THE AGENTIC GTM REVENUE SUMMIT

Context '27 Summit

HG Insights

January 27 to 29, 2027 | Four Seasons Palo Alto, CA | Complimentary Registration

Two days at the Four Seasons Palo Alto to explore, engage, build, and share everything AI GTM. Hear from experts and peers, see HG Insights Contextual Intelligence in action, uncover hidden market whitespace, design signal-based account targeting and engagement agents, and trade playbooks with the B2B technology leaders putting it to work. Leave with workflows you can apply, greater product knowledge, and professional connections.







20	3	3	40	8
sessions	activation workshops	product labs	speakers, panelists, session leaders	hours of networking

Why attend

- Construct an integrated GTM workflow
- See Contextual Intelligence live
- Earn HG Academy certification
- Get peer insights on your use cases
- Hear what's working from peers
- Get a first look at what's next
- Celebrate customers and partners
- Hear from expert practitioners

Inspired by our AI Revenue Growth Summit

Following the success of our prior summit at the Four Seasons, we're bringing the community back with more hands-on learning and more time with peers. Over 100 attendees from 70 companies joined us, and 94% would recommend it to a peer.

> **Super well-organized event with zero fluff. Great getting time to meet others in the space. The presos and practitioner deep dives gave me a better take on how to apply data sets for AI GTM within our stack.**
>
> DIRECTOR, REVENUE OPERATIONS AND AI STRATEGY

Networking and peer exchange

Connect and collaborate with colleagues through workshops, roundtables, extended lunch, mixer and cocktail receptions, and exceptional dinners. "Tackle It Together" roundtables let you ask, share and compare approaches with peers.

Who should attend

B2B technology GTM leaders and operators across CRO and RevOps, CMO and demand gen, and GTM AI Ops and GTM Engineering. Open to HG Insights customers and guests advancing Contextual Intelligence, GTM AI ecosystems, and autonomous agents.

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JANUARY 27 TO 29, 2027 · FOUR SEASONS PALO ALTO, CA

Context '27 Summit Details

HG Insights

Main program Thursday and Friday. Check in Wednesday at 4:00 PM or Thursday at 7:30 AM. Speaker, session and sponsor details to be updated.

WEDNESDAY, JAN 27
Check-in and evening social

11:30 AM	Topgolf "Lunch and Swing" afternoon, transportation provided (optional)
4:00 PM	Registration & Check-In (receive your first raffle ticket)
6:30 PM	Welcome Mixer
8:30 PM	Networking Dinner







THURSDAY, JAN 28
Main summit

7:30 AM	Registration, Breakfast & Networking
8:30 AM	Opening Keynote: From Contextual Intelligence to Autonomous GTM
9:00 AM	Contextual Intelligence Platform: One Foundation for Trusted AI GTM Outcomes, plus AI GTM Fireside Chat
10:45 AM	Build with HG: Agents, MCP Server, and the Future of Agentic GTM, plus AI GTM Fireside Chat
12:00 PM	Lunch with Guest Keynote
1:00 PM	Ask-an-Expert Demo Lounge opens
1:30 PM	Activation Workshops: Build, Engage or Plan
4:00 PM	Product Labs Sessions: two instructor-led courses
4:00 PM	Customer Voice in the Age of AI Search, plus Customer Proof Fireside Chat
5:00 PM	Cocktail Reception and AI GTM Game Changer Awards
6:30 PM	Summit Dinner
8:30 PM	Late Night: AI GTM Hackathon (optional)

FRIDAY, JAN 29
Main summit

8:00 AM	Breakfast, Networking and Raffle Teaser
9:00 AM	Peer Panel: Meeting the AI GTM Mandate
10:00 AM	Product Labs Sessions
10:00 AM	Building Agentic GTM with Amazon Quick and HG Contextual Intelligence
11:00 AM	Enriching GTM Workflows with Clay and HG Contextual Intelligence
11:30 AM	Product Labs Sessions
11:30 AM	"Tackle It Together" Use Case Roundtables: Ask and Share with Peers
12:30 PM	Lunch, Prize(s) Raffle and Innovation Reveal: New Contextual Intelligence Features
2:00 PM	Summit Closes

Taking over the Four Seasons Palo Alto

HG Insights Returns to the Four Seasons Palo Alto for Our Context '27 Summit.

Registration is complimentary, but space is limited to maintain an engaging, fast-paced, collaborative and high-value experience. Please provide food restrictions and mobility accommodations when you register.

Transportation and lodging are not included. Discounted rooms are available while quantities last. Book directly with the hotel using the code you'll receive after you register.

Claim your seat

Register at hginsights.com/context27

Questions? Contact your HG Sales or Customer Success Manager.

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