 booth space. Enjoy a large exhibition space with customised branding in front of the table. You can bring your own booth or roll ups, or request our catalogue of solutions.
- Logo on event platform, homepage and sponsor page
- 3 in person tickets,to share with your staff, colleagues and clients

Series option: €2,500 for all three events



Custom Packages Available: We're happy to discuss bespoke partnership arrangements that align with your specific objectives. Multiple sponsorship tiers can be combined for maximum impact.

Join the AI Heroes Ecosystem



Be Recognised as a Trusted Partner in AI Transformation

This is your opportunity to position your brand at the forefront of Italy's AI revolution. **AI Heroes brings together the decision-makers who matter—Tech/Platform Leaders, CTOs, and Architects** - actively seeking solutions to accelerate their organisations. Let's build the future of software engineering together. Connect with us today to discuss how your organisation can become an integral part of the AI Heroes 2026 series.

Ready to partner with us?


Contact our partnerships team to discuss custom packages tailored to your strategic objectives.


Get in Touch

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www.aiheroes.it/2026

 TURIN

 MILAN

MAY-NOVEMBER 2026