



HSMAI Europe to Co-Locate Commercial Strategy Forum Paris with EquipHotel Paris

Hospitality commercial leaders to gather in Paris on 5 November 2026 during one of Europe's leading hospitality trade shows

HSMAI Europe is pleased to announce that its first **Commercial Strategy Forum Paris** will be co-located with **EquipHotel Paris**, taking place at **Paris Expo Porte de Versailles**.

The Commercial Strategy Forum Paris will be held on **Thursday, 5 November 2026**, during EquipHotel Paris, which runs from **2–5 November 2026**. The full-day forum will bring together hospitality executives, commercial leaders, and industry partners for a programme focused on the future of commercial strategy across sales, marketing, revenue optimisation, distribution, technology, and leadership.

EquipHotel Paris, organised by RX, is one of Europe's leading hospitality trade shows and a major international gathering for the hospitality industry. The event brings together professionals from across hotel operations, design, foodservice, well-being, technology and services, creating a strong platform for knowledge sharing, networking and business development.

"Co-locating our Commercial Strategy Forum Paris with EquipHotel is a very exciting step for HSMAI Europe," said Ingunn Hofseth, President & CEO of HSMAI Europe. "Commercial strategy is becoming increasingly connected across disciplines, and bringing our community together during EquipHotel gives us a unique opportunity to connect hospitality leaders with new ideas, new partners and a wider international industry audience. We are also delighted that Hospitality Financial and Technology Professionals (HFTP), one of our sister associations with whom we work closely, will be co-locating with EquipHotel. By collaborating across our respective programmes, we can create even greater value and a richer experience for the industry as a whole."

The Commercial Strategy Forum Paris will provide a dedicated space for senior hospitality professionals to explore the trends and challenges shaping commercial performance in Europe and beyond. The programme will include expert-led sessions, panel discussions and networking opportunities designed to support hospitality leaders in driving intelligent and sustainable revenue growth.

"Paris is an important hospitality market, and EquipHotel is a natural meeting place for the industry," added Ingunn Hofseth. "We look forward to working with EquipHotel and RX to create a valuable and inspiring day for our members, partners and the wider hospitality community."

"At EquipHotel, we are committed to providing a platform where hospitality professionals can explore the ideas and strategies that will shape the industry's future, **said Béatrice Gravier, Director of**

EquipHotel. *Partnering with HSMAI Europe to host the Commercial Strategy Forum Paris is a natural fit, as it brings together the sales, marketing, revenue and commercial leaders driving performance across the hospitality sector. By welcoming the HSMAI community to EquipHotel 2026, we are creating new opportunities for knowledge sharing, networking and collaboration among the professionals who are helping define the next era of hospitality growth. “*

The full agenda will be available in September but you can already secure your spot at the Super Early Bird price on our website now. [Read more and sign up here](#)

For more information about HSMAI Europe and the Commercial Strategy Forum Paris, please contact postbox@hsmmai.eu

About HSMAI Europe

HSMAI – Hospitality Sales and Marketing Association International – is a global membership organisation founded in the United States in 1927 and the world’s largest and most active association dedicated to sales, marketing, and revenue growth in the hospitality industry. HSMAI Region Europe is the European arm of the organisation.

HSMAI Europe is committed to advancing commercial excellence across the hospitality sector through professional development, strategic insight, sustainability leadership, and industry collaboration. www.hsmmai.eu

About EquipHotel

EquipHotel is an event organised by RX, a global leader in events and exhibitions. EquipHotel Paris is the go-to B2B event for the hospitality industry. Every two years, it hosts over 1,200 exhibiting companies (including 30% from outside France) in Paris around 4 major sectors: foodservice, design, well-being, technology/services.

Its unique approach makes it the most comprehensive international trade show in the hotel and restaurant industry. It showcases the sector’s leading French and international companies, as well as the newest and most innovative companies in the hospitality sector. The event attracts 80,000 HORECA decision-makers, including chefs, restaurant industry professionals, hotel managers, architects, decorators, investors, café and bar professionals, local government administrators, design engineers and fitters.

Over the course of the 4-day event, these professionals have the opportunity to meet a range of suppliers and discover their latest products and solutions. EquipHotel is also a hub for hospitality trends and innovations. Pop-up restaurants and hotels, showrooms, studios, conference sessions, master classes and renowned competitions are organised by the sector’s best architects and experts.

About RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 41 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating

an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.