AI heroes

SPONSORSHIP PLAN

AI Heroes 2027

From Agents to AI-Native Teams

The strategic AI conference for expert developers, tech leaders & decision makers.

12 Mar · Milan | 21 May · Turin | 12 Nov · Bologna

VISION

From Agents to AI-Native Teams

Artificial intelligence is no longer merely about code completion: it is **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.

FULL ROOM, TURIN

AUDIENCE

Who you will meet

Unlike generalist technology conferences, AI Heroes attracts a high-value audience of key influencers across the technology value chain: **the people with strategic influence on what gets built, and how.**

01

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.

02

Engineering Leadership

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

03

Product Strategy

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

Proven transformation stories

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

Acceleration strategies

Practical ways to reduce time-to-market while keeping quality high.

Enterprise governance

Frameworks for quality assurance, scalability and compliant AI adoption.

Solutions, not tutorials

Strategic guidance they can implement immediately.

PAST EDITION NUMBERS

AI Heroes 2025 in numbers

15,000+

Newsletter contacts

Including the droidcon, Swift Heroes and Flutter Heroes communities. Monthly newsletters all year, weekly in the two weeks before each event.

51% average open rate · **70%** AI enthusiasts

300

In-person participants

88

Companies in attendance

12 companies sent four or more attendees

1,500+

Social followers

1,000+

Web users per month

IN THE ROOM **Reply** **NTT DATA** **Accenture** **IBM** **Politecnico di Torino** **Round.Capital** **Qonto** **Banca Sella**

and 80 more companies

ON STAGE IN 2026

Speakers who build what they talk about

Peter Friese
Staff Developer Relations Engineer
Google

Enrico Zimuel
Tech Lead & Principal Software Engineer
Elastic

Alberto Roli
Senior Engineering Manager
Docebo

Emanuele Fabbiani
Engineering Manager
TeamSystem

Rosário P. Fernandes
Developer Relations Engineer
Google

Firas Safa
Senior iOS Engineer
GetYourGuide

Arnaud Giuliani
Co-Founder
Kotzilla

Enrico Pulvirenti
Senior Android Developer
The Trainline

Talks come from our open Call for Papers. **Sponsor sessions must be technical content too**: no sales pitches, which is exactly why the audience listens.

2025 – 2026

Companies on our stage

Engineers and leaders from international tech companies, Italian scale-ups and AI-native startups.

Google
Elastic
Cisco
Translated
TeamSystem
Docebo
GetYourGuide
The Trainline
TheFork – Tripadvisor
STRV
Fincons Group
Datapizza
Kotzilla
Luxia
xtream
Clearbox AI
Vedrai
Tiny Bull Studios
Tecnocad Group
Wideverse
Intré
Monade
Volcanic Minds
Bettini
ProfessionAI
Clev

PAST PARTNERS

They partnered with us

Brands that chose AI Heroes and our community events to reach Italian developers and tech leaders.

Google

Firebase

Flutter

deltatre

JAKALA
TOGETHER TO GET THERE

Couchbase

SPINDOX
MAKE A MARK

seeweb
THINK CLOUD

2027 SERIES

A triple-header across Italy’s innovation hubs

01

12 March

MILAN

TAG Calabiana

Spring kickoff in Italy’s business capital

02

21 May

TURIN

Toolbox

Mid-season deep dive in Turin’s iconic innovation space

03

12 November

BOLOGNA

Venue TBD

Year-end synthesis and future outlook

MORNING

Hands-on workshops

Two deep-dive workshops on specific technologies and methodologies. 30 attendees maximum.

Workshop + Conference · €90

AFTERNOON

Strategic conference

Four or five 40-minute sessions with case histories and visionary insights. 150 attendees maximum.

Conference + aperitif · €30

6 – 8 PM

Networking aperitif

Dedicated networking reception with community building in a relaxed setting. Included in every ticket.

CONTENT

“The Why” and “The Process” over “The Syntax”

Five content pillars designed to attract Expert Developers, Tech Leaders, Platform Leaders, Architects and CTOs. **Your brand is positioned as part of the solution to these enterprise challenges.**

01

Agentic AI & Autonomous Workflows

Beyond the Copilot paradigm, towards truly autonomous development systems.

02

AI-Driven SDLC Transformation

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

Not just “writing code”: accelerating delivery while raising the bar on quality.

05

Building software that integrates AI

AI-powered products and features that work in production, from prototype to reliable systems.

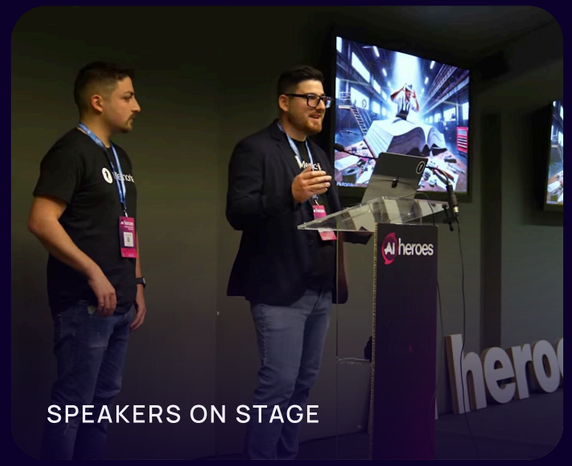
THE EXPERIENCE

Small enough to talk to everyone

MAIN STAGE

PARTNER BOOTH

NETWORKING



SPEAKERS ON STAGE

WELCOME DESK

PARTNERSHIP VALUE

Position your brand as a leader, not just a vendor

Sponsoring AI Heroes means engaging directly with the people 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.

01

Thought leadership platform

Deliver a **40-minute strategic talk** on the main stage, and add a **2-hour workshop** for €1,000. Share genuine insights that build long-term credibility with the technical community.

02

Direct executive engagement

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

03

Brand authority & positioning

Associate your brand with carefully curated content that shapes Italy's technology ecosystem, and show your commitment to the community.

04

Qualified lead generation

Meet decision-makers actively modernising their stack and development processes: warm leads with genuine buying intent.

PARTNERSHIP

Sponsorship packages

ONLY 1 PER EVENT

Main Sponsor

€2,000 per event

- **40-minute talk** on the main stage (technical content)
- Optional **2-hour workshop** in the morning: **+€1,000**
- 2×2 m booth space: bring your own booth, backdrop or roll-ups
- Highest level of branding; mention during event opening
- Logo on homepage and newsletter template (MAIN level)
- Dedicated box in two newsletters (1 pre, 1 post)
- Email addresses of selected participants (exclusive)
- Talk published on YouTube and promoted on social media
- 5 in-person tickets for staff, colleagues and clients

Series of 3: €5,000 · save €1,000

NEW · ONLY 1 PER EVENT

Networking Aperitif

€1,500 per event

- The 6–8 pm reception named after you: **“Networking Aperitif powered by ‹your brand›”**
- Your **roll-up in the aperitif area**
- Short welcome toast from the stage before the aperitif
- Logo on the agenda, event website and event newsletters
- Dedicated post on AI Heroes social channels
- 2 in-person tickets for staff, colleagues and clients

Series of 3: €4,000 · save €500

LIMITED SPOTS

Supporting Sponsor

€1,000 per event

- 2×1.5 m booth space with customised branding in front of the table: bring your own booth or roll-ups
- Sponsor level of branding
- Logo on event platform, homepage and sponsor page
- Logo on event newsletter template
- 3 in-person tickets for staff, colleagues and clients

Series of 3: €2,500 · save €500

All prices VAT excluded. **Custom packages available:** tiers can be combined, and we are happy to design a partnership around your objectives.

AT A GLANCE

Compare the packages

	Main	Aperitif	Supporting
ON STAGE			
40-minute talk on the main stage	✓	—	—
2-hour hands-on workshop	+€1,000	—	—
Mention / toast from the stage	Opening	Aperitif toast	—
AT THE VENUE			
Exhibition space	2×2 m booth	Roll-up at the aperitif	2×1.5 m booth
In-person tickets	5	2	3
BEFORE & AFTER			
Logo on website and newsletter template	MAIN level	✓	✓
Dedicated newsletter box / social post	2 newsletters	1 social post	—
Contacts of selected participants	✓	—	—
Talk on YouTube + social promotion	✓	—	—
Per event Series of three events	**€2,000** €5,000	**€1,500** €4,000	**€1,000** €2,500

JOIN THE AI HEROES ECOSYSTEM

Be recognised as a trusted partner in AI transformation.

AI Heroes brings together the decision-makers who matter: **Tech & Platform Leaders, CTOs and Architects** actively looking for ways to accelerate their organisations. Let's build the future of software engineering together.

Book a call with our team →

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WEBSITE

aiheroes.it/sponsors

2027 SERIES

Milan · Turin · Bologna
March – November 2027