

16-18.02.2026 | IFEMA MADRID

**NEXT LEVEL
UNLOCKED**

CALL FOR SPEAKERS

WWW.EXPOHIP.COM



The hospitality industry is undergoing a real revolution. It is no longer just about serving well, but about surprising, exciting and connecting. **Innovation is the key to standing out in an increasingly competitive sector.** Digitalisation, new concepts, personalised experiences and new forms of consumption are setting the pace of trends.

Moving to the next level is not an option, it is a necessity. Businesses that understand this are already reinventing their cards, redesigning their spaces and betting on technology to optimise processes and build customer loyalty. Excellence today is measured in details.

HIP is the sector's largest ecosystem and meeting point where entrepreneurs and professionals are inspired and obtain innovation through Hospitality 4.0 Congress, the world's largest congress on trends and new concepts where more than 700 experts and leaders showcase their best ideas, tools and strategies to help hoteliers boost their businesses.



2. PURPOSE OF THE CALL FOR SPEAKERS

We look for entrepreneurs, companies, social innovators, research centers, universities, public or non- governmental organizations, consortiums (public-private) and professionals that intend to reformulate the Horeca sector with success stories, innovative ideas, research, analysis, studies, disruptive vision and solutions in any of the following categories.

3. CATEGORIES

A. NEW / REINVENTED BUSINESS MODELS

New concepts and innovative, scalable, profitable and sustainable business models in any of the following segments of the Horeca channel:

- Franchises, groups or collective catering:
 - ✓ A scalable model of success.
 - ✓ A different millennial market.
 - ✓ Position a new differentiated gastronomic space.
 - ✓ Success oriented to MICE.
- Bars and Cafeterias.
- Specific models of Food on Demand (dark kitchens, cook rooms, logistics ...).
- New gastronomic spaces such as restaurants in hotels, airports, shopping centers, food courts or outdoor spaces that provide a new proposal for the client for its gastronomic offer or its uniqueness.
- Architecture or interior projects in unique, differential, sustainable spaces with a high impact on the positioning of the business

B. DIGITALIZATION

Companies whose products or services are based on technology with the aim of improving the customer experience:

- Technological products or services that improve the management of hospitality businesses in one of these areas: sales and Revenue, marketing, operations, purchases, human resources and customer experience.
- Solutions or systems focused on data analytics for decision making: big data, small data, business intelligence...
- Artificial intelligence and robotic applied to logistic, distribution, production, customer service...
- Domotic Solutions for hotels and other establishments to improve customer experience.

C. BUSINESS & CULTURE

Initiatives, business models, products or services that are aligned with the Sustainable Development Goals (SDGs):

- Emotional wellbeing
- Stress management and burnout prevention
- Keys to reduce labour turnover
- Happiness Management: creating environments that inspire
- Brand programmes and strategies to connect with customer values.

D. MANAGEMENT & OPERATIONS

Strategies and action plans in hotels, restaurants and other types of business to:

- Optimize processes in purchasing, supply chain and production.
- Operations monitoring and decision making dashboards.
- Organize production processes, designing and managing facilities, equipment and people.
- Improve food and beverage profitability.
- Implementing dynamic pricing systems or revenue enhancement.

E. MARKETING, SALES AND COMMUNICATION:

- Marketing strategies to increase sales, brand generation, experience, etc.
- Neuromarketing applied to offer and menu design.
- Upselling, cross-selling, smart/dynamic pricing strategies.
- Online reputation management.
- Social media campaigns to increase sales, customer acquisition and loyalty.
- Innovative and creative use of digital marketing and new communication channels.

F. INNOVATIVE SOLUTIONS

- Food & Beverage Solutions: Food or drinks that offer differential value.
- Smart Kitchens & Equipment: machinery and equipment with latest technology that facilitate greater connectivity, energy efficiency, usability and homogeneity and quality in production.
- Design & Experience: furniture, kitchenware, textiles or other decorative elements that provide a unique and differential environment and experience.
- Take away & delivery: Innovative and sustainable packaging solutions that allow maintaining the quality of products during transport until consumption.

4. HOW TO SUBMIT YOUR PROPOSAL

To send your proposal to be part of Hospitality 4.0 Congress, please fill in all the information of the online form that you will find in:

<https://www.expohip.com/hospitality-4-0-congress/call-for-speakers-form>

All proposals must comply with the detailed terms and conditions. The attached form will require, among others, the following details:

- Brief biography of the speaker (maximum 300 characters).
- Title of the presentation (maximum 100 characters).
- Summary (maximum 2500 characters): must include the strategic objectives, the implementation context, the added value of the proposal, the methodology, the current status and implementation, the solutions / conclusions and any other information useful to understand the main ideas of the proposal.

5. DEADLINES TO TAKE IN CONSIDERATION

The key dates to consider are the following

- Receipt of proposals. Deadline: December 12, 2025.
- Selected proposals. Confirmation date: from December 22, 2025 all the participants will be informed of the results of their proposals.

6. FREQUENT QUESTIONS

In what language can the proposal be presented?

The form and all complementary information must be delivered in English or Spanish. Proposals in other languages will not be accepted.

Does it have any economic cost to participate in the Speakers call?

No, it's totally free.

How many proposals will be accepted?

The number of accepted proposals is the responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

Is it possible to extend the information after the call?

If you need to modify or expand any information presented, you must contact us through congress.hip@barter.es.

7. EVALUATION CRITERIA

The objective of Hospitality 4.0 Congress is to provide a comprehensive view of the most important topics of the Horeca sector for professionals and companies, through unique and high-level conferences that will showcase the most innovative, disruptive and inspiring ideas, practices and technologies.

The selection criteria are:

- For the impact it can bring to the key issues of the congress.
- For its innovation
- For originality, disruption and differential vision.
- For the arguments and information of the presentation.



8. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal. It holds the rights of intellectual property and, where appropriate, of industrial property. The participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes full responsibility with respect to third parties; the organization is free of all responsibility. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic).

DATA PROTECTION

The HIP organization | Hospitality Innovation Planet is committed to maintaining the confidentiality of the proposals received and of the companies or authors. He will only share them with the members of the Steering Committee. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic). All the participants are responsible for the authorship of the submitted proposals, they are owners of the intellectual property rights and, where appropriate, of the industrial property. Each participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes total responsibility with respect to third parties. The Organization of the Congress is free of all responsibility.

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9. CONTACT

For any questions or suggestions regarding the Call for Speakers or Hospitality 4.0 Congress, you can contact us at:

Telephone: + 34 93 492 38 03
Email: congress.hip@barter.es

If you are also interested in exhibiting or knowing different options for participation in HIP, contact us at:

Telephone: + 34 919 551 551
Email: exhibit@expohip.com

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#HIP2026

