



28th January 2027

Milan | London | Stockholm

3rd June 2027

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SPONSORSHIP 

www.globalrevenueforum.com

ABOUT Global Revenue Forum

Welcome to the Global Revenue Forum, where the future of commercial strategy takes centre stage.

GRF brings together the brightest minds in hospitality to challenge thinking, share insight, and explore the trends shaping the next era of revenue and commercial management.

With events held across Europe and a growing global community, GRF is more than a one-day conference; it's a movement.

From in-depth breakout discussions to thought-provoking plenary sessions, we offer a powerful platform for hoteliers, tech providers, consultants, and commercial leaders to connect, collaborate and spark new ideas.



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The Value Equation

Redefining value across the travel journey. One global conversation, multiple city experiences, and a year round destination for hospitality revenue leaders.

2027 Edition Theme

Where AI driven capability meets human commercial judgement.

Global Revenue Forum 2027 explores how hospitality leaders can create stronger demand, smarter decisions and more meaningful guest value in an AI influenced world.



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The Value Equation:
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Put Your Brand at the Heart of Commercial Innovation

Sponsoring Global Revenue Forum isn't just about logos and lanyards. It is about putting your brand in the room with the people redefining the future of hospitality.

GRF gives you direct access to a powerful, senior audience who are actively seeking tools, partners, and insights to help them grow.

These are the conversations that shape strategies, spark partnerships, and accelerate decisions.



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Be seen as a thought leader

Get on stage, shape the narrative, and share your expertise where it counts.

Build real relationships

With limited sponsor spots and a highly engaged delegate base, you're not one of many, you're one of few.

Reach decision-makers ready to act

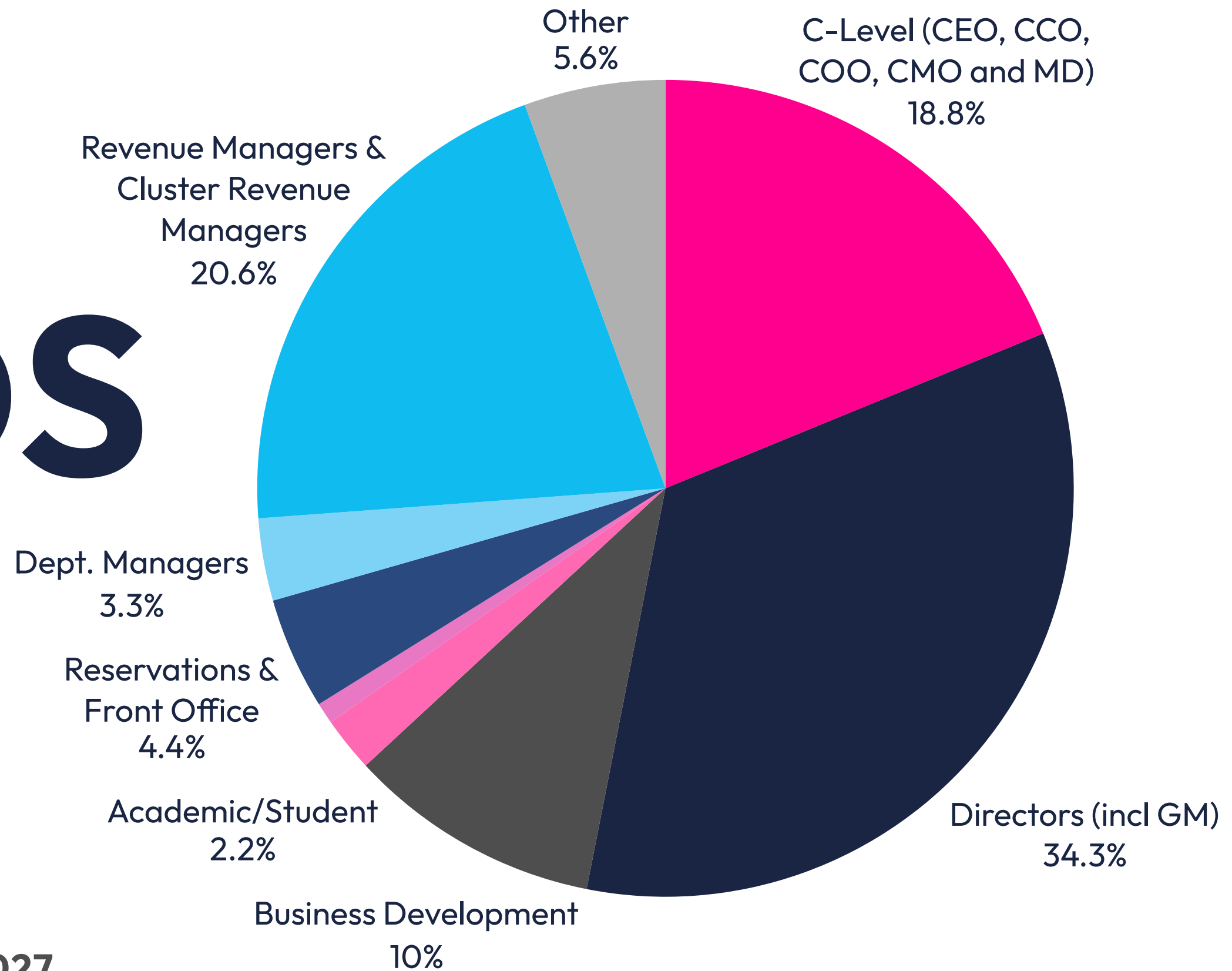
Our audience includes C-suite executives, revenue directors, commercial leads, and owners — all seeking solutions to stay ahead.

Maximise ROI

In-person. High-touch. Highly targeted.
Every interaction counts.

WHO ATTENDS GRF?

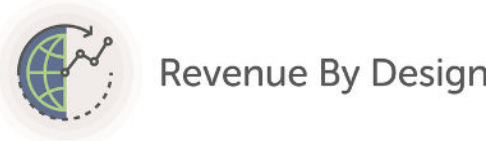
Attendees in the cities of London, Milan & Stockholm in 2026.



Companies We Work With Include



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Flexible Sponsorship. Designed Around You.

We know that every brand has different goals — whether it's visibility, thought leadership, or lead generation. That's why we've built a modular approach to sponsorship that lets you invest in what matters most to you.

	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Baseline Sponsorship	2750	2600	2600	3990*	2600
Additional Delegate Passes	395	240	345	350	240

Get in the Room – Baseline Sponsorship

- Includes 2 delegate passes
- Branding on website and main room city slides
- Access to all networking opportunities on the app and in person
- Option to customise with add-ons per city
- Post-event attendee list without email addresses
- Pre-event sponsor promotion

* FITUR cocktail party 2 sponsor passes

Once you're in, you can build your sponsorship to suit your strategy. Just pick from the 'add-on' elements.



Pick your add-ons

LEAD GEN

- Early Access Delegate Pack
- Hotelier Ticket bundle (x5)
- Category / Brand Interest Leads
- Networking Zone Presence (Exhibitor)

BRAND AWARENESS

- Bespoke branding opportunities
- Lunch / Coffee break sponsorship
- Coffee Cup Branding

THOUGHT LEADERSHIP

- Deliver a Thought Leadership Main Stage Session
- Host an Educational Workshop
- Participate in a main stage panel discussion



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One size doesn't fit all — and we don't expect it to. Let's work together to shape a presence that delivers real value for **your** brand.

Design Your Package

While every GRF event shares the same core mission, each host city offers its own unique setting, format, and sponsorship possibilities; based on the venue, audience, and local partners.

That means:

- Some add-ons are exclusive to certain cities (e.g. bespoke branding options in London, extra exhibitor space in Milan, exclusive VIP Customer breakfast organisation in Stockholm).
- You can mix and match your presence — go big in one location, test the waters in another.

We'll provide a menu of options for each city, so you can tailor your investment to:

- What's available
- What fits your brand strategy
- And where you want to make the biggest impact

One model. Endless ways to make it yours.



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Example Package

Example 1: Lead Generation in One City

Sponsor Goal: Targeted lead generation and meaningful conversations in one market

City: Stockholm

Baseline Sponsorship: €2,600

Early Access Delegate Pack: €690

Category Interest Leads: €690

Networking Zone Presence: €590

Total: €4,570

Perfect for: A supplier looking to identify relevant delegates before the event and create opportunities to connect with them in person.



Example 2: Multi-City Platinum Sponsor

Sponsor Goal: Build visibility and engagement across several markets, with a different focus in each city

Cities: Milan, Stockholm + Amsterdam

Amsterdam: Brand Awareness

Baseline Sponsorship: €2,600

Coffee Cup Branding: €1,290

Lunch Sponsorship: €990

Dedicated Social Media Feature: €490

City Total: €5,370

Milan: Thought Leadership

Baseline Sponsorship: €2,600

Thought Leadership Main Stage

Session: €2,690

City Total: €5,290

Stockholm: Lead Generation

- Baseline Sponsorship: €2,600
- Early Access Delegate Pack: €690
- Brand Interest Leads: €690
- Networking Zone Presence: €590
- Dedicated Sponsor Email: €990

City Total: €5,560

Perfect for: An established brand looking to build a multi-market GRF presence while tailoring its activity to the objectives of each city.

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Thought Leadership Add-ons

MAIN STAGE	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Thought Leadership Main Stage Session	3690	2690	2990	On request	2690
Commercial Main Stage Session	On request	On request	On request	On request	On request
Main Stage Panel Participation	1990	1990	1990	1990	1990
Short Spotlight Session*	1990	N/A	1990	N/A	1990
Session Video Rights	990	790	790	790	790

BREAKOUT SESSIONS (25 MINUTES)	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Hosted Roundtable	1990	1590	1590	1990	1590
Breakout Presentation	2490	1590	1590	1990	1590
Educational Workshop	1990	1590	1590	1990	1590
Innovation Spotlight Session**	2490	1590	1590	1990	1590

*Short Spotlight Session: A 5-minute main-stage slot to introduce a topic or idea and direct interested delegates to a 25-minute breakout. Discounted breakout available separately.

**Innovation Spotlight Session: A 25-minute breakout session designed to showcase a new product, solution, idea or approach in more depth.



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Lead Generation Add-ons

LEAD GENERATION	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Early Access Delegate Pack (48 hours before)	690	690	690	690	690
Add-on to Delegate pack: Category Interest Leads*	990	690	690	690	690
Add-on to Delegate pack: Brand Interest Leads*	990	690	690	690	690
App-Promoted Lead Capture**	990	690	690	690	690
Networking Zone Presence (Exhibitor)	1990	590	590	590	590
Hotelier Ticket Bundle (x5 tickets)	750	375	590	375	375
Dedicated Sponsor Email	990	990	990	990	990

*Early Access Delegate Pack: Delegate list supplied 48 hours before the event, including name, company, job title and email address where opted in. Category and Brand Interest Leads are available only as add-ons to the Delegate Pack; prices shown are additional. Category Interest identifies delegates selecting an agreed product category; Brand Interest identifies delegates selecting your brand as being of interest.

**A GRF-promoted message in the event app directing delegates to a sponsor-provided landing page, download or other lead-capture destination during the event.

Brand Awareness Add-ons

EVENT-WIDE VISIBILITY	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Lounge Sponsorship	3950	N/A	N/A	N/A	N/A
Coffee Cup Branding	1990	1290	1290	990	1290
Lanyard Branding	1490	1290	1290	1290	1290
Notebooks	1290	990	990	990	990
Bespoke Branding Opportunities	From 490	From 490	From 490	From 490	From 490
Tote Bag	1490	1290	1290	1290	1290
Welcome Email	990	990	990	990	990

SPONSORED MOMENTS	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Lunch Sponsorship	1090	1290	1090	990	990
Coffee Break Sponsorship	990	1090	1090	990	990
Post-Event Entertainment Sponsorship	On request	On request	On request	990	On request
Pre-Event Evening	On request	On request	On request	1990	On request

PROMOTIONAL VISIBILITY	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Dedicated Social Media Feature	490	490	490	490	490



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Sponsor Recognition

Global Revenue Forum was designed to create community and our aim is to recognise those sponsors that want to work with us to achieve this.

In 2027, our Platinum sponsors are those who choose to support at least three of all five landmark GRF cities; **London, Milan, Stockholm, Madrid and Amsterdam.**

Platinum status carries something you can't buy: **recognition, influence**, and serious **industry kudos**. It's a clear signal that your brand is leading the conversation, not just locally, but globally.

To qualify as a Platinum Level Sponsor

Sponsor at least three of the five flagship cities; minimum investment per city €5000



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