

2027 PARTNERSHIP OPPORTUNITIES

PROSPECTUS

PARTNER PROGRAM *Continued on page 2*



The IRF Partner Program offers a comprehensive year-long collaboration encompassing research, event management, marketing endeavors, and a host of other strategic activations.

Opportunities for 2027 will be available September 2026.

	Platinum	Gold	Silver	Bronze
Cost	\$60,000	\$33,000	\$20,000	\$15,000
Number of Packages Available*	2	4	6	8
Guaranteed Event Spots				
Invitational 2027	4	3	2	1
Leadership Insights Forum 2027	2	1	Add on**	X

*Current partners have first right of refusal on available packages.

Partner Program can be combined with Large or Small Hotel Chains. However, total spaces cannot exceed 17 for Large Hotel Chains and 7 for Small Hotel Chains.

**Silver Partners can opt in, at time of contracting, to add on (1) guaranteed space to the 2027 Leadership Insights Forum at the current cost.

Invitational Assets

	Platinum	Gold	Silver	Bronze
Invitational Stage Time - Content/placement in agenda is subject to approval; preferred general session placement	Up to 3 minutes	X	X	X
Invitational Signage & Mainstage PPT Recognition - Logo size representative of Partner Program Level	✓	✓	✓	✓
New to IRF Reception invitation at Invitational with Board of Trustees - Up to 2 representatives per company	✓	X	X	X
Invitational Activation - Valued up to \$3,000 - Be the first to select from the available activations	Included	Second option, at cost	X	X
Auction Donation Requirement - Waived for up to 2 representatives	✓	X	X	X
Educational Break-out Session Room Sponsor - Opportunity to introduce speaker & provide material, amenity to room attendees	X	✓	X	X

2027 PARTNERSHIP OPPORTUNITIES

PARTNER PROGRAM *CONTINUED*

Research and Marketing Assets

	Platinum	Gold	Silver	Bronze
Research Paper Sponsorship - From existing research slate	✓	X	X	X
Website Logo	✓	✓	✓	✓
Spotlight - Monthly spotlight on the IRF Website in prominent location	✓	✓	X	X
Promotional Email - Per year	4	3	2	1
Social Media Posts - Per year	8	6	4	2

How can I sign up for the Partner Program?

On Wednesday September 23, 2026, at 10am EST, along with the Invitational Interest Form, we will launch the 2027 Partner Program Interest Form. Mark your calendar to complete the form ASAP. Partner levels will be allocated based on availability and date & time the form was received.



2027 PARTNERSHIP OPPORTUNITIES

INVITATIONAL

THE IRF’s 2027 INVITATIONAL

DATES: TUESDAY, JUNE 1 - FRIDAY, JUNE 4, 2027

LOCATION: CORONADO, CA

HOST: HOTEL DEL CORONADO



The IRF Invitational is the premier industry event dedicated to education and networking. This exclusive event provides over 500 invited attendees with direct exposure to the industry’s preeminent voices and applicable analysis of the IRF’s research. The IRF’s noteworthy educational programming will feature industry experts, compelling keynote speakers, IRF research, and interactive discussion groups. Networking opportunities include exciting destination activities and dazzling evening receptions.

Benefits:	● One (1) registration to the event ● Logo recognition on event webpage and registration thank-you email ● Logo recognition on onsite Partner signage ● Attendee list via Mobile App ● Discounted room rate
Cost:	Event: \$5,500 USD, per representative Auction Donation Requirement: \$3,000 FMV or \$1,500 USD Cash Buy-out Per Representative
Space:	Space allocations may be limited based on supplier segment.

How can I become an Invitational Partner?

On September 23, 2026 at 10am EST, the 2027 Invitational Partner Interest Form will launch. Mark your calendar to complete the form ASAP. Space will be allocated based on a combination of availability, segment, history, and date and time the form was received. To guarantee your spot at the Invitational, check out our year-round Partner Program on pages 1-2.

How can I secure an activation for additional visibility at the Invitational?

Activations will be available late 2026.

How can I guarantee a spot at the Invitational?

Check out our year-round Partner Program on pages 1-2.



2027 PARTNERSHIP OPPORTUNITIES

LEADERSHIP INSIGHTS FORUM

LEADERSHIP INSIGHTS FORUM

DATES: TBD

LOCATION: TBD

HOST: TBD



The IRF Leadership Insights Forum is targeted to an elite group of C-suite incentive house and end-user executives with responsibilities for engagement and motivation programs. During the two-day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to elevate your programs using design and data.

Benefits:	● One (1) registration to the event ● Logo recognition on event webpage and registration thank-you email ● Logo recognition on onsite Partner signage ● Attendee List via Mobile App ● Discounted room rate
Cost:	\$6,000 per representative

How can I sign up to be a Leadership Insights Forum Partner?

The Leadership Insights Forum Interest Form will launch Spring 2027. An email notification will go out in advance with the exact launch date. Mark your calendar to complete the form ASAP. Space will be allocated based on a combination of availability, segment, history, and date & time the form was received.



2027 PARTNERSHIP OPPORTUNITIES

EUROPEAN THOUGHT LEADER SUMMIT

EUROPEAN THOUGHT LEADER SUMMIT

DATES: TBD

LOCATION: TBD

HOST: TBD



The IRF European Thought Leader Summit brings together European incentives professionals for education and networking. During this two-day experiential event, attendees participate in facilitated discussions and authentic destination experiences. Some of the brightest minds in the industry will discuss new IRF research on the European incentive market, and collaborate with peers in a neutral, non-competitive environment.

Benefits:	● One (1) registration to the event ● Opportunity to network with 20+ European Buyers ● Logo recognition on event webpage and registration thank-you email ● Logo recognition on onsite Partner signage ● Attendee List via Mobile App ● Discounted room rate
Cost:	\$4,000 per representative

How can I sign up for the EU Thought Leader Summit?

Interest forms will open in Fall 2026

Who attends the EU Thought Leader Summit?

European buyers sourcing programs throughout Europe and globally, along with suppliers that support the segment.

Interested in Hosting this event?

Request the RFP



2027 PARTNERSHIP OPPORTUNITIES

RESEARCH ADVOCACY PARTNER

RESEARCH ADVOCACY PARTNER



Supporting the IRF's research is a great opportunity for your company to receive extensive exposure around one of the IRF's research releases.

2027 Research Slate:	● Recurring Topics to include: ○ The IRF Trends Report ○ Incentive Travel Industry Index ○ Industry Outlook: Merchandise and Gift Card ● Slate to be finalized November 2026
Benefits:	● Logo recognition with link to company site on the research study webpage ● Logo recognition and 50-word company description on dedicated research announcement sent to IRF's full mailing list (approximately 8,000) ● Logo recognition with link to company site on IRF Featured Partners webpage ● Weekly Social Media posts within the month of release on LinkedIn ● Verbal thank you and logo recognition on IRF webinar in support of research study ● Logo recognition on any dedicated research infographic or webinar recording pages
Cost:	\$13,500 USD per study



DESTINATION PAPER



Destination Papers are a fantastic opportunity to combine the value of a familiarization trip with education and facilitated roundtables from the IRF. This event provides both a direct destination experience for a group of targeted buyers and the long-term benefits of a white paper on a mutually agreed-to topic. To ensure maximum exposure and maintain a highly qualified buyer audience, only two Destination Paper opportunities are offered each year.

Destination to Provide:	● Airfare for 8-10 buyers, as determined by Destination and the IRF ● Hotel accommodations for 9-10 buyers, 2 IRF staff for up to 2 nights ● On-site and airport transportation for 8-10 buyers ● Food & Beverage throughout the event for all attendees ● Destination experience and activities, as determined by the Destination, in consultation with IRF
IRF to Provide:	● Assist in recruiting qualified buyers to attend the event ● Design and facilitate roundtable discussion in consultation with the Destination ● Write and publish a white paper ● Host a webinar based on event / roundtables with speaking opportunity logo presence, and mentions of Destination at open and close ● Promote the event, white paper, and webinar via social media ● Distribute white paper to our database via email with logo recognition for Destination
Cost:	\$28,000 USD



For all questions and inquiries, contact:

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