



The  
**Revenue Room™**  
**Salon**

**Women Who Accelerate & Lead**

October 6, 2026 ● 3:00 - 9:00 PM ● The Yale Club NYC

**Strategic Partner Prospectus**

The  
**Revenue Room™**  
**Salon**

# What makes Revenue Room™ Salon one of its kind

Revenue Room™ Salon is where **the most influential C-level executives in media, data, and experiences** gather to share insight, celebrate female trailblazers, forge new connections, and invest in the next generation of female leaders. An evening of intelligence, influence, and inspiration, it is anchored in the belief that women who accelerate and lead are shaping the future of business.



## **WOMEN AT THE HELM**

An industry salon where **female CEOs and CXOs set the agenda** for a **gender-inclusive audience** of senior executives.

## **FUTURE-DEFINING DIALOGUE**

A candid C-level conversation focused on the forces reshaping media, events, data, and information, from **AI and platform disruption to growth, leadership, and what comes next.**

## **CROSS-SECTOR LEADERSHIP**

A gathering that **brings together B2B and B2C leaders** across media, events, data, and information to tackle disruption, AI, and platform change.

## **INTIMATE BY DESIGN**

An **invitation-only setting** that combines strategic networking, thought leadership, and deal-making in a **deliberately intimate, high-caliber environment.**

# Why This Room Matters

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**Revenue Room™ Salon** convenes an **invitation-only** community of **CEOs** and **revenue-critical C-suite leaders** across media, events, and data/information for an afternoon and evening of connection, conversation, recognition, and celebration.

This room is for **C-suite** decision-makers, **cross-sector** perspectives, and **candid conversations** among leaders shaping growth and transformation across the industry.

**That difference is felt immediately.** Attendees described meaningful connections, high-caliber conversation, and a level of thought leadership that made the room both energizing and memorable.

In 2026, the Salon builds on that foundation with curated peer exchanges, our flagship CEO conversation, and an expanded Vanguard Awards experience.

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# What Attendees Say

The  
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**Salon**



“ The connections were magical in this very special room. It was such an honor to hear from “dope”, inspirational women and industry leaders! Thank you for this magic moment.

**Narisa Wild, Chief Digital Officer, Clarion Events North America**

“ Congratulations on an amazing night. I was so inspired by all the women and leaders in the room. You know how to pull them together! It was all around terrific!

**Yancy Weinrich, President, CloserStill Media**



“ What a wonderful event the Revenue Room™ Salon turned out to be. I wasn't sure what to expect, but you blew me away. Congratulations on a tremendous evening. Thank you for inviting me into the incredible group of high-achieving women. I look forward to getting involved.

**Carol Hinnant, Board Member, MediaBrian**

“ What a treat to be in a room with this group! The remarks and panel discussion were great!

**Putney Cloos, Chief Marketing Officer, Bombora**



# What's New in 2026

## More Time

Earlier 3:00 PM start with Afternoon Tea & Champagne welcome reception from 3:00 PM to 3:45 PM

## More Discussions

New curated peer discussion format - Champagne Exchanges - from 3:45 - 5:00 PM

## More Networking

More structured networking throughout the experience

## More Recognition

Expanded Vanguard Awards with four new categories.



# Program at-a-Glance

The Revenue Room™  
**Salon**

- 3:00 - 3:45 PM**    **Salon Arrivals: Afternoon Tea, Spritz & Introductions**  
Guests arrive for canapes, tea service, spirited and spirit-free spritzes, photography, and hosted networking.
- 3:45 - 5:00 PM**    **Salon Exchanges**  
Two curated 45-minute roundtable conversations designed to spark candid dialogue, fresh perspective, and meaningful peer connection.
- 5:00 - 6:00 PM**    **Dinner Arrival & Cocktail Hour**  
Dinner guests join for cocktails, introductions, and networking as the evening gathering expands.
- 6:00 - 6:30 PM**    **The Salon Stage: CEO Conversation**  
A flagship stage conversation featuring top women leaders sharing insights on leadership, growth, and transformation.
- 6:30 - 7:45 PM**    **Dinner & Salon Conversation**  
An elegant seated dinner paired with high-caliber conversation among CEOs, senior executives, and invited guests.
- 7:45 - 8:15 PM**    **The Vanguard Awards**  
Presentation of six honors including **The CEO Vanguard Award** and **Lifetime Achievement Award**
- 8:15 - 9:00 PM**    **The Salon Reveaql & Closing Networking**  
A celebratory close featuring curated prizes, meaningful connections, and final conversation.



# The Salon Experience

Revenue Room Salon 2026 unfolds in four distinct movements, each designed to deepen connection, elevate conversation, and celebrate leadership.

The  
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## 01 Salon Arrival: Afternoon Tea, Spritz & Introductions

An elegant and inclusive welcome featuring tea service, spirited and spirit-free spritzes, and high-value introductions in a relaxed, intimate setting.

## 03 The Salon Stage, Dinner & Conversation

A premium stage moment followed by a seated dinner that extends the conversation and strengthens relationships across the room.

## 02 Salon Exchanges

Curated roundtable discussions that move beyond passive listening and create space for candid executive dialogue among peers. Topics selected based on crowdsourced input.

## 04 The Vanguard Awards & The Salon Reveal

A closing celebration honoring exceptional women leaders, followed by a memorable final moment of surprise, delight, and connection.



**Invitation-only conversation and dinner led by women who accelerate and lead.**



# 2026 Vanguard Awards

Presented at **Revenue Room™ Salon**

# The Vanguard Awards

Presented at Revenue Room Salon 2026

The Vanguard Awards honor exceptional leaders shaping the future of media, events, and data and information businesses through growth, innovation, transformation, and enduring industry influence.

Presented as part of Revenue Room Salon 2026, the awards recognize executives whose leadership is advancing the industry and redefining what comes next.

## Award Categories

### CEO Vanguard Award

Presented to a CEO whose leadership is redefining the standard for vision, influence, and business impact.

### Lifetime Achievement Award

Presented to a visionary leader whose enduring leadership and industry influence have shaped the field and inspired those who follow.

### Vanguard Award for Growth

Presented to a visionary leader whose enduring leadership and industry influence have shaped the field and inspired those who follow.

### Vanguard Award for Data & Intelligence

Presented to a leader who has advanced the strategic use of data and intelligence to drive sharper decisions and lasting advantage.

### Vanguard Award for Applied AI

Presented to a leader who is applying AI with purpose, transforming operations, innovation, and enterprise value.

Honoring leaders shaping the future of the industry

# Recognizing Leadership That Moves the Industry Forward

Celebrating leaders whose work is shaping the next era of growth, innovation, and influence

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## These honors recognize

- Transformative CEO leadership
- Commercial & growth excellence
- Strategic use of data and intelligence
- Practical, high-impact application of AI
- Reinvention and business transformation
- New models for growth and market leadership

# How Honorees Are Nominated & Selected

A thoughtful and selective process designed to reflect credibility, relevance, and leadership impact

Vanguard Awards honorees are identified through a **curated nomination and review process** designed to reflect both industry credibility and meaningful leadership impact.

## Nominees may be identified through

- Recommendations from Revenue Room™ CXO leadership and advisors
- Nominations from trusted industry peers and senior executives
- Input from strategic partners and select members of the Revenue Room™ CXO network
- Ongoing market awareness and research into leadership, innovation, and business performance

Curated with rigor. Chosen for impact.



# 2026 Strategic Partnership Opportunities

# The Revenue Room™ **Salon**

Enter the room through thoughtfully integrated sponsorship, not generic event branding



## Become a Strategic Partner

- 1** Access an invitation-only audience of **CEOs & C-suite decision-makers**
- 2** Build relationships in a **premium, high-trust** setting
- 3** Align with **women's leadership and market influence**
- 4** Extend value **beyond the event** through attendee connections and post-event visibility

# 2025 Highlights

- ★ 95 CEOs and C-Suite Attendees from leading media, events, and data/information businesses
- ★ Vanguard Awards to Jessica Sibley, CEO, Time & Cindy Leive, CEO & Founder, The Meteor
- ★ CEO Panel with Barbara Peng, CEO, Business Insider, Sarah Personette, CEO, Puck, and Samantha Skey, CEO, SHE Media
- ★ Three Strategic Salon Partners including Bombora, Tricon Infotech, and JEGI LEONIS



# Who's On The Invite List

150+ CEOs & C-Suite Executives

Adweek

Advance Local

Arizent

Axios

BBC

Bloomberg Media

Business Insider

Clarion Events

Conde Nast

Crain Communications

Definitive Healthcare

Digital Nations

Disney

Forbes

Future PLC

FT

Hearst

HMP Global

Inman

Informa

McClatchy

Morning Brew

Naylor Assn Solutions

People

NBC Universal

New York TIMES

Penske Media

Puck

Questex

Rescripted

RX Global

SHE Media

The Channel Company

The Daily Mail

The Guardian

Time

Touchpoint Markets

USA Today

WSJ



ONE AVAILABLE

# Presenting Partner

# \$25,000

The top sponsorship of Revenue Room™ Salon

- Sponsor Tier level exclusivity
- Top billing across all event materials
- Two branded tables front of room with curated seating
- Two-minute welcome remarks from stage
- 4 team passes (CEO/C-Level only)
- 6 qualified C-Level client/prospect invitations \*
- Logo on step-and-repeat and core event materials
- Host of a Salon Exchange Table
- Co-presentation of one Vanguard Award
- Opportunity to provide attendee gift
- Attendee list with opt-in contacts



Qualification criteria include: must be a media, event, data/information service provider & must be a CEO, C-Suite or SVP \*

FOUR AVAILABLE

# Salon Partner

# \$15,000

- Top billing below Presenting Sponsor across all event materials
- Branded table with curated seating for 8
- Presentation of a Salon Reserve Gift
- 4 team passes (CEO/C-Level only)
- 6 qualified C-Level client/prospect invitations
- Logo on step-and-repeat and core event materials
- Host of a Salon Exchange Table
- Opportunity to provide attendee gift
- Attendee list with opt-in contacts



SIX AVAILABLE

# Supporting Partner

# \$10,000

- Sponsor billing below Salon Partner across all event materials
- Branded table with curated seating for 8
- 2 team passes (CEO/C-Level only)
- 6 qualified C-Level client/prospect invitations
- Logo on step-and-repeat and core event materials
- Opportunity to provide attendee gift
- Attendee list with opt-in contacts



# Awards Table

# \$5,500

An awards table is a highly visible hosted table positioned close to the awards presentation and designed for honorees, category partners, top clients, and distinguished guests.

- Branded table with curated seating
- 8 passes for table sponsor and qualified team members and clients
- Table signage
- Post-event recognition in recap materials



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