

HYGGE RETREAT FAQ

February 24–26, 2027 | The Hotel Landing, Wayzata, Minnesota

An intimate, application-only experience designed around meaningful buyer relationships, shared experiences and intentional networking.

What makes the Hygge Retreat different from a traditional industry event?

Hygge is about depth of connection, not volume of contacts. With approximately 60–70 total attendees, an application-only audience and a 1:1 supplier-to-buyer ratio, the retreat creates an intimate environment where buyers and suppliers have time to build genuine relationships through two nights of shared experiences, meaningful conversations and networking.

How many attendees will participate?

We anticipate approximately 60–70 total attendees. Attendance is intentionally limited to preserve the intimate, relationship-focused nature of the retreat and maintain a 1:1 supplier-to-buyer ratio.

How many hosted buyers will attend?

Based on anticipated attendance, we expect approximately 30–35 hosted buyers, with a corresponding number of supplier partners. Hosted buyer participation is application-based to help curate a high-quality audience of meeting and event professionals.

Who qualifies as a hosted buyer?

Hosted buyers are meeting and event professionals selected through an application process. The goal is to curate an audience with meaningful sourcing, planning and purchasing influence.

What types of hosted buyers are you targeting?

The retreat is designed to attract meeting and event professionals across segments such as corporate, association, incentive, third-party and independent planning organizations.

Where will hosted buyers be from?

The buyer audience is expected to include meeting professionals from Minnesota and the broader meetings and events community. Final attendee demographics will depend on the approved applicant pool.

What travel support is provided for hosted buyers?

Approved hosted buyers will receive an airfare credit of up to \$600, along with transportation to and from the airport. Additional travel details and reimbursement instructions will be provided to approved hosted buyers.

Will hosted buyers have active business or RFP opportunities?

The retreat is designed to connect supplier partners with qualified meeting professionals and create opportunities for future business. Participation is focused on relationship development and meaningful engagement rather than guaranteed RFPs or bookings.

How does the 1:1 networking work?

Unlike a traditional trade show, Hygge is designed around authentic interaction in a relaxed environment. Networking takes place throughout the two-night retreat through shared experiences, meals, activities and dedicated opportunities to connect.

How much face time will I have with hosted buyers?

With only 60–70 total attendees and a 1:1 supplier-to-buyer ratio, the retreat is intentionally structured to provide more opportunities for meaningful interaction than a large-scale networking event. Connections occur throughout the program rather than being limited to brief trade-show conversations.

How many supplier partners will be accepted?

We anticipate approximately 30–35 supplier partners in order to maintain the 1:1 supplier-to-buyer ratio. Space is intentionally limited to preserve the intimate nature of the retreat.

Will competing hotels, destinations or suppliers be limited?

Supplier participation will be curated through the application and approval process to create a balanced experience for buyers and participating partners. Final participation is subject to approval.

What does the \$4,950 registration include?

The \$4,950 Hygge Retreat experience includes one supplier registration, two-night accommodations at The Landing Hotel in Wayzata, curated networking with hosted buyers, retreat programming and experiences, and access to the event registrant list with email addresses. Any additional inclusions or exclusions will be outlined during registration.

Will participating suppliers receive an attendee list?

Yes. Participating supplier partners will receive an event registrant list with email addresses. Timing and final details of the list will be communicated to approved participants.

How does the application and approval process work?

Participation is application-only and subject to approval to ensure the right mix of buyers and supplier partners. Applications are due by October 2, 2026, and application status will be confirmed by October 9, 2026. Upon approval, the registration link will be emailed directly to the applicant.

Hosted Buyers Application: <https://form.jotform.com/262085967247065>

Supplier Application: <https://form.jotform.com/262105705861151>

What is the cancellation or substitution policy?

Cancellation and substitution terms will be provided as part of the registration process. Please review those terms before completing registration.

What qualifies as an in-kind contribution?

In-kind partnerships require a minimum contribution valued at \$4,950. Depending on event needs and prior approval, contributions may include accommodations, food and beverage, transportation, activities and experiences, gifting, audiovisual services or other retreat-related support.

What does an in-kind partner receive?

Approved in-kind partners receive participation and recognition benefits based on the agreed contribution and event needs. Specific benefits will be confirmed as part of the in-kind partnership agreement.