BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

SPONSORED BY

MESH



SARAH FIGUEROA

Co-Founder and CEO, Swivul

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PRESENTED BY

BTNGROUP BY NORTHSTAR




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Every department wants something

Marketing

Sales

Engineering

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The questions we should be asking...

Where should I allocate this budget?

Is this trip worth it?

Does sending this person move the company forward?

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Today, travel can tell us

- Spend
- Savings
- Policy

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But what did it accomplish?

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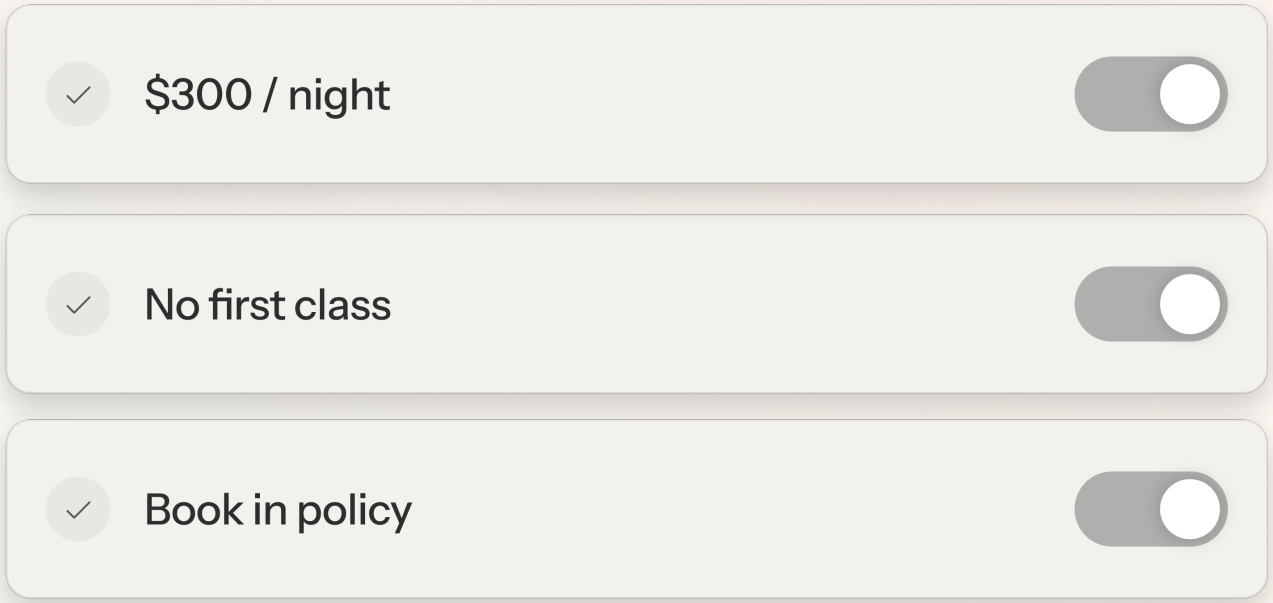
We manage spend with rules.



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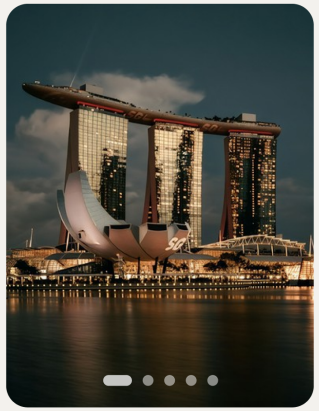
Cost isn't the same thing as value

$700

Out of policy

Marina Bay Sands

Across the street · 4 min total



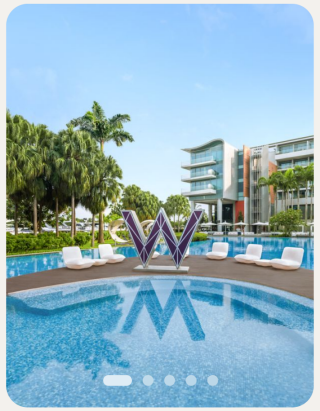
MEETING 1
MEETING 2
MEETING 3

$400

Within policy

W Hotel Sentosa

35 minutes away · 3 separate trips



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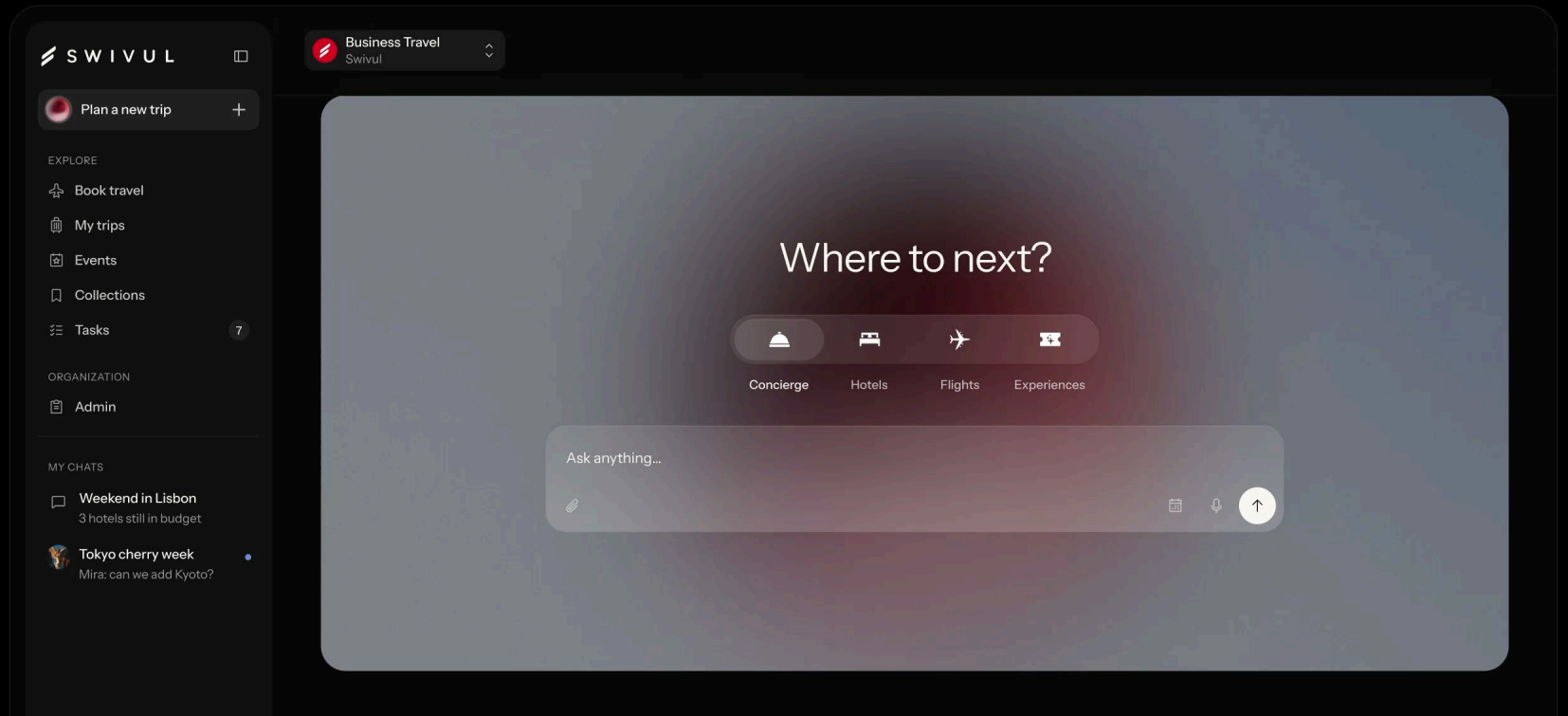
The Travel & Entertainment Operating System



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Meet Skai

The AI Concierge for your business

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Skai removes the need to ask.

- CRM
- Calendar
- Preferences
- Policy
- Goals



- Conferences
- Customers
- Partners
- Opportunities

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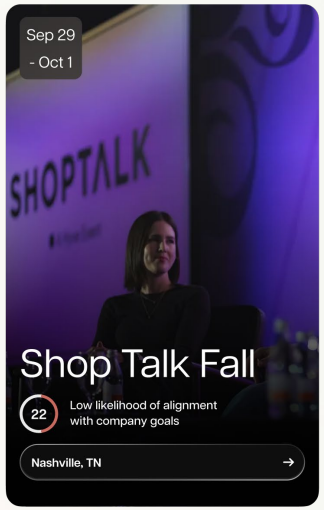
Industry Events & Conferences

Sep 29 - Oct 1



Shop Talk Fall

22 Low likelihood of alignment with company goals

Nashville, TN →

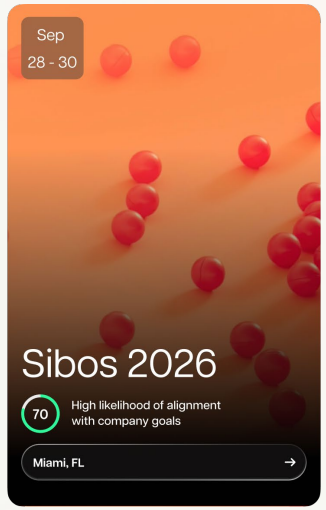
Sep 28 - 30

Yotta

60 High likelihood of alignment with company goals

Las Vegas, NV →

Sep 28 - 30



Sibos 2026

70 High likelihood of alignment with company goals

Miami, FL →

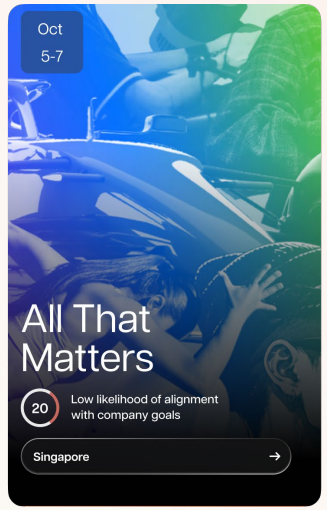
Oct 5-7

SAP Success Connect

50 Low likelihood of alignment with company goals

Las Vegas, NV →

Oct 5-7



All That Matters

20 Low likelihood of alignment with company goals

Singapore →

Oct 13 - 15

Tech Crunch Disrupt

70 High likelihood of alignment with company goals

San Francisco, CA →

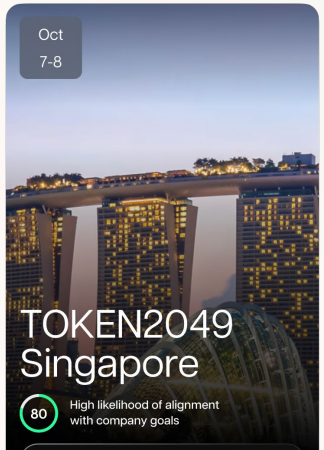
Oct 14- 15

Business Travel Show America

95 High likelihood of alignment with company goals

New York, NY →

Oct 7-8



TOKEN2049 Singapore

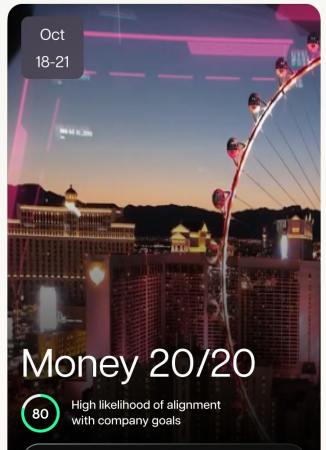
80 High likelihood of alignment with company goals

Oct 25-28

Oracle AI World

80 High likelihood of alignment with company goals

Oct 18-21

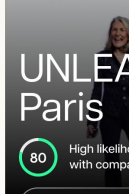


Money 20/20

80 High likelihood of alignment with company goals

Oct 20 - 22

UNLEASH



UNLEASH Paris

80 High likelihood of alignment with company goals

Oct 26-28

Intuit Connect

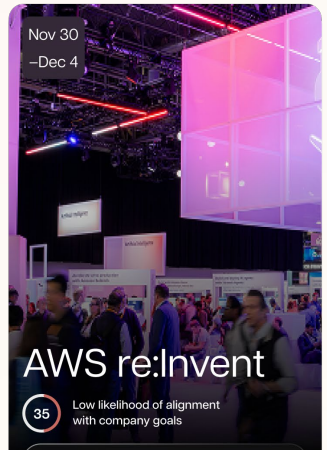
50 High likelihood of alignment with company goals

Nov 17-19

Phocuswright Conference

80 High likelihood of alignment with company goals

Nov 30 –Dec 4



AWS re:Invent

35 Low likelihood of alignment with company goals

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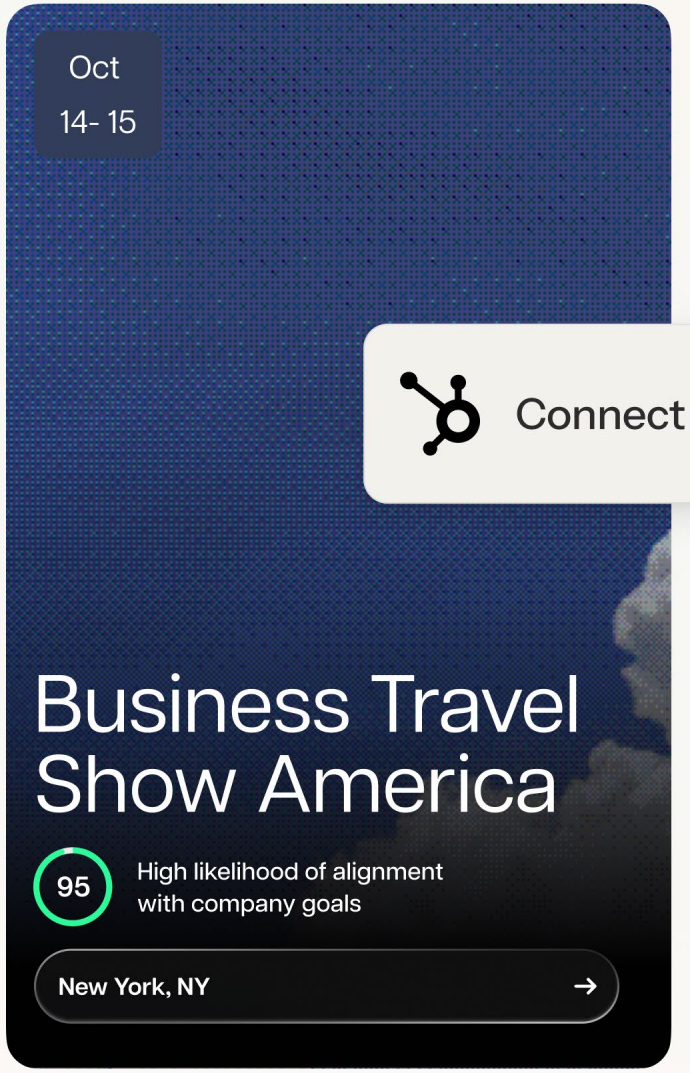

Connect HubSpot

STRONG MATCH

95% recommendation

$1.2M

Pipeline in the room

15

High Value Meetings

600+

Decision Makers

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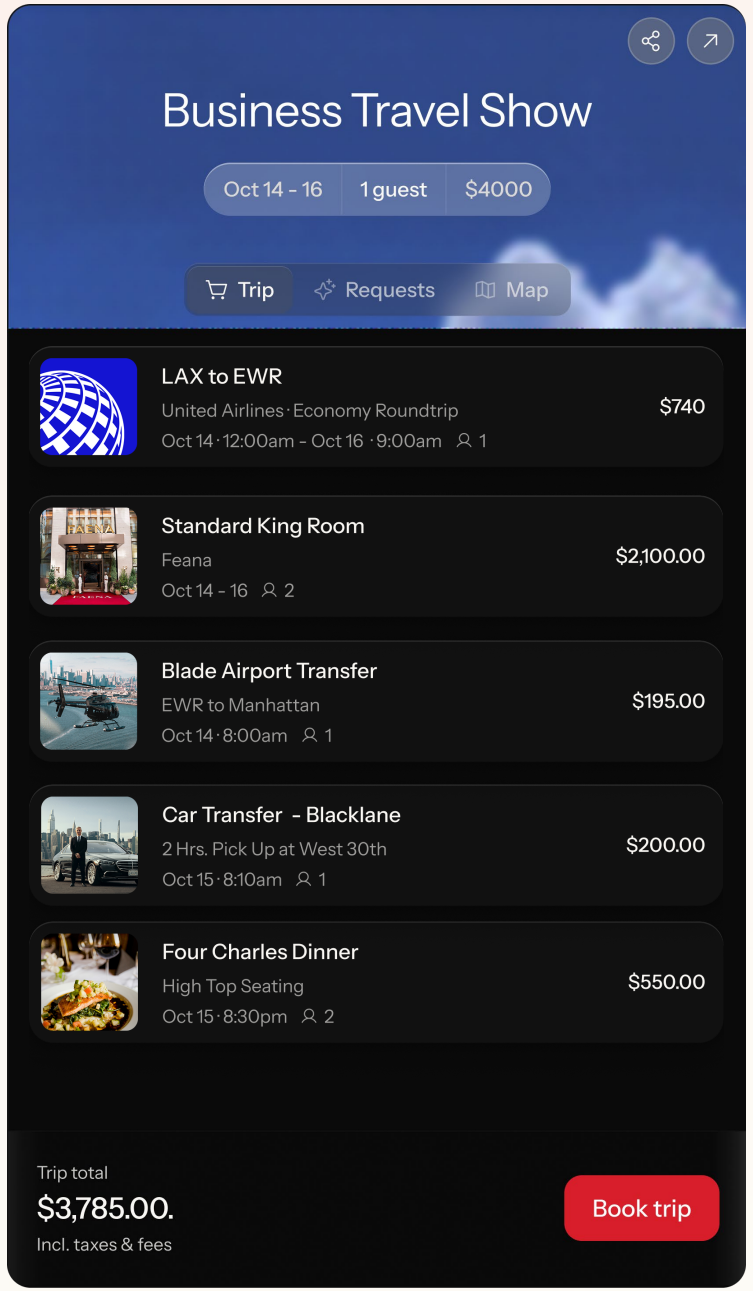
Skai plans your entire trip in minutes



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Trip ready for approval

Business Travel Show · New York

Sarah should attend to advance **$1.2M in active pipeline** through 15 high-value meetings. Six priority buyers and three late-stage prospects are confirmed in the room.

95% MATCH

Skai recommends approval

15	$1.2M	$50B	600+
Expected Meetings	Pipeline in the room	Annual Buying Power	Decision Makers

Trip total

$3,785.00.

Incl. taxes & fees

Review & approve trip →

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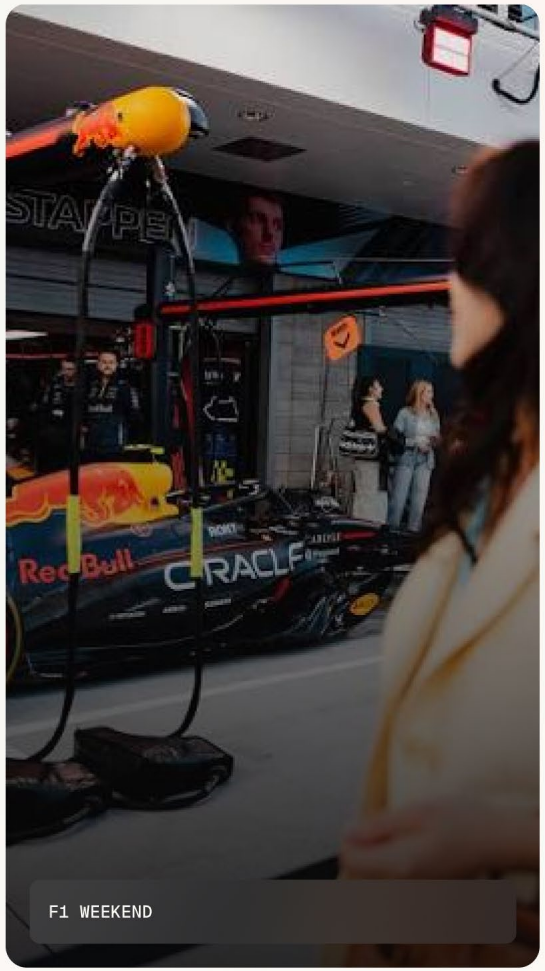
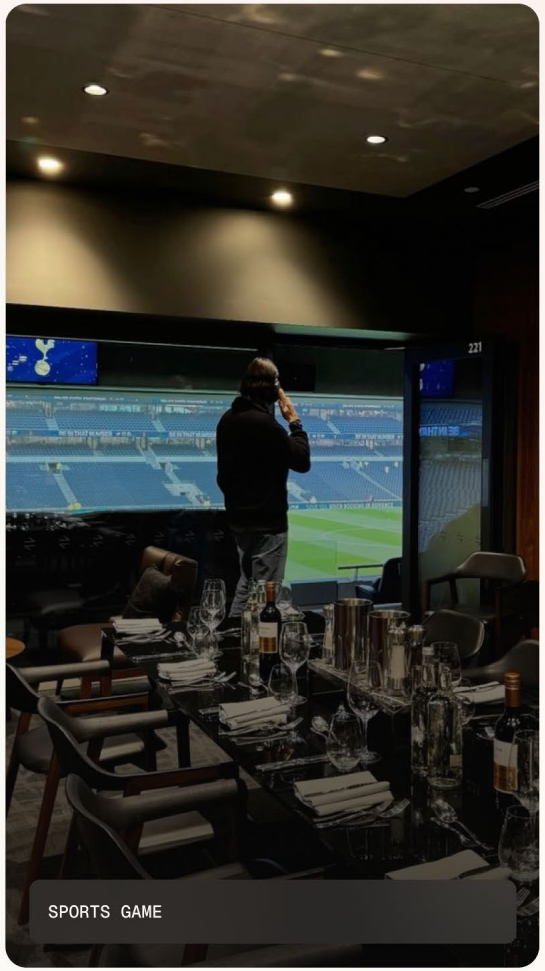
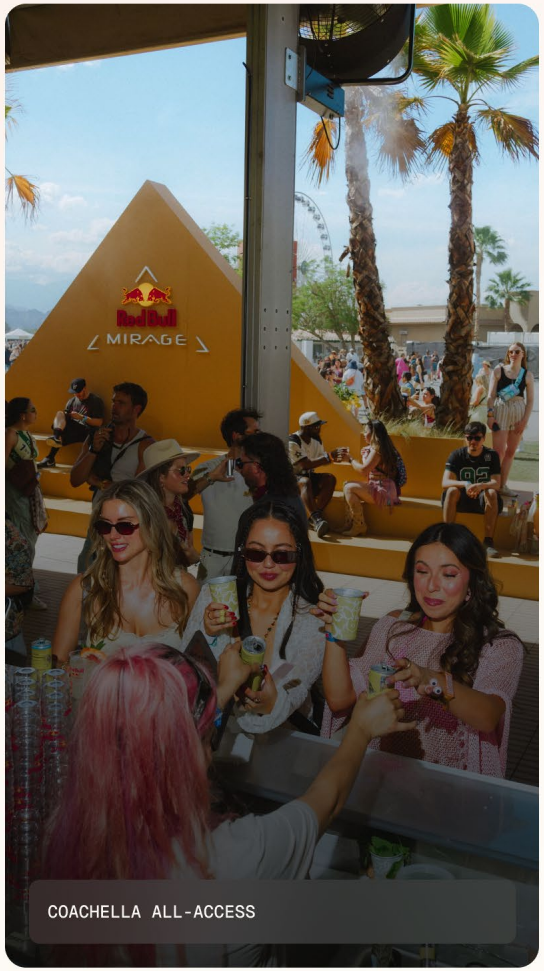
The moments that move business

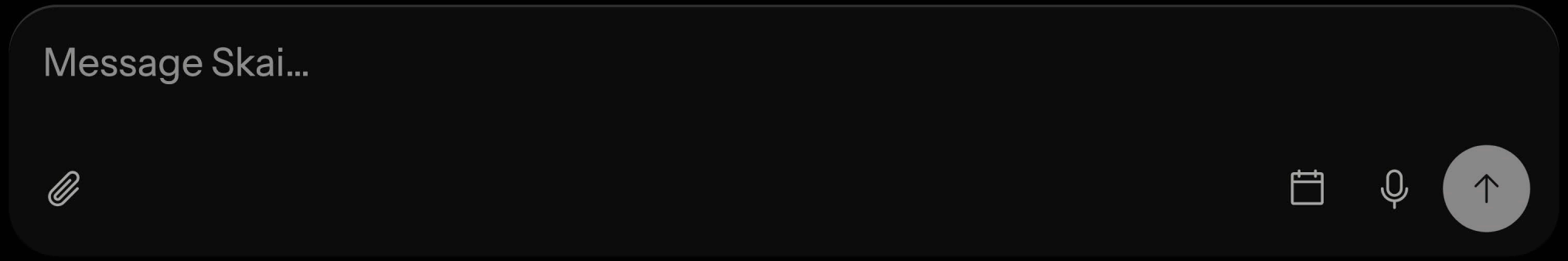

CLIENT DINNER


F1 WEEKEND


SPORTS GAME



COACHELLA ALL-ACCESS


Message Skai...

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Skai closes the loop



F1 Miami Client Trip

Mercury
Strategic account

$10M
Deal Size

$74,166	$10.5M	6	18
Trip Cost	Deals Moved to Close	New Leads added to Pipeline	Meetings
	Hubspot · Stage Moved	Hubspot · New Leads	Calendar Verified

✨ 1 new client closed, 13 accounts visited, Hosted Kraken, OKX, Gate + 10 more at F1 Sponsor Dinner

✨ Deal closed 41% faster than your average cycle

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Both Sides of the Equation

INVESTMENT

$37,350

The full trip — captured once.



OUTCOME

Proposal → Close

What the investment was meant to accomplish.

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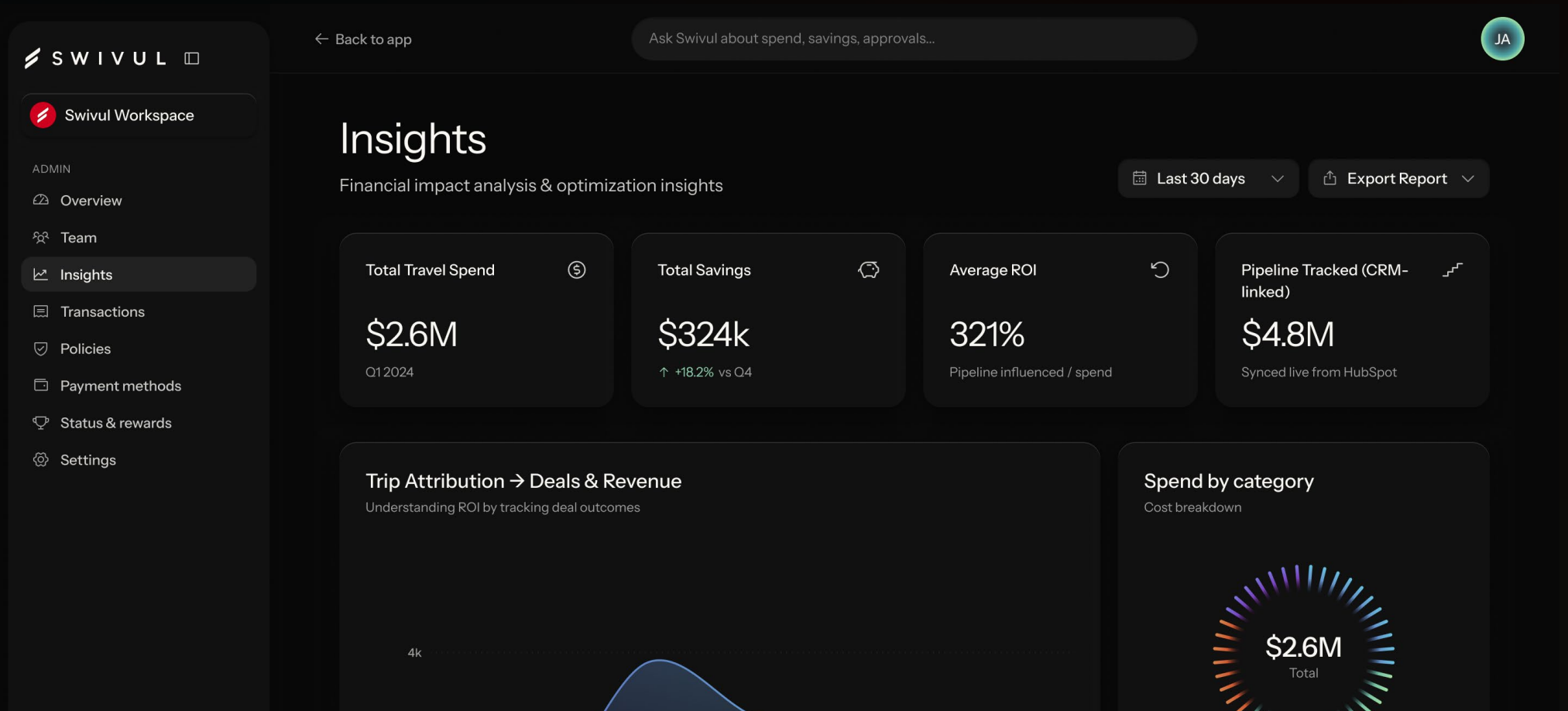
What did our T&E program accomplish?



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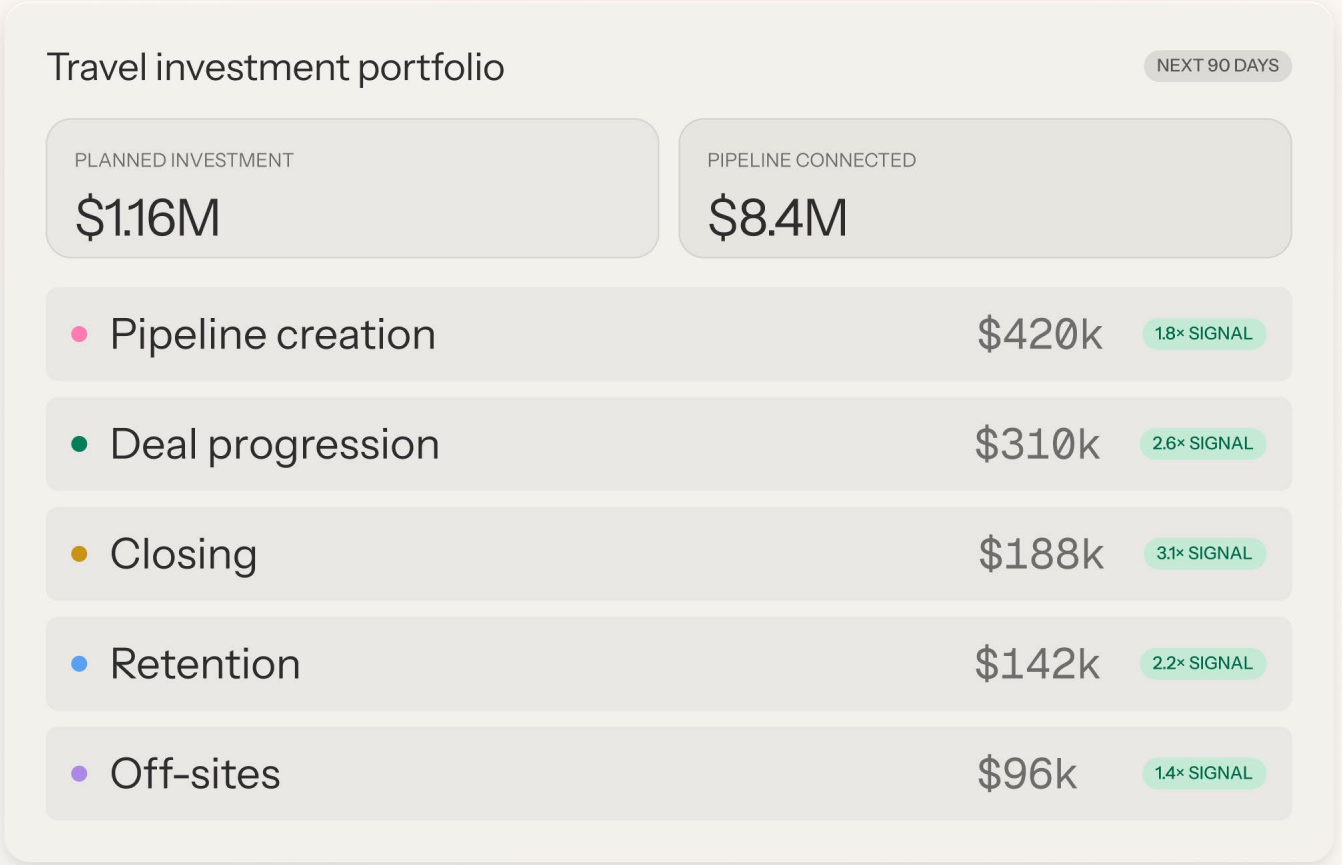
Where should the next travel dollar go?



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Smarter Policies

POLICY SUGGESTIONS

82% of hotel exceptions in this range were approved last quarter.

Updating this threshold could eliminate 114 manual approvals

Accept Change

Reallocate prospecting spend toward closing

Shift $10–15K from prospecting (2.1x return) to closing and retention trips (15–18x return) for better results.

Accept Change

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One Intelligent Cart



ACCOMMODATIONS



FLIGHTS



EVENTS & EXPERIENCES



DINING RESERVATIONS



PRIVATE JET CHARTERS



NIGHT CLUB TABLES



YACHT CHARTERS

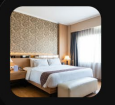


CONCIERGE

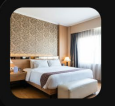
Paris Fashion Week Influencer Trip

Sep 15–18 | 14 guests | Budget

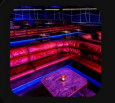
Trip | Requests | Map



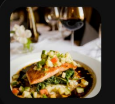
Deluxe Twin Room (x5)
Four Seasons Hotel George V, Paris
Sept 15–18 · 10
$43,000



Corner King Room (x2)
Four Seasons Hotel George V, Paris
Sept 15–18 · 4
$20,917



VIP Table
Raspoutine Paris
Sep 16 · 11:00pm · 14
$16,000 min. spend



Chouchou
Dinner Reservation
Sep 17 · 8:30pm · 14
$6,000 min. spend

Tue 12 Sep. · United Airlines

5:30 am LAX — 5h 30m Nonstop — 2:00 pm CDG
$3,840 Economy x5

Trip total
$89,757.00
Incl. taxes & fees

Book trip

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5x

faster from start to checkout

Intent

Checkout



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Table stakes.

- ✓ Booking
- ✓ Approvals
- ✓ Policy
- ✓ Expense
- ✓ Receipts

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The intelligence layer that connects travel to the business

01 Before

DECISION

Should this trip happen?

02 During

EXECUTION

Build and run the full trip.

03 After

OUTCOME

What changed afterward?

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300k+ Businesses

MERCURY

kraken LODGIFY YEET B3 MoonPay _DIGITAL SPENDERS CLUB CoinDesk

SOLANA Stratosphere MEMEHOUSE LA PUDGY PENGUINS Chronicle Labs raisi

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Are we managing travel cost?

OR

Are we managing travel as an investment?

Travel is deployed capital

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