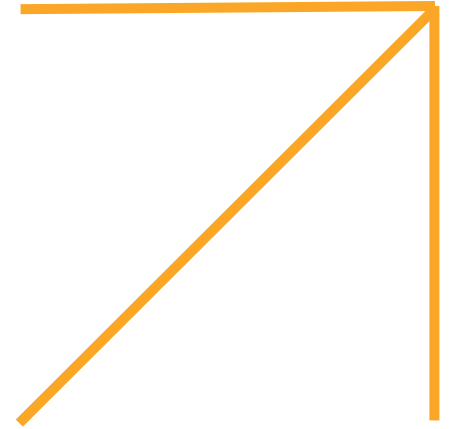




March 15 -16, 2027

The Vinoy
St. Petersburg, FL



Invitation-Only

For CEOs & Revenue Critical C-Suite Executives

Focused On Data-Fueled Business Transformation

COMPOUNDING ADVANTAGE: AI, DATA & THE RACE TO ENDURING ENTERPRISE VALUE

YOUR HOSTS



COMPOUNDING ADVANTAGE

AI, Data & The Race to Enduring Enterprise Value

Most Will Follow. A Few Will Redefine the Future.

RevvedUP isn't for the complacent. It's for the **bold**—those rethinking how they **create value, serve customers,** and **build organizations** fit for the **data and AI age.**

Incremental tweaks won't get you there. **The future demands a reset.**

At RevvedUP, you'll join **CEOs and C-Suite trailblazers** who chose to lead through disruption.

Together, we pressure-test strategies, challenge assumptions, and unlock competitive advantage.

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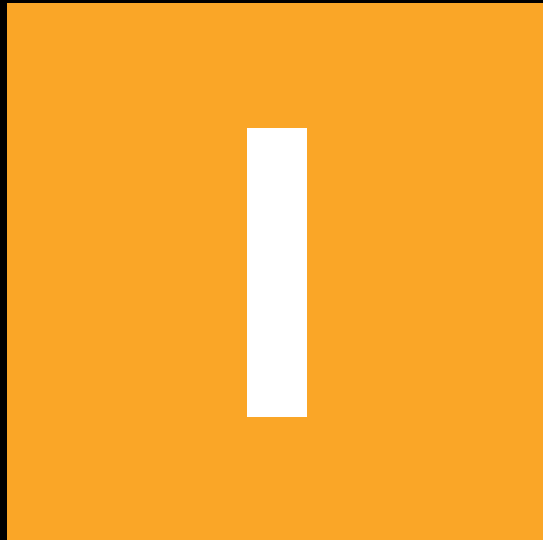
2027

Attendees, Program, And The Experience

2027 AUDIENCE MAKEUP



CEOs & Their C-Suite Leadership Teams
Drivers & Their A-Team Pit Crew
CFO • CRO • CMO • CCO • CPO • CDO • CCO



Invitation-Only
By Title, Seniority, Business Type,



Multi-sided Business Environments
Media • Events • Data • Marketplaces • Communities & Networking • Business Information



WHO ATTENDED IN 2026

Adweek
ARC Network
Arizent
Arkaea Media Group
ASME
Aviation Week
AVIXA
Axios
Becker's Healthcare
Beringer Capital
Bridgetower Media
BVA
Clarion Events NA
Computer Technology Association
Copyright Clearance Center
Creative Licensing Intl
Cuil Bay Capital
Data Society Group

Definitive Healthcare
Diversified
Edmentum
EndeavorB2B
Fast Forward Events
Forbes
Gardner Business Media
GovExec
Growth Catalyst Partners
Helix Mastermind
HLTH
HumanX
Hyve Group
IBISWorld
IMN Solutions
Informa Markets
Informa PLC
Informa TechTarget
Inman

Major League Soccer
Mediaradar
MFG US LLC
Naylor Association Solutions
NFPA Global Solutions
Northstar Travel Group
PMMI Media Group
RAFA Media
Questex
SAPinsider
The Channel Company
The Dispatch
The Media Copilot
THM Media
Thomson Reuters
Time
Viant
Wellesley Global
Wiley

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2027 AGENDA

SUNDAY, MARCH 14

TOPIC	TIME
Sponsor Set-Up	12:00 PM
CEO Boardroom & CXO Core Exchanges*	2:00 - 5:00PM
Welcome Reception & Dinner	6:00 - 8:00PM

* Revenue Room™ CXO Members Only

MONDAY, MARCH 15

TOPIC	TIME
Registration	7:00 AM
The Women of The Revenue Room™ Breakfast & Leadership Discussion	8:00 - 9:45 AM
Ignition Intensives	10:30 - 12:00 NOON
Keynote Lunch	1:00 - 2:00 PM
General Session & Tsunami	2:00 - 5:00 PM
Networking Reception	6:00 - 7:30 PM
Dinner with Friends in Downtown St. Pete	8:00 - 10:00 PM

TUESDAY, MARCH 16

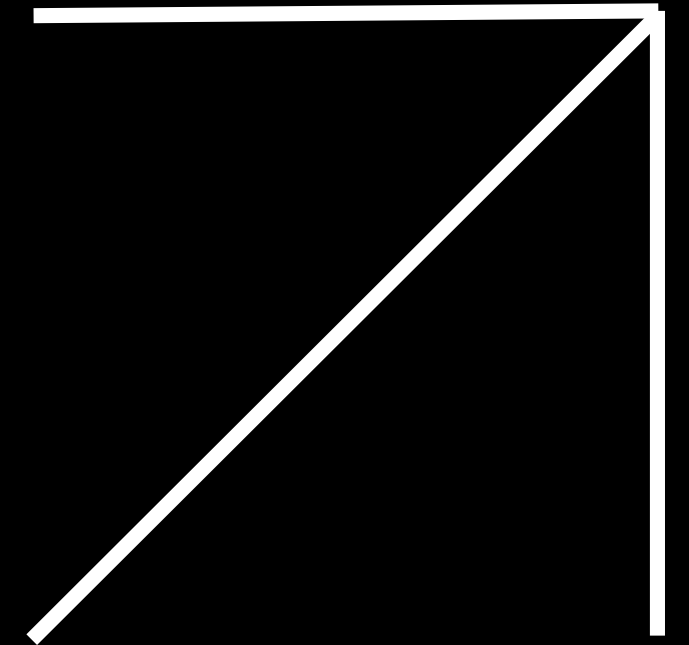
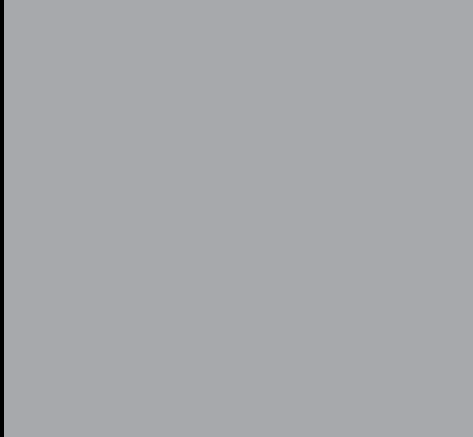
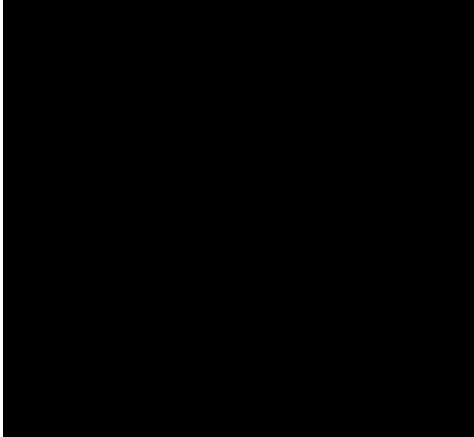
TOPIC	TIME
Registration	7:00 AM
Breakfast	8:00 - 9:30 AM
General Session & Growth Design Labs	9:30 - 12:30 PM
Hot Takes Lunch	12:30 - 1:30 PM
General Session	1:30 - 3:30 PM
Afternoon Tea & Lawn Games	3:30 - 5:00 PM
RevvedUP After Dark	6:30 - 10:00 PM



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SPONSORSHIP



SPONSORSHIP OVERVIEW

RevvedUP was launched in 2025 to address the increasingly challenging business landscape and the gap in information and C-suite collaboration in the multi-sided business eco-system.

Select sponsors receive exposure to hard-to-reach CEOs and C-Suite revenue-critical executives in a deep and rich content and networking environment where data-driven transformation, innovation and business modernization are center stage.

Our sponsorships are unique, immersive, and highly curated. **We do not offer tabletops, pre-scheduled meetings, or promotional speaking opportunities. We require sponsors send their top-level C-suite executives and share a seat at the table with attendees.**

These revenue-critical executives hold positions such as CFO, COO, CRO, CCO, CSO, CMO, CPO and CDO within their organizations. This means they have a direct impact on the financial success of their companies and play a crucial role in decision-making processes.

There is no other event that focuses on revenue, profitability and enterprise value creation within the context of a multi-sided business model and data.

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2026 SPONSORS

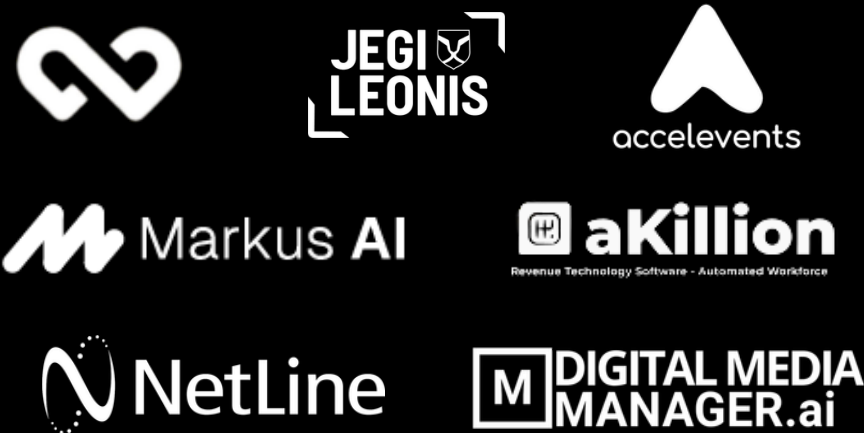


bombora[®]



2026 SPONSORS

Indy 500



World Cup



Corporate



Media



Industry



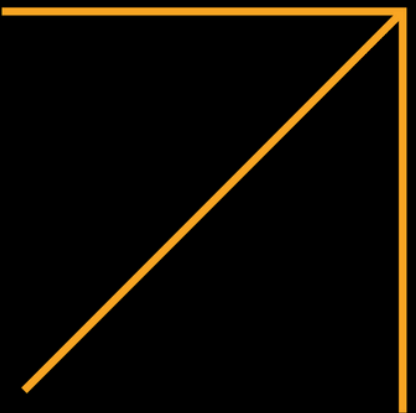
SPONSOR BENEFITS

Ignite Industry Innovation & Pioneer AI-Driven Business Transformation

-  Showcase brand and expertise to 200+ CEOs and revenue-critical C-Suite leaders leading media, data/information, event and marketplace businesses.
-  Participate and influence industry dialogue on AI, data, and digital transformation.
-  Prime visibility in event materials, digital platforms, and on high visibility swag.
-  Speaking opportunities including use case presentations, fireside chats and introduction of speakers.
-  Access to attendee list (opt-in only). Ability to connect and interact via the mobile app.
-  Additional and continued exposure via The Revenue Room™ Podcast and Blog, post event promotion across social media and Revenue Room™ Connect website.

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Grand Prix

\$60,000 / 3 Available

Marquis Sponsorship

Branding & Promotion

Category Exclusivity
Top level branding
Podcast Interview + Blog with CEO
Logo/link/description on website
1X Email “Featured Sponsor” Campaign

Email Logo Inclusion
Social Media Posts
Newsletter Promotion

Onsite Branding

Top-Level Sponsor
4 Passes for Sponsor CEO & CXOs
Living Room Set-up - Executive Lounge
Tabletop
Opportunity to Include a Gift in Bag
Chair Drop in General Session
MC Thank You Call Out
Logo in General Session Loop
Mobile App Branding
1 Mobile App or Text Platform Message

Networking

Branded Co-Host of Monday Reception
Reserved Table General Session
Hosted Table Monday Lunch
RewedUP Supper Club
4 Complimentary Customer Invites*
Special Discount Code for Additional
Customer Invitations

Thought Leadership

2 min Introduction of Keynote
15-minute Fireside Chat or Use Case
Host of 2-Hour Ignition Intensive

Customer invites include your customer speaker. Invites must be approved in advance and must meet H2K Labs' customer invite terms and conditions: qualified C-level executive from an operator class including media, events, associations, and data/information services. Technology, marketing services, consulting or any other category that qualifies as a sponsor category are excluded.

Monaco

\$35,000/4 Available

Le Mans

\$25,000/4 Available

Indy 500

\$15,000/8 Available

	3 Passes	2 Passes	1 Pass
Passes			
Branding & Promotion			
Website Logo, Link, Co Description	Yes	Yes	Yes
Podcast Interview & Blog	Yes	No	No
Email Promotion	Yes	Yes	Yes
Social Media Post	Yes	Yes	Yes
Newsletter Promotion	Yes	Yes	Yes
Onsite Branding			
The Executive Networking Lounge	Living Room Set-Up + Tabletop	Tabletop	Hightop with Banner
Sponsor Video Inclusion	Yes	Yes	Yes
Logo on Signage	2nd Position	3rd Position	4th Position
Logo in General Session Loop	Yes	Yes	Yes
Chair Drop	1X	No	No
MC Thank You Call Out	Yes	Yes	Yes
Mobile App Logo, Link, Co Description	Yes	Yes	Yes
Welcome Bag Insert	Yes	Yes	No
Networking			
Reserved Table General Session	Yes	Yes	No
Complimentary Customer Invitations	2	1	0
Hosted Lunch Table	Monday	Monday	No
Thought Leadership			
15-Min Use Case Presentation in General Session	Yes	No	No
1 Hour Growth Design Lab	Yes	No	No

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The Executive Networking Lounge

An Elevated Brand Presence for Elevated Networking
Grand Prix & Monaco Levels



Your Branded Hospitality Hub at the Heart of the Event

Included in Grand Prix and Monaco Sponsorships

Positioned where all attendees gather for breakfast and breaks, The Executive Lounge offers sponsors a high-visibility, high-touch environment to connect with CEOs and C-Suite leaders.

- Each sponsor receives a custom-branded seating area, complete with:
- Sofa, 2 side chairs, coffee table, and a hightop for presentations
- Sponsors can provide a retractable banner, logo'ed pillows, coasters, and other branded materials

Image is for inspirational purposes only.

This is not an exact depiction of how your living room space will look.

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RevvedUP Supper Club

Private Dinner. Premium Guests

Real Conversations



\$10,000

Take the relationship beyond the event floor with a curated sponsor-hosted dinner designed to create meaningful connection in a more intimate setting. RevvedUP will do the heavy lifting, from inviting the right attendees and managing RSVPs to booking the restaurant in downtown St. Pete and helping confirm attendance onsite.

What's Included

- Strategic planning session to align guest targeting with sponsor goals
- Curated invitation-only guest list development before attendee lists are distributed to all sponsors
- Personalized outreach and RSVP management for up to 10 guests
- Restaurant sourcing and booking in downtown St. Pete
- Confirmed attendee briefing with guest profiles
- Onsite reminder and attendance confirmation
- Guest communications, including logistics and directions

Sponsor covers all dinner costs, including food, beverage, gratuity, and any restaurant minimums or credit card guarantees/cancellation fees.

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Ignition Intensives

2 Hour Workshops in Small Focused Groups



Small Working Groups on Specific Topics

Add-On Activation/4 Available

\$15,000 per workshop

Elevate your sponsorship with a dedicated Ignition Intensive session - a premium two-hour slot (10:00 AM – 12:00 Noon on Monday, March 14th) designed to position your company as a thought leader ahead of the opening keynote lunch.

This exclusive add-on gives your team the opportunity to host a high-impact, content-rich workshop on a topic relevant to the program, tailored to showcase your expertise and engage directly with 25–30 attendees. Attendees select their workshops upon registering. Whether you're delivering detailed use cases, industry insights, or collaborative problem-solving, this intimate format is ideal for deeper engagement and stronger connections.

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Tuesday Growth Design Labs

Where Strategy Meets Action - and You Lead the Charge.



60-minute curated session + facilitation by your executive thought leader

Add-On Activation/5 Available

\$7,500

Growth Design Labs are one-hour, high-impact breakout sessions that bring together 25–30 C-suite leaders for focused, facilitated discussions around the six megatrends shaping RevvedUP 2026: AI acceleration, generational disruption, funnel collapse, privacy-first growth, rapidly shifting customer demands, and rising board pressure.

As a **Growth Design Lab Sponsor**, your brand takes the driver's seat — shaping the session theme, guiding the conversation, and moderating the discussion. This is your chance to align thought leadership with the most urgent growth challenges CEOs are solving right now.

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Boardroom Breakfasts

Curated Conversations. Strategic Connections.



Add-On Activation/3 Available

\$ 15,000

Tuesday, March 15 | 7:30 - 9:00 AM

Start the day with influence. As the sponsor of a **Boardroom Breakfast**, you'll host a private, closed-door morning roundtable for up to 20 hand-selected attendees. This curated experience allows your company to lead meaningful discussions around shared priorities while building high-value relationships with top decision-makers. We'll handle the AV, breakfast service, and personalized outreach to ensure the right people are in the room—so you can focus on driving results.

SPONSORSHIP COMPONENTS

- Private Meeting Room
- Breakfast Buffet and Service for up to 20 qualified guests not including sponsor hosts
- Branded signage outside the room
- Personalized outreach and attendance confirmation to your target list
- Reminder emails and onsite attendance confirmation at registration desk
- Onsite concierge support to manage logistics and guest experience
- Pre-event briefing document and/or other communication to help attendees prepare for the breakfast meeting

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BEVI Station

Quench attendees' thirst—and build brand visibility—with the Bevi Drink Station Sponsorship



Add-On Activation/1 Available

\$15,000

Located in a high-traffic area, this hydration hub offers a stylish and sustainable way to make your brand part of the attendee experience throughout the day.

Sponsorship includes:

- Logo placement on sustainable plastic cups used at the station
- Branded tablecloth at the Bevi station
- Signage with your logo and brand messaging at the drink station
- Custom flavor branding, where available (e.g., “Powered by [Your Brand] Berry Boost”)
- Opportunity to place branded napkins or coasters
- Option to include a small shelf-top leave-behind (postcard, QR code card, or sample)

This is a great way to promote wellness, sustainability, and brand engagement all at once —while ensuring your brand is literally in everyone’s hands.



Women in Leadership Breakfast

Monday 8:00 - 9:45 AM



ADD-ON ACTIVATION - EXCLUSIVE SPONSOR

\$30,000

Start your RevvedUP experience with an intimate, high-impact morning designed for women who lead transformation at speed. Over a curated breakfast for 90 participants, this session brings together powerhouse CEOs and C-suite executives for authentic connection and real talk on what it takes to lead — and win — in a market defined by acceleration, AI, and reinvention.

The morning begins with opening remarks and gratitude from our sponsor, followed by a panel of trailblazing leaders who've broken barriers, built empires, and redefined what leadership looks like in the next era. Thoughtfully curated seating ensures every table sparks meaningful dialogue — connecting peers across industries to share strategies, lessons, and lived experiences that fuel growth, courage, and clarity at the top.

SPONSOR COMPONENTS

● Category Exclusivity

- Own the room. One sponsor only.

● Thought Leadership & Stage Time

- 2-minute opening remarks or brief welcome from a senior female executive at the sponsor organization.

● Brand Activation

- Logo on specialty gift for attendees
- Sponsor provides or co-brands an elegant takeaway (e.g., journal, wellness item, luxury mini gift).

● VIP Table with Assigned Seating

- Host a VIP table with assigned seating



RevvedUP After Dark

Studio 54 Reloaded
Tuesday, March 16

TITLE SPONSOR

\$35,000

Step into the glow of "RevvedUP After Dark" — the ultimate closing celebration of RevvedUP 2026. This high-energy, fully immersive gala blends retro flair with futuristic edge, where chrome, rhythm, and reinvention collide under the mirrorball.

Set against a backdrop of neon, metallics, and bold color, this unforgettable night reflects the core spirit of RevvedUP: visionary leadership, transformation, and celebration.

The dress code? Sparkle, shimmer, and shine — however your future looks.

SPONSOR COMPONENTS

● Brand Visibility & Premium Placement

- Logo and name featured on step-and-repeat media wall, digital signage, event app
- Branded cocktail napkins, drinkware, or wearable tech (e.g., LED glasses or glow bracelets)

● Experiential Activation

- Co-branding of interactive installations (e.g., "The [Your Brand] Glow Lounge")
- Interactive photo opps with instant share integration

● VIP Table with Bottle Service

- Branded VIP table (think the hottest table at Studio 54) with bottle service

● Awards

- Vote on and co-present awards to party goers: Best Stayin' Alive Dance Move, Glow Up of the Night, & Mirrorball VIP



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NEW IN 2027

Charging Stations

Power the leaders driving transformation

ADD-ON ACTIVATION - EXCLUSIVE SPONSOR

Price: \$25,000

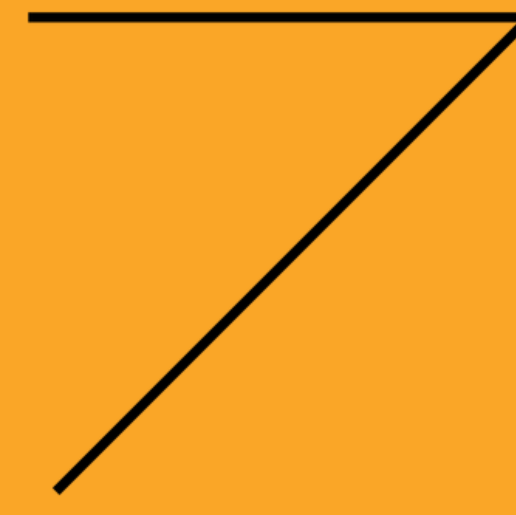
At RevvedUP 2026, energy is everything — and your brand keeps it flowing. As the exclusive **Charging Station Sponsor**, your company fuels CEOs and C-suite executives as they recharge both their devices and their minds between high-octane sessions.

- Exclusive branding at **three** charging stations placed strategically throughout the venue
- Opportunity to provide branded charging accessories or giveaways
- Recognition in the program, signage, and mobile app



20UP
REV
VED 26

VENUE & TRAVEL



THE VENUE

The Vinoy Resort & Golf Club

ST. PETE *florida*

An iconic landmark recently reimaged with a **\$110 million renovation**, The Vinoy in St. Petersburg sits on Florida's stunning Suncoast—where gulfside charm meets business sophistication.



TRAVEL & HOTEL

ROOM BLOCK

RevvedUP attendees benefit from discounted room rates.

\$429 per night

Plus \$28 per day destination fee and 13% city & state taxes

Destination fee includes two complimentary drinks, use of tennis courts and racket rentals, wellness classes, ebike rentals, and two tickets to the St. Pete History Museum



The Vinoy

Autograph Collection
Luxury hotel
in the heart of downtown St. Pete

501 Fifth Avenue
St. Pete, FL 33701

AIRPORTS

Tampa International (TPA)
55 Miles/25-30 Minutes
\$30-\$50 Uber Ride One Way

ATTENDEE PRICING

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	By January 31	Feb 1 - March 13
Revenue Room™ CXO Members	\$ 1,995	\$ 2,295
Non-Members	\$ 2,395	\$ 2,795
Bankers & Service Providers•	\$5,000	\$6,000

*Only 5 Available and solely for a one-time “audit” basis

H2K⁷
LABS

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THANK YOU

FOR MORE INFORMATION
HEATHER@H2KLABS.COM