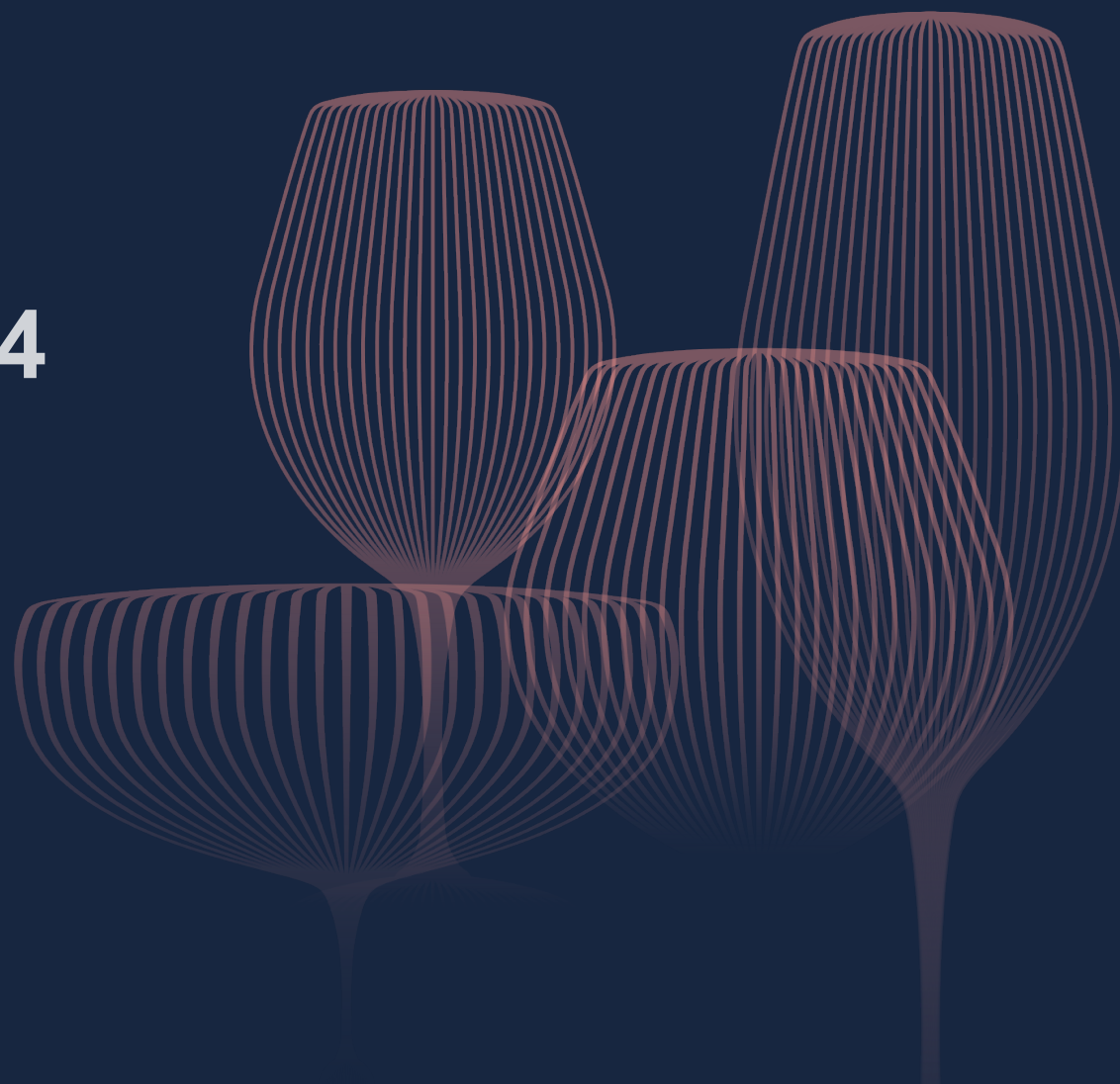




F&B Optimisation Hub 2024

APRIL 15-17, 2024 - BERLIN, GERMANY



bar &
restaurant

AN EXPERIENCE FROM
Questex

F&B Optimisation Hub, powered by Vibe, at IHIF 2024

The F&B Optimisation Hub, powered by Vibe, at the International Hospitality Investment Forum (IHIF) in Berlin, is designed to provide current and actionable education for hotels and multi-unit operators, to deliver cutting-edge food & beverage programs to drive optimal profitability.

With guests seeking an elevated F&B experience, and european investors placing greater emphasis on asset and operational optimisation, the role of european F&B has moved into even sharper focus. As a result, we created a new educational experience dedicated to the opportunity that exists within F&B – **the F&B Optimisation Hub, powered by Vibe.**

Produced by Questex, International Hospitality & Investment Forum helps senior hotel leaders take investment opportunities beyond just conversations. With 2,400 delegates, 500+ C Suite Executives and 500+ Global Investors and a combined commercial value of \$650B of Assets Under Management, investors drive major deal-making at IHIF.



Collaborate with the on-premise beverage industry, create new partnerships, and hear about top priorities to help develop optimal synergies between operator, supplier, and distributor relationships.

Industry Led Education

The two-day conference program features knowledge-leaders, operational champions, plus concept pioneers and is designed to deliver a unique educational experience for hotel and hospitality investors, asset managers, C-suite executives and operators.

2024 Program, to follow shortly. 2023 sessions included:

Thoughtful F&B Design: Breaking free of Uninspiring Spaces to Maximise Guest Experience and Drive Revenue

F&B experiential design and the creative use of space are integral components for hotels looking to entice travelers and expand F&B clientele beyond staying guests....

🕒 May 16, 2023 2:00 PM to 2:45 PM

📍 Hollywood

🍷 Breakouts



Thom Hetherington
Landing Light



Wayne Brown
Ennismore



Jordan Kiziuk
edyn



Afroditi Krassa
Afroditi



Tigrane Seydoux
Big Mamma Group



Meet the Audience.

To attend **F&B Optimisation Hub** as a supplier, you must be a sponsor.

[View the full 2023 attendee list here](#)

IHIF 2023 Attendee List, Berlin, Germany

Company	Job Title
.	Hospitality Real Estate Advisor
12.18. Asset Management GmbH	Managing Director
12.18. Asset Management GmbH	Managing Director
12.18. Investment Management GmbH	Head of Business Development
12.18. Investment Management GmbH	Managing Director & Chief Financial Officer
3DReid Architects	Associate Director / Head of Hotels
4C Group	CEO
4Hoteliers.com	Associate Correspondent
5 Richbell Place	Chairman
a&o	CEO
a&o Hotels and Hostels	Associate Real Estate
a&o Hotels and Hostels	Chief Investment Officer
AA Projects / Drees & Sommer	Divisional Director
Aareal Bank	Vice President
Aareal Bank	Vice President
Aareal Bank AG	Member of the Management Board
Aareal Bank AG	Director - Head of Hotel Properties
Aareal Bank AG	Vice President Special Property Finance - Hotel Properties
Aareal Bank AG	Special Property Finance - Hotel Properties
Aareal Bank AG	Assistant Vice President
Aareal Bank AG	Director Special Property Finance - Hotel Properties
Aareal Bank AG	Team Leader Valuation
Aareal Bank AG	Managing Director Special Property Finance
Aareal Bank AG	Vice President
Abémont	Boardmember
Abn Amro	Senior Coverage Banker
ABN AMRO	Senior Corporate Banker
ABN AMRO Bank N.V.	Senior Corporate Banker
ABN AMRO Bank N.V.	Head of Hotels & Leisure
ABN AMRO Bank NV	Senior Managing Director CRE, Hotels & Leisure
About Hotel	Partner
Accor	Development Marketing & Communication Director
Accor	Chairman & CEO
Accor	CEO Sofitel, MGallery & Emblems
Accor	Global Chief Development Officer - Premium, Midscale & Economy



F&B Optimisation Hub, powered by Vibe

Why Sponsor?

To attend **F&B Optimisation Hub** as a supplier, you must be a sponsor.

Meet & Educate Top European Decision Makers: Vibe is partnering with the International Hospitality Investment Forum (IHIF) in Berlin, a Questex owned event, to deliver a unique learning experience focused on the opportunity that exists within F&B called the **F&B Optimisation Hub, powered by Vibe**.

Time to Connect: The **F&B Optimisation Hub, powered by Vibe** is being hosted for the 3rd year, offering a dedicated activation combining education, sampling and networking, to provide new learning opportunities for the European market. Schedule business meetings with industry professionals and try the very latest alcoholic and non-alcoholic cocktails, that are driving key revenue growth.

Showcase Your Products: Beverage trends and innovations are brought to life for attendees by incorporating sponsors' products and ideas into tasting opportunities showcasing the latest flavours and beverage ideas. Each day, attendees experience on-trend cocktails and specialty drinks, many of which are created and served by award-winning Celebrity Mixologists.

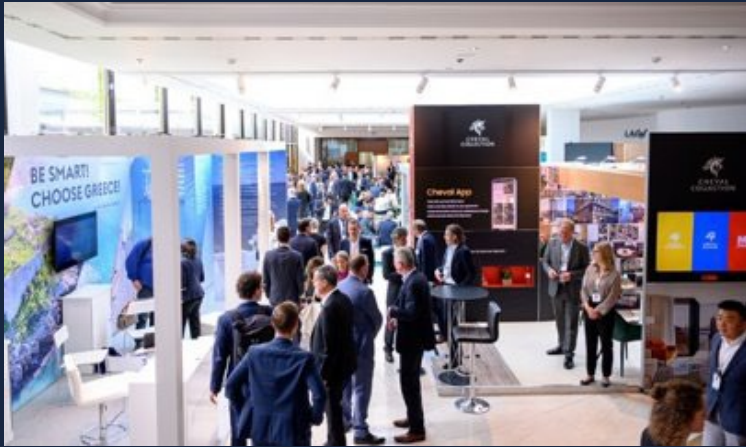
Opportunities to excel: Suppliers can choose from one of 10 key sampling locations for maximum impact and buyer engagement, and a key opportunity to influence the future of Europe's F&B concepts.



F&B Optimisation Hub

BEVERAGE SPONSORSHIPS

GBP 9,500



Visibility & Reach

- Sponsor's name and/or logo pre-event and placement across onsite signage
- Access to the IHIF networking and event platform
- Company advertisement, description, social media links, contact details Downloadable assets

Networking

- Exhibition Space, including table, ice, and waste removal
- Sampling all days plus at both main evening receptions
 - Night 1, Opening night – sponsors will serve delegates from their booth space
 - Night 2 – sponsors will have products served in the main ballroom reception
- Two (2) complimentary registrations for Sponsor executives
- Access to the attendee list in pdf format (3 weeks prior to the event)
- Use of IHIF's match-making system for both virtual and onsite meetings prior, during and after IHIF
- Discounted Passes for additional staff registrations

Product Exposure

Beverages sampled during two days of conference sessions – open to all 2,200+ delegates

Includes:

- 1 booth for 2 days
- Signage – logo on table, website, plus company description
- Ice, cleaning, and waste collection

BECOME A SPONSOR TODAY!

Contact our team to learn more:

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Sales & Sponsorships, Companies A-L

donna@vibeconference.com

+ 1 (936) 522-6932

FADI ALSAYEGH

Sales & Sponsorships, Companies M-Z

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