



GAMES FORUM
BARCELONA

10-11 FEBRUARY | INTERCONTINENTAL HOTEL

2026 KEY TAKEAWAYS



Personaly

20 | KEY 26 | TAKEAWAYS

“**Gamesforum Barcelona is honestly one of the best events of the circuit.** Great mix of UA people, super easy to network and have good chats, and the talks are always really solid and give me new ideas to try out. Awesome vibes, great venue, and it just delivers year after year.

David Westerman Ferreira
User Acquisition Lead
Twin Harbour Interactive



G A M E S F O R U M
B A R C E L O N A

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A WORD FROM OUR PRODUCERS

After years of market shifts, platform changes and economic pressure, there was a sense of renewed optimism at Gamesforum Barcelona this year. The focus has moved from survival to sustainable growth.

The event felt right at home in one of Europe's most dynamic hubs for mobile studios, tech partners and creative talent.

Gamesforum Barcelona continues to reflect the resilience and ambition of the mobile gaming industry.

Josh Vowles

Head of Product, **Gamesforum**



This year's Ad Monetization track at Gamesforum Barcelona highlighted how publishers are navigating an increasingly complex and fast-evolving ecosystem. From ad quality and network transparency to in-app bidding, brand and e-commerce demand, and the growing influence of AI and data, the conversations reflected both the challenges and opportunities shaping the space.

Industry leaders shared practical strategies alongside forward-looking perspectives, giving studios the insights needed to drive stronger engagement, smarter monetization, and sustainable long-term growth.

Sophie Isbell

Conference Producer, **Gamesforum**

BARCELONA IN NUMBERS



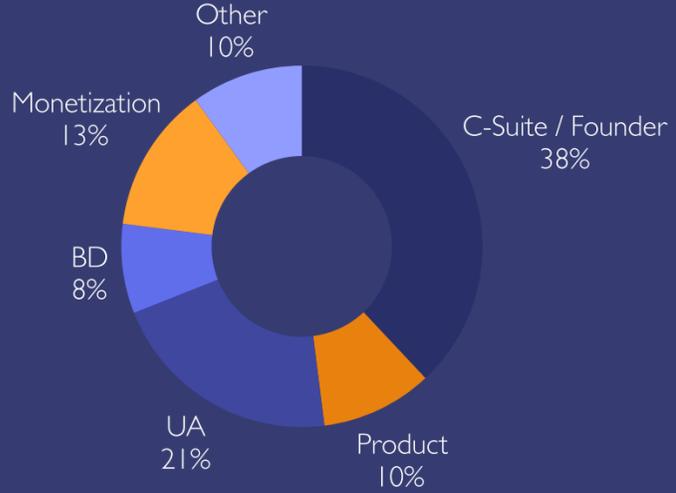
98%*
Attendees would attend again
*Out of attendee responses



650+
Attendees

Attendee Breakdown

Job Titles



Job Title	Percentage
C-Suite / Founder	38%
UA	21%
Product	10%
Monetization	13%
BD	8%
Other	10%



260+
Companies across
44
Countries



97%
Said it was worth their time & cost
*Out of attendee responses



82%
Found the networking 'very' or 'extremely' valuable



2,000+
Hours of content watched

WHAT ATTENDEES SAID



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David Westerman Ferreira
User Acquisition Lead
Twin Harbour Interactive



Gamesforum Barcelona is a must-attend for anyone serious about growth and collaboration in the mobile games industry.

Sena Erverdi
Sr. Growth Manager
Neon



It was a pleasure to attend and speak at Gamesforum Barcelona!

This edition was especially meaningful to me, as it was my first time speaking at a conference. Huge thanks to the Gamesforum team for the professional organization and smooth experience. The variety of tracks, speakers, and the networking was truly valuable!

Aliaksandra Shabekay
Product Marketing Manager
Tactile



WHAT ATTENDEES SAID



Gamesforum Barcelona once again proved why it remains one of the most focused and valuable gatherings in mobile gaming.

The level of discussion around growth, marketing, and monetization was practical, honest, and actionable. What makes this event stand out is not just the content, but the caliber of decision-makers in the room. If you care about meaningful partnerships and real industry insight, Gamesforum delivers.

Elizaveta Savenkova
CBDO
ZiMAD



Gamesforum Barcelona is a must-attend event for app gaming professionals to connect with peers and, above all, learn from one another through its roundtable and workshop formats.

Victor Juan Escano
Senior Digital Marketing Specialist
GamePoint



Gamesforum Barcelona 2026 was great for the insights around mobile gaming and networking.

Strong connections with UA folks, great vibe, sunny escape from northern Germany snow. Highly recommend!

Alexey Gusev
Head of Growth
Softgames

Senior Ad Monetization Manager @SciPlay
22h · 🌐

Last week I had the opportunity to join the Ad Quality Fireside Chat at [Gamesforum Barcelona](#), alongside [Aliaksandra Tryfanava](#) (Easybrain), [Sun Vainer](#) (AppHarbr) and [Daniil Sadykov](#) (My.Games) to discuss the importance of ad quality, the major challenges publishers are facing today, and how to overcome them.

It was great to see so many familiar faces, as well as connect with many new partners and publishers.

Thank you [Gamesforum](#) team for another amazing event!

🎮 [SciPlay](#) [#admon](#) [#gamesforum](#) [#gaming](#)



Kolibri Games
25,362 followers
1w · 🌐

Already missing the Barcelona sun (☀️) but the sparks of inspiration and insight from last week's [Gamesforum](#) will surely keep us warm! 🧡

We had the pleasure of listening in to all the great panels and presentations, and contributed some UA understandings and mobile monetization musings of our own 🧠

Huge thanks to [Lisa Minchenkova](#) and [Albert Custodio Martinez](#) for taking the time to share!

[#LearningAndDevelopment](#) [#MobileDev](#) [#GamesforumBCN](#)



Daniil Sadykov · 2nd
Head of Ad Monetization at MY.GAMES
4d · 🌐

Better late than never! 🙌
I was absolutely thrilled to be part of the amazing [Gamesforum](#) in Barcelona recently.
A huge thank you to the fantastic [Aliaksandra Tryfanava](#), [Sharon Saadon \(Shamir\)](#), and [Sun Vainer](#) for our discussion on Ad Quality. You guys are super! It was a great conversation, and it was a pleasure sharing the stage with you.

Beyond the sessions, one of the biggest highlights was catching up with old friends. Amazingly, I even got to meet some of them in person for the very first time after years of working together remotely! It was also wonderful to cross paths with so many new faces and make some great new connections.

Thanks, [Gamesforum](#), it was awesome ❤️

Joe Squire and 35 others · 3 comments



Reactions

👍 🥰 🙌 🤔 🙄 🙏 🙄 +28

👍 Like 💬 Comment 🔄 Repost

Comment as Gamesforum...

Most relevant

Doris Dai · 2nd
Taurus X Sales Director
4d · 🌐

Really enjoyed catching up with you at the event 🥰

Like · 🍷 1 | Reply

Huge thanks to the Monetization experts, UA leaders, and AdTech vendors for the success stories and industry recommendations. It's conversations like these that keep our ecosystem thriving. 🙌

Barcelona, you were amazing! See you at the next one! 🎮

[#MobileMonetization](#) [#CTV](#) [#AdTech](#) [#Gaming](#) [#PerformanceMarketing](#)
[#Gamesforum](#) [#Edge226](#) [#UserAcquisition](#) [#Barcelona2026](#)

María de la Puente · 2nd
User Acquisition Consultant - Mobile Marketing - Mobile Advertising - UA
1w · 🌐

A week has passed since Gamesforum and I finally recovered my voice. In the past I used to lose my voice only on MWC after 5 days of meetings and AppsFlyer parties. Lately I find myself talking with a Chavela Vargas voice or ASMR tone to all my meetings on day 2.

I want to thank the people of my round table for participating with such an openness, it was a very dynamic conversation where I learned a lot, and I hope the rest did too. Small studios have different challenges and dynamics, so it was great to hear their struggles and solutions. We should stop comparing our journey with the big peers.

As always thanks for all the meetings, all the conversations, the catching up on work and personal stuff. It is so nice to see you all without a screen!

And thanks to [Josh Vowles](#), [John Speakman](#) and the entire [Gamesforum](#) team for always treating us so good and create such a warm atmosphere in their events.

Looking forward to see you all soon.



Last week's [Gamesforum](#) in London was particularly insightful. Mobile game advertising is evolving fast—ads are no longer interruptions but part of the game experience.

Key takeaways:

- Ad monetisation is a fine art: understanding users deeply drives real revenue.
- Interactive ads are winning: reward-based playables and sponsored content boost engagement.
- Data is power: behavioural segmentation is the new competitive edge.
- Quality & compliance matter: operational excellence + regulatory awareness = success.

The future belongs to publishers who prioritise ad quality and foster collaborative partnerships across the supply chain to deliver exceptional user experiences.

#GamesForum #MobileGaming #AdTech #GameAdvertising #Monetisation



Sharon Saadon (Shamir) • 2nd
Senior Ad Monetization Manager | SciPlay
2w • 🌐

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Thank you [Gamesforum](#) team for another amazing event!

🎮 [SciPlay](#) #admon #gamesforum #gaming



There's a special kind of energy you can't get from a Zoom call, which is why starting the week at the [Gamesforum](#) breakfast in [Barcelona](#) was a breath of fresh air.

It was a joy to step away from the screen and finally meet [Gabriel Silva](#), [Aykut S.](#), [Zoriana Kaplanian](#), [Katya Platonova](#), [Bernell S.](#) and [Cristian Diaz González](#) in person to discuss everything from UA strategies to our favorite breakfast sandwiches 🍳

Huge thanks to [birch](#) (ex [Revealbot](#)), [Campaignswell](#), and [Digital Eagle Inc](#) for hosting us! Now, I'm feeling recharged and ready for the next big milestone: [MWC Barcelona](#)



Damjan Kačar • 2nd
Ad Monetization Specialist at GameBiz Consulting
1w • Edited • 🌐

It's been a week since [Gamesforum](#) Barcelona, and I'm still organizing all the notes I've taken.

The event is getting bigger and better every year. It felt like it had quadrupled in size since I was last there! It was genuinely hard to get anywhere without getting "ganked" (mostly in a good way) by colleagues, partners, or old friends. Compared to last year, the mood was noticeably different. There is a renewed sense of optimism that was great to see.

I had the pleasure of speaking on the panel "The Future of Ad Monetization." We covered a lot of ground, but if I had to pick one major theme from our discussion and the conference as a whole - it is this:

We have officially entered the Age of Tech.

A big chunk of ad monetization work is squeezing a few extra percentages through various optimization tricks. Today, those "tricks" are relying more and more on heavy infrastructure. Whether you build it yourself or leverage new players in the space like [loomit](#), [Aurion11](#), or [CloudX](#), it's becoming clear that if you don't have access to these advanced tools, significant improvements will become impossible.

A huge thank you to my fellow panelists [Tatiana](#), [Joel](#), [Adrien](#) and [Ravit](#) for the great discussion, and to [Sophie](#) and the [Gamesforum](#) team for organizing such an amazing event.

As always, my favourite part is the people, whether meeting someone new or catching up with familiar faces. [Gamesforum](#) remains the best conference in terms of density of real, genuinely useful conversations.

It's written here now, so it has to happen! 🙌

👋 [Jakub Gajewski](#), [Or Tamir](#) and I welcomed our new colleague [Diana N.](#) in person for the first time!
10/10 recommend meeting your teammates outside of Google Meet.

Honestly, [Josh Vowles](#) [John Speakman](#) [Mariam Ahmad](#) and the [Gamesforum](#) team always puts on the best show. It might just be my favourite (if I'm allowed to have one 😊).

I'm already looking forward to the next one!



Yevhen Tarasenko • 2nd
Helping mobile companies achieve growth goals.
1d • 🌐

It's been a week since I hosted the only ASO panel at [Gamesforum](#) Barcelona. It was a great knowledge exchange; here are my takeaways.

Communication across teams

- A weekly sync with UA, Product, and Creative goes a long way.
- Stay on top of their plans, and make sure they understand your ASO priorities and constraints.

AI as a multiplier

- AI can cut time spent on analysis, reporting, and brief creation, freeing up hours for R&D and higher-leverage work.
- Treat it as an assistant, not an expert, and always sanity-check outputs.

Go beyond the basics

- Keywords, optimization, and testing are table stakes.
- Stay current on newer levers like in-app events, CPP/CSL, and ongoing store-side changes.

Adapt to algorithm shifts

- Recent changes in how stores interpret text metadata can materially change keyword strategy.
- Aim for 3-4 relevant semantic clusters to send clearer signals and expand eligible placements.
- Use Google Natural Language to check your Play Store Listing. [Claudia Trujillo](#), could you share your insights on how to use the Safari to check semantic relevance for App Store?

I'll share more on these topics in the coming weeks. If you work on ASO and want to compare notes, or any sort of assistance - DM me "ASO".

#AppStoreOptimization
#ASO
#OrganicGrowth
#MobileApps
#AppGrowth

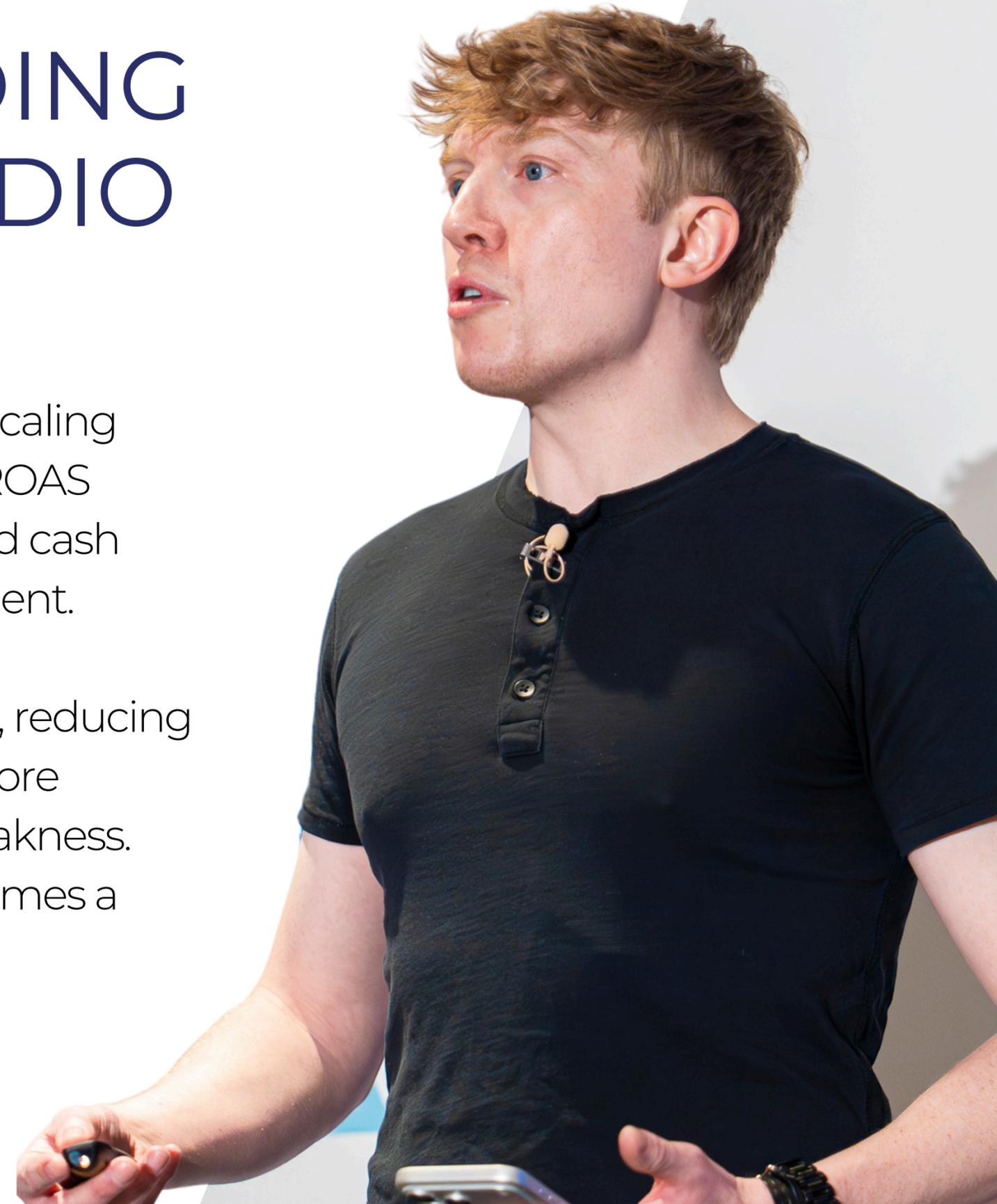


BLUEPRINT FOR BUILDING A DURABLE GAME STUDIO

Josh Chandley, President & COO, **WildCard Games**

Josh outlined how 2022 exposed structural fragility inside scaling mobile studios. With CPMs falling over 40% and blended ROAS compressing from 159% to 118%, UA efficiency collapsed and cash burn accelerated. The response was disciplined retrenchment.

Runway was extended from 7 to 24 months by cutting UA, reducing publishing operations, and halting legacy LiveOps. Josh's core argument was clear: scale amplifies both strength and weakness. Without validated yield and capital discipline, growth becomes a liability.



2022 Chaos

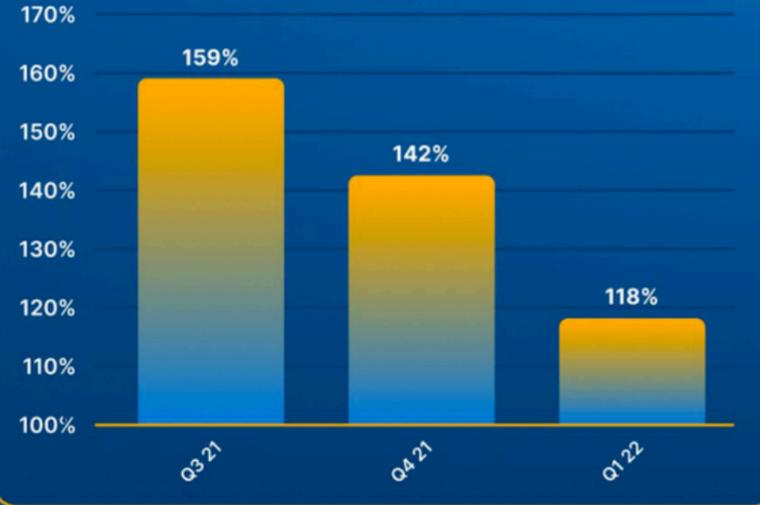
CPMs fell over 40%

Indexed USA Android INTER CPMs
"100" = observed all time high



Total Blended ROAS

Paid + Organic traffic



Unblended, UA was not profitable

2022 - 2023: Rebuild

Extend Runway, Kill Distractions, Protect Future

~~Media Spend~~
Cut UA to the bone.

~~Publishing Ops~~
Layoffs reduced the team to a skeleton crew.

~~LiveOps Development~~
Completely abandoned our old games

New Game Development
Went all in. Hand built & trained a new junior team.

Runway extended from 7 → 24 months



KEY TAKEAWAYS

01

Runway buys optionality: Runway extended 7 → 24 months through immediate cost discipline.

02

Yield sensitivity destroys scale: At \$1M spend and 160% yield → ~\$560K profit. At 118% yield → ~\$140K profit. At \$3M scale with yield compression → ~\$300K loss. Small efficiency drops erase scaled profit. Scale magnifies errors.

03

Scale only after mature signal: Blended ROAS compression in 2022 exposed premature scaling risk. Spades Fever was scaled gradually once D360 signal matured beyond early projections.

04

Portfolio is a risk hedge: Reusable cores (Spades, Domino), segmented variants, and modular monetization reduced execution risk and diversified revenue streams. Systems outperform hero bets. Portfolio smooths volatility.

CONQUEST OF GENRES THROUGH PRODUCT TEMPLATES

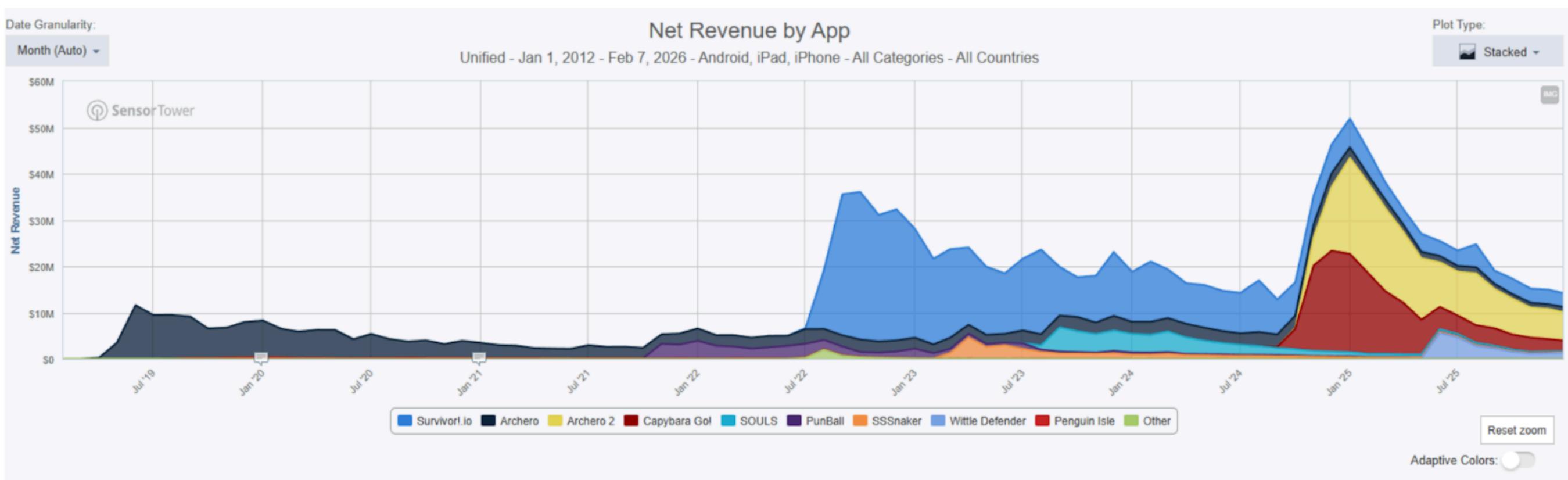
Jakub Remiar, *Co-founder*, **two and a half gamers**

Jakub argued that “templatisation” is the most efficient way to build new games - but also the fastest way to get trapped inside a genre.

Studios like Habby have demonstrated how reusable product structures powered multiple hits: Archero, Survivor.io, SSSnaker, and Punball. The gameplay shifts. The structure remains.

The thesis was clear: genre conquest is very much driven by systemised replication. Templates create leverage.





Monitor Selected Publishers for Revenue Spikes
 Track revenue estimates for Habby and receive alerts via email & Slack when spikes occur. [View All Alerts](#)

Custom Columns: Columns: Default | Expand All

Rank	App Name	Downloads	Revenue
by Rev	Publisher Name	Jan 1 '12 - Feb 7 '26	Jan 1 '12 - Feb 7 '26
Total			
		327,247,585 100.0%	\$1,218,721,478 100.0%
1	Survivor.io Habby	106,889,513 32.7%	\$471,788,975 38.7%
2	Archero Habby	92,429,204 28.2%	\$262,270,339 21.5%
9	Penguin Isle Habby	29,719,422 9.1%	\$8,770,672 0.7%
4	Capybara Gol Habby	24,006,338 7.3%	\$143,791,070 11.8%
3	Archero 2 Habby	19,318,543 5.9%	\$173,557,711 14.2%

KEY TAKEAWAYS

- 01 Templates Outscale Creativity:** Reusable frameworks reduce development variance and compress production cycles. Habby deployed the same structural spine across multiple top-grossing titles, accelerating time-to-market while lowering execution risk.
- 02 Meta systems drive revenue:** In SSSnaker's evolution, the early version featured simple stat upgrades. Later builds merged gacha mechanics with dual Attack/HP scaling, tightly connecting core gameplay to progression. Revenue scaled as meta depth increased. Core gameplay attracts users. Meta systems monetize them.
- 03 Core swap, economic shell stays:** Across merge, puzzle, idle, and hybrid titles, studios reused identical meta systems while changing the core mechanic. Different surface. Same engine. Genre expansion becomes a modular exercise rather than a full rebuild.
- 04 UA funnel is part of the template:** The modern model is structured: Fake Ad → Fake Game → Real Game. Acquisition concepts are validated early, then aligned with scalable product structures. UA testing and product templating operate as one system. Distribution is engineered, not reactive.

TURNING PLAYER DATA INTO STRATEGY

Polina Ponomareva, *LiveOps Manager*, **G5 Games**, & **Michal Korek**, *Advisor*

Polina and Michal argued that segmentation is less about reporting and more about control. Players exist in different economic and engagement states, yet many LiveOps systems still treat them uniformly.

Segmentation answers three strategic questions: who should see it, when they should see it, and how hard or valuable it should be. When applied correctly, it drives higher participation, better reward efficiency, and lower burnout and churn.



SEASON	PAYERS
Baseline	Baseline
B+1	97%
B+2	96%
B+3	88%
B+4	87%
B+5	77%
B+6	75%
Release	82%

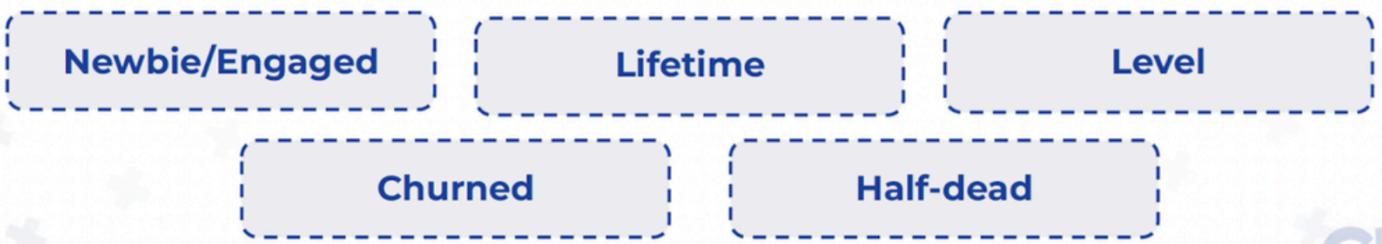
AVG NO TRANSACTION per PLAYER					
Season	0-10 \$	11-50 \$	51-100\$	101-500\$	500+
Baseline	N	N	N	N	N
B+1	22.8%	19.3%	2.6%	1.0%	-6.2%
B+2	14.0%	14.2%	2.6%	1.0%	0.4%
B+3	14.0%	14.2%	9.2%	3.9%	11.0%

AVG TRANSACTION VALUE					
Season	\$0-10	\$11-50	\$51-100	\$101-500	\$500+
Baseline	7.34	6.44	8.12	10.54	18.94
B+1	-33.24%	-25.47%	-5.17%	-4.17%	5.60%
B+2	-19.62%	-19.25%	-5.17%	-7.97%	8.24%
B+3	-18.26%	-19.25%	-11.33%	-4.17%	8.24%

Lifecycle-Based segmentation

Lifecycle-based segmentation helps LiveOps decide when to push, when to simplify, and when to re-engage—without accelerating churn. It helps teams understand where the player is now and how strong their loyalty to the game is

Typical examples:



KEY TAKEAWAYS

01

The same event produces different outcomes: Players in different states respond differently to identical content. Without segmentation, reward costs inflate while participation quality drops. With segmentation, content intensity and value can be calibrated to player readiness — protecting retention while improving yield.

02

Payment segmentation must go beyond “payer vs non-payer”: ARPPU analysis across bands (\$0–10, \$11–50, \$51–100, \$101–500, \$500+) showed that seasonal and offer changes impact each tier differently. Precision in pricing and offer depth stabilises revenue more effectively than broad discounting. Segmentation increases monetization efficiency without increasing pressure.

03

Lifecycle + behavioural data define timing and difficulty: Lifecycle segments (newbie, engaged, churned, half-dead) determine when to push and when to simplify. Behavioral segments determine how intense or valuable content should be. Segmentation directly controls content access and difficulty scaling.

04

Static segments are lifetime-based and rarely updated. Dynamic segments adjust based on recency, last actions, and recent event progress. Because player state shifts constantly, static groupings age quickly. Adaptive systems — increasingly powered by machine learning — allow LiveOps to react in near real time.

INSIDE THE BLACK BOX: WHAT AD NETWORKS DON'T TELL PUBLISHERS

Kelly McGrath, VP of Global In-App Supply, **zMaticoo**

Kelly unpacked the illusion of revenue transparency in ad monetization. Publishers are often shown “net revenue,” while gross spend and deduction logic remain hidden.

An 80/20 split rarely means what it implies. In the example shown, \$1.00 gross became \$0.78 after 22% deductions. The publisher then received 80% of that net: \$0.624.

Your 80% can quickly become 62.4%.

If you can't trace gross to payout, you don't control margin.



Your 80% Isn't 80%

100%



Gross = \$1.00

78%



"Net" = \$0.78

22% Deductions

62.4%



**80% of "Net"
= \$0.624**

30-Day Control Sprint

Run 3 Controlled Tests

Be specific:

- 1 Holdout Test**
Remove one bidder from 10% of traffic for 7 days
→ Measure true incrementality
- 2 Floor Elasticity Test**
Rotate floors $\pm 10\%$ in controlled cells
→ Watch clearing compression
- 3 Paid Rate Stability Test**
Track Shows → Paid ratio daily
→ Watch for silent filtering

KEY TAKEAWAYS

01

Revenue share headlines hide real take rate: \$1.00 gross

22% deductions → \$0.78 net

80% of net → \$0.624 payout

That's a 17.6-point gap from the advertised share.

02

Leaks live in adjustments: Revenue erosion hides in:

- Refunds and chargebacks
- Bad debt
- Validity filtering without reason codes

03

Install a 30-day control sprint: Standardise tracking across: Requests → Fills

→ Paid impressions → Adjustments → Gross → Net → Cash

Add tolerance rules: 2% paid impression variance → flag. 3% revenue variance

→ escalate. Reconciliation must be owned by one person, daily.

04

Test before you renegotiate: Run:

10% bidder holdout (7 days)

±10% floor rotations

Daily Shows → Paid ratio tracking

Then negotiate with evidence:

“Over 30 days, we observed a 4.2% paid-rate delta.”

If you cannot explain a 7% revenue swing within 7 days, you are not in control.

THE NEW RULES OF AD MONETIZATION

Mati Bochenczak, *Director of Business Development*, **Metica**

Ad monetization is no longer about tuning one lever. It's about orchestrating a system.

Ad Revenue = Impressions × eCPM.

Win by increasing opportunities without triggering churn — and increasing yield without killing fill or latency.

Metica supports studios with 300M+ MAUs, with nearly \$7B in attributable revenue delivered historically. The thesis: segmentation + dynamic control beats static setup.



KEY TAKEAWAYS

01

Segmented ad loads drive LTV: Segmentation evolves from platform and geo to campaign type, player age, value, and engagement.

When ad load is personalised:

+16% ARPDAU from interstitial frequency personalisation

Up to +30% additional ad LTV

+36% hybrid IAP/Ads revenue growth

02

Bid floors protect yield: Passing minimum prices into auctions prevents premium users from being undersold. Across a nine-digit revenue portfolio, structured flooring drove: +14% ad revenue growth

Floors should move from country-level → segment-level → personalised.

Bid flooring is the new waterfall.

03

Calling strategy impacts opportunity: Sequential multi-call waterfalls increase latency and can cost impressions. Dynamic, remote-configured strategies allow: Latency optimisation, segment-based call depth, and price vs. fill balancing.

Multi-calls add value for some users - not most.

04

Mediation strength varies by format: Different stacks perform differently:

AdMob stronger in banners

MAX stronger in video

LevelPlay supports deeper strategy control

Align mediation to format and UA source.

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The Mobile Gaming Conference for

**User Acquisition &
Monetization Strategies**

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4

**DEDICATED
TOPIC AREAS**

Walk away with relevant knowledge you can implement straight away.

10+

**INTERACTIVE
ROUNDTABLES**

Discuss, off-the-record, the real challenges and trends the industry are experiencing.

40+

**INDUSTRY
EXPERTS**

Takeaway tried and tested strategies with insights from the brightest minds in the industry.

UPCOMING EVENTS



Cyprus
15-16 April 2026
REGISTER NOW

The card features a background image of an ancient stone column in the foreground and a coastal landscape with a blue sea and hills in the background.



Hamburg
9-10 June 2026
REGISTER NOW

The card features a background image of the Hamburg City Hall (Rathaus) at dusk.



Vancouver
22 October 2026
REGISTER YOUR INTEREST

The card features a background image of the Science World geodesic dome at night, illuminated with colorful lights and reflected in the water.



London
7-8 September 2026
REGISTER YOUR INTEREST

The card features a background image of the Big Ben clock tower and the Houses of Parliament in London.



San Francisco
26-27 October 2026
REGISTER YOUR INTEREST

The card features a background image of the Golden Gate Bridge in San Francisco.