



bitcoin *conference*

BTC Inc
A NAKAMOTO COMPANY

**Executive
Summary** ////////////////////////////////// B.TC

Overview

Since its inception, The Bitcoin Conference has operated with a clear Bitcoin-only focus, setting the signal for the industry and advancing the Bitcoin conversation with long-term conviction. Launched in 2019, the conference reunited a fragmented ecosystem and established itself as the primary global forum for industry leaders.

Produced by BTC Inc, the conference has since convened more than 160,000 Bitcoiners since 2019, bringing together builders, institutions, policymakers, and global decision-makers. From 2021 through 2026, it scaled into a global series—setting Bitcoin and crypto industry attendance records in the U.S. and expanding across Europe, Asia, and the Middle East.

Today, the Bitcoin Conference is the largest Bitcoin and crypto event platform in the world, shaping adoption, informing policy, and leading the global Bitcoin narrative forward.

Conference Sponsors

Sponsors and partners are foundational to the success of The Bitcoin Conference, with several supporting the mission for over a decade. We offer multiple sponsorship tiers and activation opportunities designed to drive meaningful brand value. In 2025, we closed 688 sponsor deals with 508 unique sponsors, including 79 multi-event partners, and we would not be who we are today without their continued support.

- 2025 SPONSORSHIP NUMBERS

688

Total Sponsor Deals

508

Unique Sponsors

79

Multi-Event Sponsors

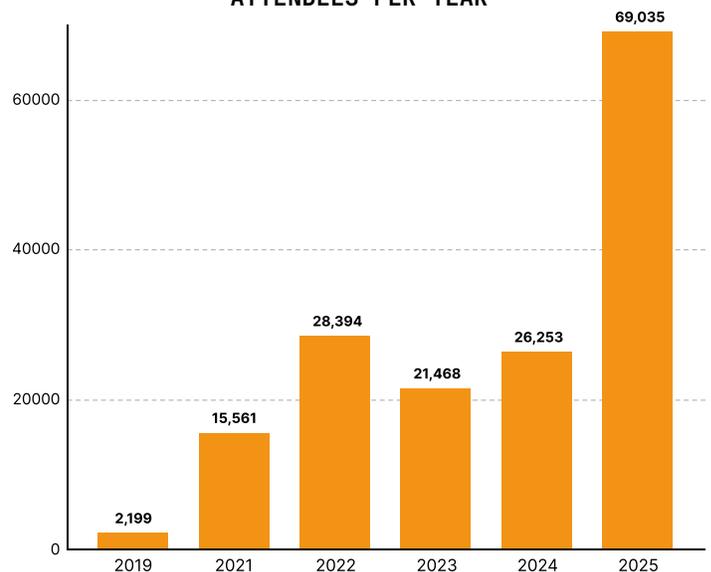
Attendance

The Bitcoin Conference ecosystem has demonstrated exponential expansion, achieving a historic milestone of 69,035 total attendees in 2025, marking a remarkable year-over-year increase of over 162% from 2024. Anchoring this success, our annual flagship event in Las Vegas drew 31,584 attendees in 2025 alone. Since The Bitcoin Conference's inception in 2019, we have broadened our global reach, expanding conferences internationally to establish a presence across Europe, Asia, and the Middle East.

162,910

Total Bitcoin Conference Attendees Since 2019

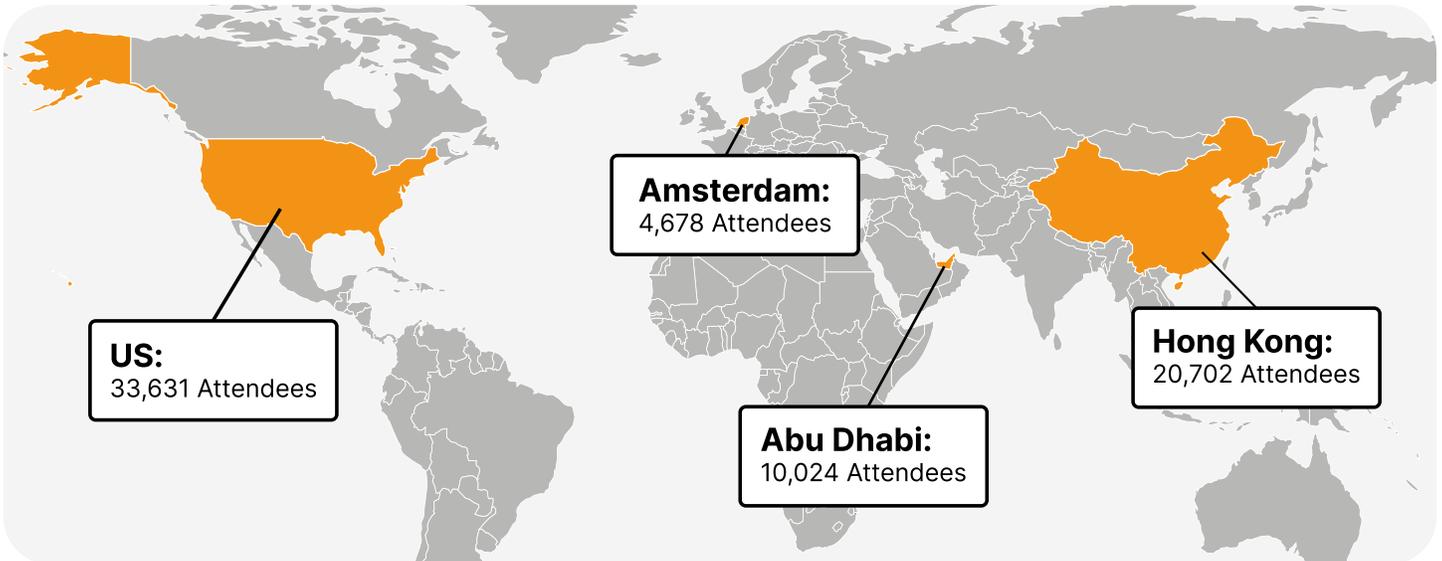
ANNUAL BITCOIN CONFERENCE ATTENDEES PER YEAR



- 2025 ATTENDANCE BY LOCATION

Location	Attendees
The Crypto Ball	2,047
Las Vegas (Flagship)	31,584
Hong Kong	20,702
Abu Dhabi	10,024
Amsterdam	4,678
Total	69,035

GLOBAL BITCOIN CONFERENCE ATTENDANCE IN 2025



Press

Across four 2025 events, The Bitcoin Conference issued 2,585 press passes and partnered with 266 media organizations, generating 4,079 mentions in media with a combined potential reach of over 122 million readers. The flagship Bitcoin 2025 event in Las Vegas led the way with 1,400 press passes issued, 88 media partners, and an Advertising Value Equivalent (AVE) of \$24.2 million. Collectively, our 2025 conference series delivered a total AVE of \$43.4 million, underscoring The Bitcoin Conference's growing influence and media footprint on the global stage.

- 2025 PRESS COVERAGE BY EVENT

Event	Press Passes	Media Partners	Mentions	Potential Reach	AVE
Bitcoin 2025 (Flagship)	1,400	88	1,860	65,000,000	\$24,200,000
Bitcoin Asia 2025	678	49	1,000	50,000,000	\$16,500,000
Bitcoin Amsterdam 2025	207	62	395	1,400,000	\$518,000
Bitcoin MENA 2025	300	67	824	5,950,000	\$2,200,000
Total	2,585	266	4,079	122,350,000	\$43,418,000

Social Media

- FOLLOWERS & SOCIAL ATTENDANCE:

A combined measure of the Conference's audience across Conference accounts on X, Instagram, Facebook, LinkedIn, Threads, YouTube and TikTok based on each platform's native audience metric.

Platform	Followers
 X (Twitter)	317,100
 Instagram	288,000
 Threads	57,200
 LinkedIn	25,435
 YouTube	3,840
 Facebook	2,336
 TikTok	1,346
Total	695,257

- IMPRESSIONS:

A combined measure of the Conference's 2025 impression count across Company-owned and operated accounts on X, Instagram, Threads, TikTok, Facebook, and LinkedIn based on each platform's native impression metric.

Platform	Impressions
 X (Twitter)	78,825,573
 Instagram	27,800,000
 Threads	19,933,175
 LinkedIn	2,374,279
 Facebook	1,100,000
 TikTok	15,203
Total	130,048,230

Livestream

The total number of platform-reported unique accounts or devices that viewed the Conference's livestream content during the live broadcast window, summed across YouTube, X, and Rumble from 2021 to present.

10,558,235

Unique Livestream Viewers (2021 - Present)

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BTC INC, FEBRUARY 2026

Sources: TicketSocket, TIXR, EventBrite, Shopify, Prowly, YouTube, X, Rumble, Meta, TikTok, & LinkedIn