

Easyfairs acquires The AI Conference, San Francisco

Company strengthens its US presence with the acquisition of leading applied AI event

San Francisco, 3 August 2026 - Easyfairs has acquired The AI Conference, a rapidly growing event dedicated to applied artificial intelligence and held at the heart of the global AI community in San Francisco. The acquisition further strengthens Easyfairs' presence in the United States and supports its strategy of building market-leading positions in high-growth specialist sectors through targeted acquisitions and launches.

The AI Conference expects to attract 5,500 attendees in 2026 and has already announced 120 speakers for this year's event. Launched in 2023, it brings together the companies, researchers, developers and business leaders shaping the development and adoption of artificial intelligence.

Matt Benyon, CEO of Easyfairs, said: *"This is our second acquisition and fourth event in the USA, fully aligned with our strategy of building a high-growth position in the United States through launches in niche industry sectors and the acquisition of established top-quality events. We are especially excited to acquire The AI Conference. Artificial intelligence speaks directly to our company slogan and mission statement, 'Visit the Future'. There is no better place to showcase that vision than San Francisco, where many of tomorrow's AI technologies are being developed today."*

The AI Conference focuses on applied AI: how artificial intelligence systems are built, deployed, governed and scaled in real-world environments. Its programme spans fundamental research and governance, large language models, AI frameworks and architecture, AI platforms and AI solution development, combining technical depth with practical applications and strategic insight.

The event experience begins with Day ZERØ, an exclusive pre-conference day for senior AI leaders. Days 1 and 2 bring together builders, researchers and leaders for five-track programming, main-stage keynote presentations, the Startup Showdown and an expanded Innovation Hub.

Shon Burton, founder and CEO of The AI Conference, said: *"We're thrilled to partner with Easyfairs as we expand The AI Conference in San Francisco and beyond. The true impact of any new technology is determined by how it is applied to industry, commerce and everyday life. We're grateful to play a small part in shaping the future of AI by bringing technologists and leaders together to collaborate. Demand for that collaboration has never been greater and Easyfairs gives us the reach and resources to meet it."*

The acquisition gives The AI Conference access to Easyfairs' international events expertise, operational resources and global network, while retaining the knowledge, relationships and entrepreneurial drive of the team that created and developed the event.

Matt Benyon added: *"The AI Conference has established an impressive position in a remarkably short time. Its focus on practical implementation, combined with its location at the heart of the AI ecosystem, gives it exceptional potential. We look forward to working with Shon and the existing team to develop the event further and extend its reach, while preserving the qualities that have driven its success."*

The acquisition marks the latest step in Easyfairs' expansion in the United States. The company launched Coiltech North America in June 2025, and the event continues to grow strongly. In December 2025, Easyfairs acquired the Energy Projects Conference & Expo, further expanding its North American portfolio. It has also announced the launch of Digital Accountancy Show US next year, building on the success of the established London event. Easyfairs has further US launch and acquisition projects in the pipeline.

The AI Conference was advised on the transaction by CapM.

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About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 900 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the seventh year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2025.

Visit the future with Easyfairs and find out more on www.easyfairs.com

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