



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam



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.



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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.



28th January 2027
Milan | London | Stockholm

3rd June 2027
Madrid | Amsterdam



The Value Equation:
Redefining value across
the travel journey

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.



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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

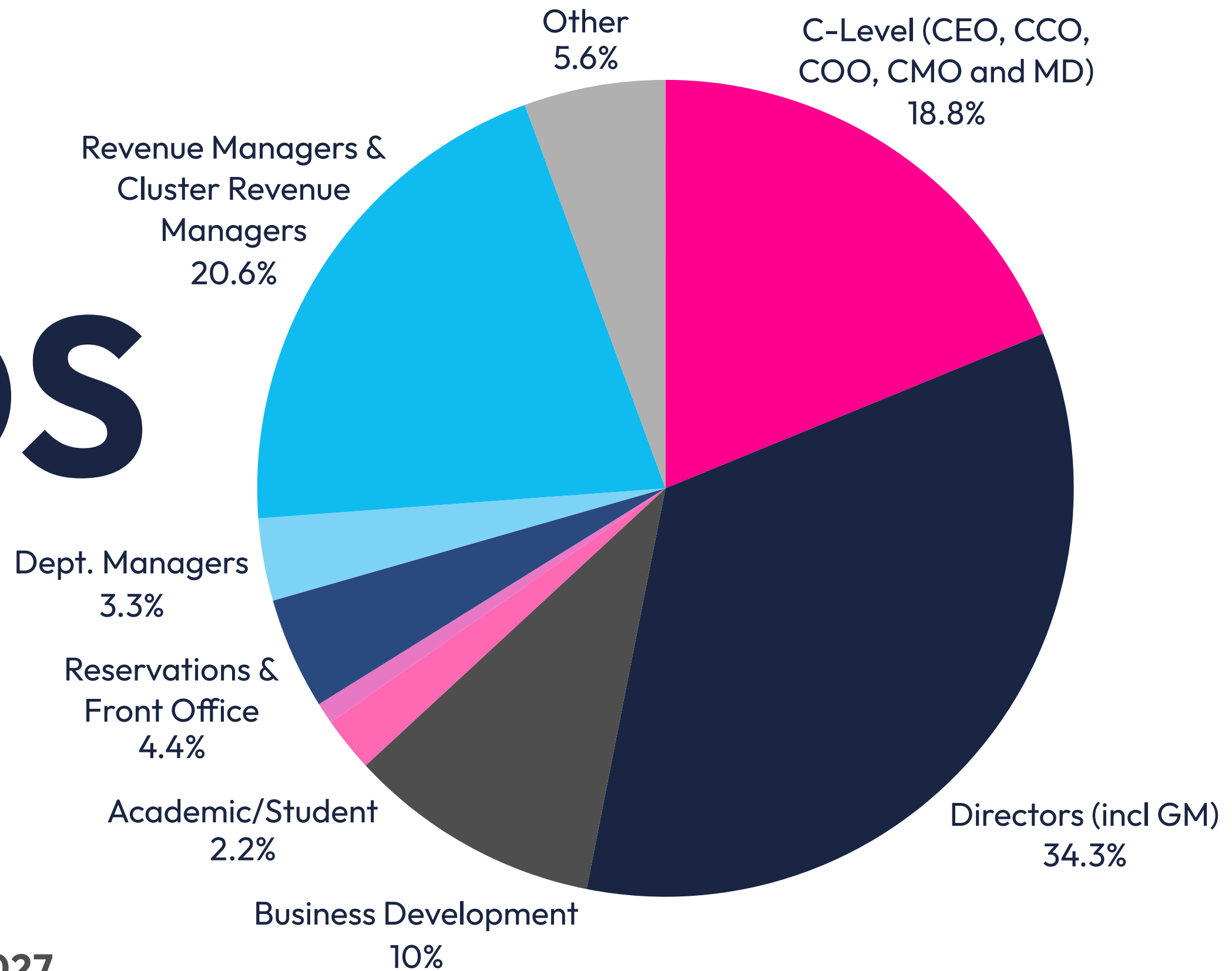
Our audience includes C-suite executives, revenue directors, commercial leads, and owners — all seeking solutions to stay ahead.

Maximise ROI

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

WHO ATTENDS GRF?

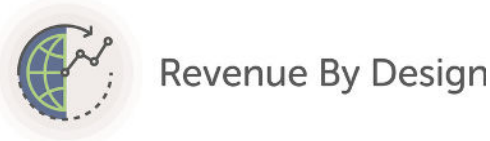
Attendees in the cities of London, Milan & Stockholm in 2026.



Companies We Work With Include



The Value Equation:
Redefining value across
the travel journey





The Value Equation:
Redefining value across
the travel journey

28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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

- Pre event delegate pack promo
- Hotelier Ticket bundle (x5)
- Web capture (Product)
- Branded space in Networking zone

BRAND AWARENESS

- Bespoke branding opportunities
- Lunch sponsor
- Drinks Host
- Branded Coffee Cups

THOUGHT LEADERSHIP

- Main stage mini keynote
- Conduct a workshop
- Main stage Panel discussion



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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.



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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.

Example

Example 1: Lead Gen in One City

Sponsor Goal: Small-scale entry focused on quality leads in one market

City: Stockholm

Base Package: fee per city

- Breakout Session Host: €1990

- Branded space in networking Zone: €500

Total: €4990

Perfect for: Niche brands or tech suppliers entering a new market, looking to connect with decision-makers in a focused way.



Package

Example 2: Brand Awareness + Multi-City Lead Gen

Sponsor Goal: Broad brand visibility with deeper engagement in two cities

Cities: London (awareness), Stockholm + Milan (lead gen)

Base Package x3 Cities: fee per city

- London:

Coffee Cup Sponsorship – £1990

Branded coffee cups for maximum brand visibility all day

Branded logo presence in networking area €1990

- Stockholm:

15 minute mini keynote on Main Stage – €2690

Web Capture : €690

- Milan:

Drinks Reception Sponsor – €1090

Breakout Session Host – €1590

Web Capture : €690

Total: €18,230*

Perfect for: Established brands seeking visibility and lead gen across multiple markets without the rigid structure of a platinum package.

*Options will be invoiced by the individual countries (£/€) so this total is just an example

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.

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

*Discounted 25-minute breakout workshop available with Short Spotlight Session. The Short Spotlight session on main stage introduces the topic and directs interested delegates to the breakout.

Global

REVENUE FORUM



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam



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.



Lead Generation Add-ons

LEAD GENERATION	London (£)	Milan (€)	Stockholm (€)	Madrid (€)	Amsterdam (€)
Early Access Delegate Pack (48 h before)	690	690	690	690	690
Add on : Category Interest Leads*	990	690	690	690	690
Add on : 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

*Receive qualified lead interest data captured during the registration flow, segmented by the user's selected sponsor brands and/or product categories.
 **Lead-generation opportunity using the event app to drive delegates to a landing page, form, download or other lead-capture destination.

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



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.

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**. While we're moving away from bundled extras and focusing on bespoke sponsorship packages tailored to your goals,

Platinum status still 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 be a Platinum Level Sponsor

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



28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam

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.

MILAN

Emanuele Nardin | e.nardin@hotelperformance.it

Giulia Nardini | milan@globalrevenueforum.com

LONDON

Ally Northfield | ally@revenuebydesign.co.uk

Ruth/George | london@globalrevenueforum.com

STOCKHOLM

Annemarie Gubanski | annemarie.gubanski@taktikon.com

MADRID

Cristina Blaj | cristina@openrevenueconsulting.com

Pablo Torres | pablo.torres@torresconsulting.co.uk
madrid@globalrevenueforum.com

AMSTERDAM

Annemarie Gubanski | annemarie.gubanski@taktikon.com



The Value Equation:

Redefining value across
the travel journey

www.globalrevenueforum.com

28th January 2027

Milan | London | Stockholm

3rd June 2027

Madrid | Amsterdam