

HOSPACE²⁰²²
Building Future Prosperity
Brought to you by HOSPA

Sponsorship & Exhibitor Opportunities

17 NOVEMBER 2022

ROYAL LANCASTER LONDON



Welcome to

HOSPACE 2022 - Building Future Prosperity

HOSPACE is the annual conference for HOSPA, the Hospitality Professionals Association.

Welcome to HOSPACE 2022

Following the success of HOSPACE 2021 we are looking forward to another wonderful gathering of HOSPA members in 2022. Nothing quite compares to the networking opportunities with leading industry figures coupled with insightful, topical discussions on key issues affecting hospitality. Once again we will be at the Royal Lancaster London and we look forward to welcoming the best suppliers of goods and services to hospitality to exhibit at and sponsor our annual conference.



Jane Pendlebury, Chief Executive of HOSPA

Who attends?



Up to 500 people in person in London at live event.



Up to 500 international delegates attending virtually.

- Key Decision makers
- Directors
- CEOs
- Senior Hospitality professionals in Finance
- Technology
- Revenue Management
- Marketing and Asset Management
- Owners
- Investors

A selection of delegates from last year who attended from:

Legacy Hotels, Mandarin Oriental, Premier Inn, Z Hotels, The Lensbury, Kempinski Hotels and Resorts, Soho House, Wyndham Hotels & Resorts, Rocco Forte Hotels, Apex Hotels, Grosvenor House Suites, Marriott International, Hand Picked Hotels, Interstate Hotels, Iconic Luxury Hotels, Hilton, Coombe Abbey, Red Carnation, Starboard Hotels Ltd, LGH, Shangri-La, Pride of Britain Hotels, The Peninsula London, Millennium Hotels and Resorts, Village Hotels, Resident Hotels, Imperial London Hotels, The Landmark, Rosewood Hotel Group.

A selection of last year's sponsors and exhibitors:



Summary of Sponsorship and Exhibitor Packages

We return once again to the Royal Lancaster London and look forward to working with the very best of the hospitality industry's suppliers and supporters this year. We will also live stream the conference on our virtual events platform, which will be open for international delegates if they are unable to attend in person.

Platinum Level To include four delegates throughout the day and a table for ten at the gala dinner.	£9,500
Gold Level To include two delegates throughout the day and a table for ten at the gala dinner.	£8,000
Welcome Sponsor To include two delegates throughout the day only.	£6,000
Silver Level To include two delegates throughout the day only.	£4,000
Sponsorship of Educational Workshop To include two delegates throughout the day only.	£5,000
HOSPA 300 To include one delegate throughout the day only.	£3,000
Exhibitor Booth To include two delegates throughout the day only.	£4,500
Exhibitor Booth with table for 10 at the gala dinner To include two delegates throughout the day.	£7,000

Awards Dinner Sponsorship Opportunities

Food and Entertainment package To include two day passes plus a table for 10 at the gala dinner.	£5,500
Awards Sponsorship To include two day passes plus a table for 10 at the gala dinner.	£6,500

Additional Sponsorship Opportunities

Table for 10 at the Gala Dinner	£3,000
Conference Name Badges	£2,000
Food and Drink during day Including one day pass only.	£2,500
Lanyards	£1,500
Conference / Delegate pack / Tote bag	£1,750
Outside back cover of The Overview conference edition	£1,000

*Prices do not include VAT.

HOSPACE 2022 Sponsorship

All sponsorship packages include branding, delegate passes (with the option to upgrade at a discounted rate) and activity in the event brochure - the conference edition of The Overview (this will be distributed at the live event and virtual delegates will be sent a digital copy). Access will be given to the 3D immersive virtual platform to network and manage the virtual exhibitor booths.

Platinum Level Sponsorship £9,500

This exclusive sponsorship will be offered to a maximum of two sponsors

Platinum Sponsorship is the highest profile cross-platform package available. It offers extensive activity and branding at the live conference in London and on the virtual platform.

Included in the package:

Speaking Opportunities

- Five-minute introduction to one plenary conference stage session to live and virtual delegates.
- Opportunity to sit on the panel discussion after the presentations.
- Additional HOSPA virtual masterclass/webinar pre- or post-conference.

Platinum level branding

- Highest profile branding on both live and virtual events.
- Platinum level positioning and logo size on the backdrop of media interviews and photographs at HOSPACE.
- Branding on opening and resting slides in main conference room.
- Sponsorship of one plenary conference session with branding on slides during the introduction.
- Branding on event schedule live and online.
- Branding on rotating banner advert and on every page of the virtual event.
- Platinum level branding and editorial on HOSPACE www.hospace.org website and on all promotional emails when reference to sponsors is included.

Editorial & E-shot

- Double paged spread feature in the conference edition of The Overview (conference brochure)
- Dedicated Platinum sponsors eShot to all delegates either before or after the event.

Virtual exhibitor booth

- Virtual delegates will be able to click the sponsor's platinum level logo to gain access to a virtual 3D immersive exhibitor booth which can include resources, videos, marketing material and interactive networking facilities including live one-to-one chats.

(Live exhibitor booth can be purchased at discounted additional rate of £3,500 + VAT)

Social media

- Social media activity by @HOSPAtweets and LinkedIn before, during and after the conference.

Delegate passes included

- Platinum sponsorship offers the opportunity to invite existing and prospective clients to HOSPACE.
- Four delegate day passes
- A table of 10 at the evening awards dinner is included. Please note any operator clients (hotels and hospitality operators) may also attend as delegates.*There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500. Operator/hotelier delegates are able to obtain a complimentary day pass by pre agreement.

HOSPACE 2022 Sponsorship

Gold Level Sponsorship £8,000

This high profile sponsorship will be offered to a maximum of six sponsors.

Gold Sponsorship is a high profile cross-platform sponsorship with activity and branding at the live conference in London and on the virtual platform.

Included in the package:

Speaking Opportunities

- Two-minute introduction to one plenary conference stage session to live and virtual delegates.
- Opportunity to sit on the panel discussion after the presentation.

Additional Gold level branding

- Gold level branding on both live and virtual events.
- Gold level positioning and logo size on the backdrop of media interviews and photographs at HOSPACE.
- Branding on opening and resting slides in main conference room.
- Sponsorship of one plenary conference session with branding on slides during the introduction and branding on the event schedule.
- Branding on rotating banner advert on the virtual site.
- Gold level branding and editorial on HOSPACE www.hospace.org website and on all promotional emails when reference to sponsors is included.
- 1/4 page of editorial in the conference edition of The Overview (conference brochure).
- Dedicated Gold sponsors eShot to all delegates before the event.

Virtual exhibitor booth

- Virtual delegates will be able to click the sponsor's gold level logo to gain access to a virtual 3D immersive exhibitor booth which can include resources, videos, marketing material and interactive networking facilities including live one-to-one chats.

(Live exhibitor booth can be purchased at discounted additional rate of £3,500 + VAT)

Social media

- Social media activity by @HOSPAtweets and LinkedIn before, during and after the conference.

Delegate passes Included

- Gold sponsorship offers the opportunity to invite existing and prospective clients to HOSPACE.
- Two delegate day passes are included in the package.
- A table of 10 at the evening awards dinner is included. Please note any operator clients (hotels and hospitality operators) may also attend as delegates. *There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500. Operator/hotelier delegates are able to obtain a complimentary day pass by pre agreement.

A yellow, star-shaped badge with a dashed border and the word "GOLD" in white capital letters in the center.

GOLD

HOSPACE 2022 Sponsorship

Welcome Sponsor £6,000

Exclusive Entrance and Registration Area Sponsorship at Live and Virtual Event with virtual exhibition page

This is offered as exclusive branding of HOSPACE 2022 and offers extensive high profile presence as the first thing that is seen by delegates when registering for the virtual and live event.

For live event

Within the lobby and registration desk area, flags, banners/posters/video screens and marketing material can be used pre-agreed by the HOSPA event team.

Social media

- Social media activity by @HOSPAtweets and LinkedIn before, during and after the conference.

For the virtual event:

Branding on registration correspondence as follows:

- 1 x register email.
- 2 x reminder emails.
- 1 x event started with prompt to login email.
- Branding on registration page for online delegates.
- Branding on the virtual 3D registration welcome desk and lobby area for the duration of the conference.

Virtual exhibitor page

- Virtual delegates will be able to click the sponsor's welcome level logo to gain access to a virtual 3D immersive exhibitor booth which can include resources, videos, marketing material and interactive networking facilities including live one-to-one chats.

(Live exhibitor booth can be purchased at discounted additional rate of £3,500 + VAT)

Delegate Passes Included

- Two delegate day passes are included in the package*

*There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500. Operator/hotelier delegates are able to obtain a complimentary day pass by pre agreement.



HOSPACE 2022 Sponsorship

Silver Level Sponsorship **£4,000**

Silver Sponsorship offers cross platform activity with branding and editorial at the live conference in London and virtual exhibitor page.

Branding

- Branding on both live and virtual events.
- Branding on the backdrop of media interviews and photographs at HOSPACE.
- Branding on opening and resting slides in main conference room.
- Listing in Exhibitors menu on the virtual site.
- Listing on HOSPACE www.hospace.org website and on all promotional emails when reference to sponsors is included.
- Listing in the conference edition of The Overview (conference brochure).

Virtual exhibitor page

- Virtual delegates will be able to click the sponsor's silver level logo to gain access to a virtual 3D immersive exhibitor booth which can include resources, videos, marketing material and interactive networking facilities including live one-to-one chats.

(Live exhibitor booth can be purchased at discounted additional rate of £3,500 + VAT).

Social media

- Social media activity by @HOSPAtweets and LinkedIn before, during and after the conference.

Delegate passes included

- Two delegate day passes for the day event*

*There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500 Operator/hotelier delegates are able to obtain a complimentary day pass by pre-agreement.



HOSPACE 2022 Sponsorship

Additional Sponsorship Opportunities

All sponsors and exhibitors are eligible to enhance their visibility at the conference by choosing additional activity from the following menu :

Branding on conference name badges £2,000

Branding on Lanyards (plus cost of lanyards) £1,500

Sponsorship of Conference delegate pack or tote bag £1,750

- To include front cover branding and full paged colour advertisement on outside back cover. Tote bag to be made from environmentally friendly material and to include branding.

Advertisement on Outside back cover of The Overview conference edition £1,000

Day Food and Beverage Sponsorship (to include tea and coffee breaks and lunch) £2,500

- Sponsors can bring banners, flags & marketing literature for tables.
- HOSPA will provide a banner to be placed near refreshments acknowledging the sponsor, the sponsor's logo will also be included on the event schedule refreshments listing.
- One day delegate pass (value £300).

Sponsored Individual Workshop Opportunities at HOSPACE £5,000

(maximum of 6)

- HOSPACE 2022 will offer 6 individual workshops over two sessions during the day. These will be 35 minutes with 5 minutes of questions.
- The topics will be announced in the main conference room prior to morning coffee break.
- The main live conference room will be divided into 3, and 3 workshops will run concurrently.
- Questions from the workshop can be asked live from the audience.
- Workshops are encouraged to be informative and the topics are pre-agreed with the HOSPA team prior to the event.
- The presentations will be recorded and will remain available on the HOSPA and HOSPACE websites for a further six months.

Branding

- Information about the workshops will be detailed in The Overview conference edition/scheduling area, on [HOSPACE.org](https://www.hospace.org) and on banners around the live conference. Virtual information and branding will be written within the virtual schedule.

Delegates Passes

- Two day and evening delegate passes are included within the package*

*There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500 Operator/hotelier delegates are able to obtain a complimentary day pass by pre-agreement.

HOSPA 300 sponsorship (One delegate pass - day only included)

£3,000

A unique opportunity to capture the imagination of the HOSPACE delegates – Five minutes on the main stage. This is intended to be both entertaining and informative and is not intended to be a sales pitch.

Branding will be added to the HOSPACE programme for all delegates to see before, during and after the event. Main stage branded slides during the five minutes are acceptable.

Awards Dinner Sponsorship Opportunities

£5,500

Food and Entertainment package (includes a table of 10)

- Pre-dinner drinks - to include branding in awards dinner menu, banner in the bar area acknowledging the sponsorship, additional promotional material (at sponsor's expense).
- Dinner table quiz/competition - to include branding on the quiz and main stage presentation of answers and winners. In addition, introduce the entertainment for the evening.
- Post-dinner entertainment - branding on the casino table money (plus cost of printing) additional acknowledgement and thanks for sponsorship on the evening menu and schedule.

Table of 10 at awards dinner

- Table of 10 at awards dinner for guests. Includes drinks reception followed by a three course dinner and entertainment in the evening. Operator/hoteliers can obtain a complimentary day pass to the conference by pre-agreement with HOSPA.
- There is the opportunity to reserve additional tables. Exclusive price for a table x10 is £2,500.

Delegate passes included

- Two delegate day passes for the day event.



Awards Sponsorship (including table of 10)

£6,500

HOSPACE is pleased to offer the following awards during the evening Gala Dinner.

- Inspirational Finance Leader of the Year Award.
- Inspirational Revenue Manager of the Year.
- Inspirational Marketer of the Year.
- Inspirational IT Leader of the Year.
- Inspirational Sustainability Leader of the Year.
- Inspirational Leader - Asset Management project.

Sponsors can benefit from an array of additional brand awareness, including:

- Company logo present on Social Media Graphics, with each nominee, that will be shared on HOSPA's social media channels.
- Company logo present on Social Media Graphics that will be sent to the nominee to share on their channels.
- Company logo present throughout the sponsored award category video.
- Company logo present on the generic teaser video, that will be used on our YouTube channel and on our social media channels.
- Company logo present on the category teaser video, that will be used on our YouTube channel and on our social media channels.
- Company logo on the full awards animation video.
- Company branding on the PicPR vinyl flags.
- Video available after the event for nominees and sponsors to share.

Timeline

- June 2022 - nomination procedure commences - to include branding on nomination forms, extensive social media activity, and branding on emails sent to HOSPA members about the awards.
- August / September 2022 - Judging panel discussion, sponsor representative to attend (unable to vote). Feature of shortlisted candidates in the bi-annual Overview Magazine - "In Depth" to include sponsor's branding. In addition ½ page advertisement in the magazine. Features will be shared on social media.
- October 2022 - Shortlisted nominee promotional videos

At HOSPACE:

- Presentation of the award and short speech at the awards dinner on the main stage.
- Branding on the main stage slides during the awards presentation.
- Sponsor's listing in The Overview conference edition and on [HOSPACE.org](https://www.hospace.org).
- Branding on the trophy, in conjunction with the HOSPA logo.

The awards are picked up by trade press and featured on all HOSPA's platforms following on from the conference.

Delegate passes included

- Two day delegate passes

*Table of 10 at awards dinner operator guests (hoteliers and hospitality operators) guests can attend during the day by pre arrangement.

HOSPACE 2022 Exhibitor Opportunities

All exhibitor packages include a live and virtual exhibition booth.

£4,500

Live Event

The exhibition area of HOSPACE live event is guaranteed to be the hub of activity at the start of the day, during breaks and at lunchtime as all exhibitors will be in the food and beverage areas.

- Spaces are 3m x 2m and include a trestle table and two chairs.
- All Exhibitors have editorial listings with The Overview conference edition and on [HOSPACE.org](https://www.hospace.org) event information and in addition are offered a 1/4 page advertisement.

Virtual Event

- 3D Immersive virtual exhibitor stands are reached via the exhibitor listing menu on the virtual platform.
- Each page includes logos, bio's, company videos, social media links, documents, representatives available for contact.
- Interactive private one-to-one chats and engaging networking experience.
- Post event traffic information.

Two day delegate passes included

- There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the awards dinner. Exclusive price for table x10 is £2,500. Operator/hotelier delegates are able to obtain a complimentary day pass by pre-agreement.

