

HOSPACE 2024

BROUGHT TO YOU BY HOSPA

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

THURSDAY 14TH NOVEMBER 2024

ROYAL LANCASTER LONDON



Welcome to HOSPACE 2024

HOSPACE is the annual Conference & Gala Awards Dinner for HOSPA, the Hospitality Professionals Association.

Welcome to HOSPACE 2024

Following the success of HOSPACE 2023 we are looking forward to another wonderful gathering of HOSPA members in 2024. Nothing quite compares to the networking opportunities with leading industry figures coupled with insightful, topical discussions on key issues affecting hospitality. Based on 2023's feedback, we have introduced an exciting new Business Lounge to give you more space to network without losing delegate numbers. 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 600 delegates and HOSPA members, who include:

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

Over half of attendees are decision-makers from senior positions.

Delegates/HOSPA members who attended last year:

Accor Hotels, AG Hotels Group, Apex Hotels, Athenaeum Hotel & Residences, Beaverbrook, Bespoke Hotels, Billesley Manor, Cheval Collection, Conrad Dublin, Corinthia London, Crerar Hotels, Dakota Hotels, Elegant Hotel Collection, Elite Group, Exclusive Collection, Firmdale Hotels, Four Seasons Hotels & Resorts, Hand Picked Hotels, Harbour Hotels, Hilton Hotels, Holiday Inn & Crowne Plaza, Iconic Luxury Hotels, IHG, Imperial London Hotels, Jumeirah International, Kinsfolk & Co, L+R Hotels, Leonardo Hotels, Luxury Hotel Partners Ltd, Mandarin Oriental, Marriott International, Maybourne Hotel Group, Millennium Hotels & Resorts, Mollie's, Montcalm Hotels, Nobu London, Pennyhill Park, Point A Hotels, Preferred Hotels & Resorts, Rocco Forte Hotels, Rosewood London, Shangri-La at the Shard, Soho House, Tao Group, The Ivy Collection, The Landmark London, The Lanesborough, The Langham, The Ned, The Newt in Somerset, The Other House, The Peninsula London, The Savoy Hotel, Whatley Manor, Whitbread Group Plc, Young & Co.'s Brewery, Royal Lancaster London

A selection of last year's sponsors and exhibitors:



HOSPACE 23 Feedback

A snapshot of the feedback received from HOSPACE 2023



Delegate Testimonials

Emma Flynn, LGH Hotels Management Ltd, "An extremely well-run event, great location, great panellists, excellent topics, lovely food"

Steve Waldron, Grange Hotels, "Excellent food, networking content and vibe. The best one yet after many years coming!"

Eric Rogers, Eric Rogers Global Ltd, "Best ever, thanks Jane & team"

Jess Oliver, Seckford Hall, "Really great event, thank you for a great year..."

Bridget Baker, BB Consultings, "Best morning sessions she has seen this year - and she goes to quite a few. Good representation of women on panels. Great venue and lovely food."

Sponsor & Exhibitor Testimonials

Neil Tolley, Fourteen IP, "Don't change anything! You have it perfected, don't make it shorter, don't make it longer, just keep doing what you do. Brilliant thank you."

Jin Ladhar, BT Wi-Fi, "Another amazing event 2023 surpassed all previous years."

Sharon Power Cowley, Net Affinity, "Great event with right audience for us as a company."

Jon Cortinas, Shiji, "Just a big thank you for such a fantastic event last week. We are really thankful for all your help and assistance this year, particularly with the help and contributions towards our event at the Pullman London and of course, at the Royal Lancaster. We are really excited to work with you all again for next year."

Earl Murtagh-Naughton, RUCKUS "Well done again on a fantastic event, the whole team found it very beneficial and enjoyable also."

Summary of Sponsorship and Exhibitor Packages

Event Sponsorship Opportunities

Headline Sponsor	£10,950
Premium Level Sponsor	£9,250
Welcome Sponsor	£6,950
Event Sponsor	£4,500
Conference Name Badges	£2,400
Conference Food & Beverage and Business Lounge *NEW for 2024*	£4,750
Lanyards	£1,750
Outside back cover of Conference Brochure	£1,200

Speaking Opportunities

Sponsorship of Educational Workshop	£5,500
HOSPA 300	£3,500

Exhibiting Opportunities

Exhibitor Booth	£5,350
Exhibitor Booth with table for 10 at the Gala Awards Dinner	£7,650

Gala Awards Dinner Opportunities

Gala Awards Dinner, Drinks and Entertainment sponsorship	£6,350
Awards Sponsorship	£7,500
Table for 10 at the Gala Awards Dinner (If sponsorship or exhibitor booth booked)	£3,150 (£2,300)

Conference Sponsorship Opportunities



This exclusive sponsorship will be offered to a maximum of two sponsors and is the highest profile package available, offering extensive speaking, branding and editorial activity before, during and after HOSPACE. Headline sponsorship offers the opportunity to invite existing and prospective clients to HOSPACE.

Included in the package:

Speaking Opportunities

- Either a 5-minute "thought-leadership" introduction to a plenary session on the main Conference stage or a seat on a panel discussion/position as moderator.
- These speaking opportunities are designed to seamlessly fit in with HOSPACE's main stage programme, to ensure continued delegate interest and engagement. Details to be agreed with HOSPA'S CEO Jane Pendlebury in advance.
- Additional HOSPA webinar pre or post-Conference

Headline level branding & editorial

- Highest profile branding
- Extended positioning and logo size on the backdrop of media interviews and photographs at HOSPACE
- Branding on opening and resting slides in main Conference room
- Branding and editorial on HOSPACE website hospa.org and on all promotional emails when reference to sponsors is included

Editorial & E-shot

- Headline level listing in Conference Brochure and on hospa.org - to include details of presentation and panel discussion
- Double page spread feature in the Conference Brochure
- Dedicated Headline sponsor's E-shot to all delegates after the event
- Listing in the speaker profiles in Conference Brochure

Social media

- Social media activity on X and LinkedIn before, during and after the Conference
- Social media toolkit provided to aid promotion

Delegate passes included

- Four Conference day delegate passes
- A table of 10 at the evening Gala Awards Dinner. Please note any operator clients (Hoteliers and hospitality operators) may also attend as complimentary Conference day delegates by pre-agreement with HOSPA

This high profile sponsorship will be offered to a maximum of six sponsors and includes speaking, branding and editorial activity, during and after HOSPACE. It offers the opportunity to invite existing and prospective clients to HOSPACE.

Included in the package:

Speaking Opportunities

- Either a 3-minute "thought-leadership" introduction to a plenary session on the main Conference stage or a seat on a panel discussion/position as moderator.
- These speaking opportunities are designed to seamlessly fit in with HOSPACE's main stage programme, to ensure continued delegate interest and engagement.
- Opportunity to sit on a panel discussion after the introduction

Premium level branding

- Premium 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
- Premium level branding and editorial in Conference Brochure, on hospace.org and on all promotional emails when reference to sponsors is included

Editorial & E-shot

- 1/4 page of editorial in the the Conference Brochure
- Listing in the speaker profiles in Conference Brochure and on hospace.org
- Dedicated Premium sponsors E-shot to all delegates after the event

Social media

- Social media activity on X and LinkedIn before, during and after the Conference
- Social media toolkit provided to aid promotion

Delegate passes Included

- Two Conference day delegate passes
- A table of 10 at the Gala Awards Dinner. Please note any operator clients (hoteliers and hospitality operators) may also attend as complimentary Conference delegates by pre-agreement with HOSPA

Welcome sponsorship offers a high profile presence as the first sponsor seen by delegates when registering, as well as branding on delegate emails in the run-up to the Conference.

Branding

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
- Social media toolkit provided to aid promotion

Branding on registration correspondence as follows:

- 1 x email, once delegates have registered
- 2 x reminder emails sent in the run-up to HOSPACE

Editorial & E-shot

- Sponsor listing in Conference Brochure and on hospace.org

Delegate Passes Included

- Two Conference day delegate and Gala Awards Dinner passes. There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the Gala Awards Dinner. Exclusive price for table x10 is £2,300 (standard rate £3,150). Operator/hotelier delegates are able to attend as complimentary Conference delegates by pre agreement

Sponsorship offers branding and listing in the Conference Brochure and on hospace.org

Branding & Editorial

- Branding on opening and resting slides in main Conference room
- Listing on hospace.org and on all promotional emails when reference to sponsors is included
- Listing in the Conference Brochure

Social media

- Social media activity by @HOSPAtweets and LinkedIn before, during and after the Conference
- Social media toolkit provided to aid promotion

Delegate passes included

- Two Conference day delegate passes*. There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the Gala Awards Dinner. Exclusive price for table x10 is £2,300 (standard rate £3,150). Operator/hotelier delegates are able to attend as complimentary Conference delegates by pre-agreement

*N.B. If part of HOSPA's Annual Platinum Sponsorship the total delegate passes included are - two Conference day delegate passes and two Gala Awards Dinner tickets

Additional Event Sponsorship Opportunities

Enhance your visibility at the Conference by choosing from the following:

Conference, Food & Beverage and Business Lounge **£4,750**

(to include tea and coffee breaks and lunch)

- Business Lounge is an exciting NEW opportunity for 2024 and will be an informal seating area for break-out meetings and remote working during the Conference
- Includes morning break, lunch and afternoon break
- Sponsor can distribute branded stationery and sweets for the Networking Lounge
- Sponsor can bring tent flags and marketing literature/materials for tables in the F&B area and Networking Lounge
- HOSPA will provide 2 banners to be placed near refreshments, acknowledging the sponsor and the sponsor's logo will be included on the Event Programme
- Sponsor can play (silent) video during breaks and lunch in areas where F&B is served and Networking Lounge (video provided by sponsor, screens by HOSPA)
- Boilerplate listing in Conference Brochure
- One Conference day delegate pass
- *price £5,950 if including Two Conference day delegate and Gala Awards Dinner passes

Conference name badges **£2,400**

- Branding with company logo on name badges worn by all delegates

Branding on Lanyards (plus cost of lanyards) **£1,750**

- Jointly branded HOSPACE and Sponsor logos on lanyards worn by all delegates
- Lanyards provided by sponsor

Advertisement on Outside back cover of the Conference Brochure **£1,200**

Full colour A4 advert on the back of the Conference Brochure, handed to all delegates at the Conference

Speaking Opportunities

A woman with long dark hair, wearing a grey blazer over a black top and a red lanyard with a Google logo, is speaking at a white podium. She has her hands raised in a gesture. A microphone is positioned in front of her. The background is a blurred stage setting with blue and white lighting.

Sponsored Individual Workshop Opportunities

£5,500

(maximum of 6)

- Six individual workshops over three sessions during the day. These will be 25 minutes with 5 minutes of questions and answers
- The topics will be announced in the main Conference room prior to morning coffee break
- The main Conference room will be divided into two separate workshop spaces, where two pairs of workshops will run concurrently over three sessions
- Workshops are encouraged to be informative with the topics pre-agreed with HOSPA
- The presentations will be recorded and will remain available on hospa.org and hospace.org for a further six months

Branding & Editorial

- Information about the workshops will be detailed in the Conference Brochure edition/scheduling area, on hospace.org and on banners at the Conference
- Listing in speaker profiles in the Conference Brochure and on hospace.org

Delegate Passes

- Two Conference day delegate and Gala Awards Dinner passes. There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the Gala Awards Dinner. Exclusive price for table x10 is £2,300 (standard rate £3,150). Operator/hotelier delegates are able to attend as a complimentary Conference delegate by pre-agreement

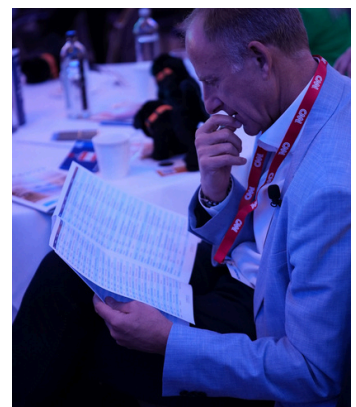
HOSPA 300 sponsorship

£3,500

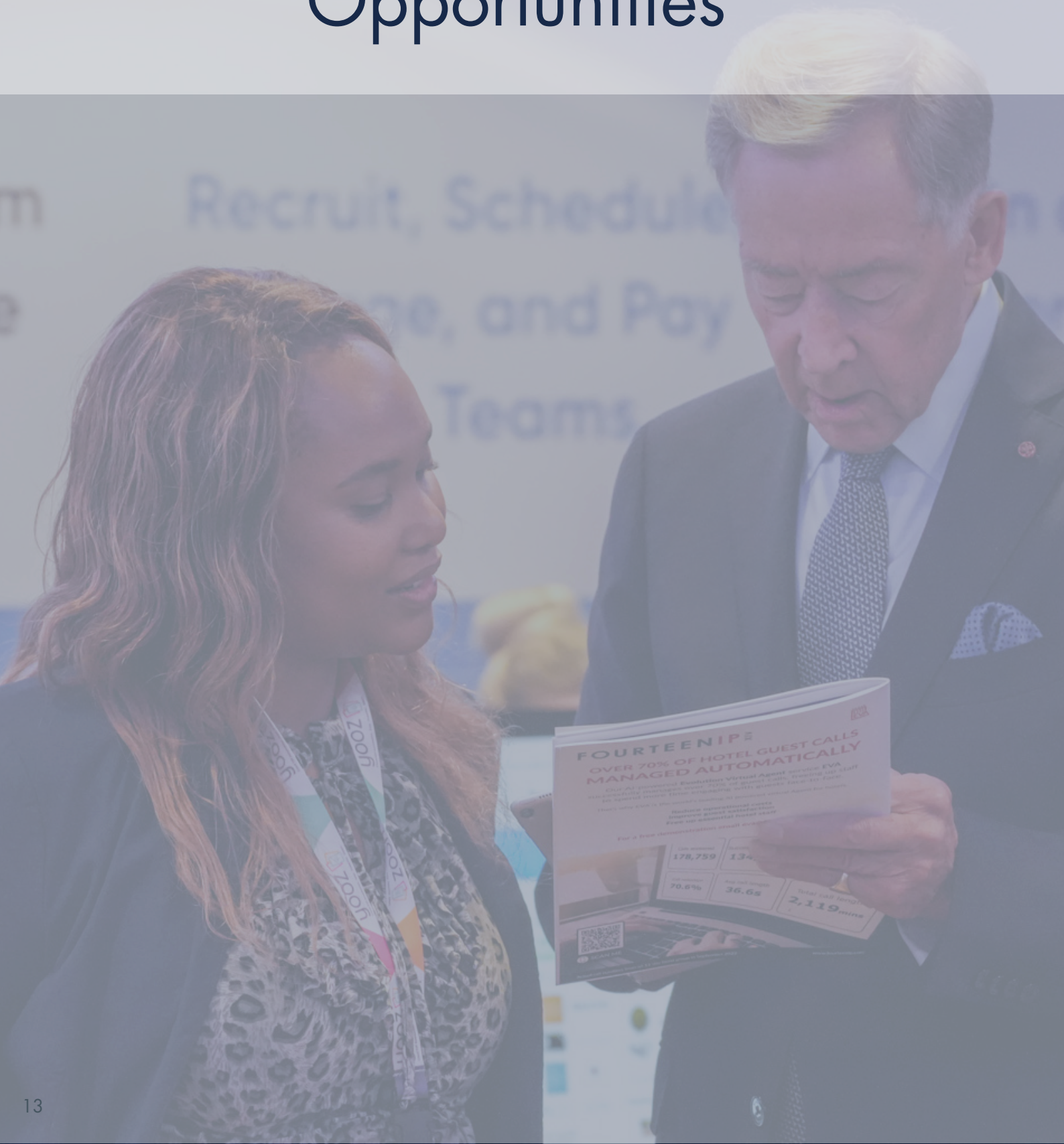
- A unique opportunity to capture the imagination of the HOSPACE delegates – Five minutes on the main stage - intended to be both entertaining and informative and is not intended to be a sales pitch
- Listing in speaker profiles in the Conference Brochure and hospace.org
- Branded slides or video supplied by the Sponsor if required
- HOSPA can facilitate video production via in-house videography team at sponsor's expense, cost from £2,000 + vat

Delegate Passes

- One Conference day delegate pass



Exhibiting Opportunities



Exhibitor Booths

£5,350

The exhibition area of HOSPACE 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 networking areas.

- Each booth will have a 3m x 2m space and include a trestle table and two chairs
- Editorial listing in the Conference Brochure and on hospace.org
- 1/4 page advertisement in the Conference Brochure
- Includes two Conference day delegate and Gala Awards Dinner passes
- Social media toolkit provided to aid promotion

Exhibitor booth with table of 10 at Gala Dinner

£7,650

- Two Conference day delegate passes plus a table x 10 at the Gala Awards Dinner included
- There is the opportunity to upgrade and invite existing and prospective clients to HOSPACE for the Gala Awards Dinner. Exclusive price for extra tables x10 is £2,300 (standard rate £3,150). Operator/hotelier delegates are able to obtain a complimentary day pass by pre-agreement





Gala Awards Dinner Opportunities

Gala Awards Dinner Sponsorship Opportunities

Gala Awards Dinner, Drinks & Entertainment package (includes a table of 10) £6,350

- Pre-dinner drinks - to include branding on the Gala Awards Dinner menu, banner in the bar area acknowledging the sponsorship, additional promotional material (at sponsor's expense) and by pre-agreement with HOSPA
- Additional acknowledgement and thanks for sponsorship on the evening menu and Event Programme
- Dinner table entertainment and opportunity to introduce the entertainment for the evening
- Post-dinner entertainment - branding on the casino table money or other post dinner entertainment - supplied and paid for by sponsor
- Boilerplate listing in the Conference Brochure and hospace.org
- HOSPA can assist with sourcing entertainment (at sponsor's cost)

Delegate passes included

- Two Conference day delegate passes
- Table of 10 at Gala Awards Dinner. Includes drinks reception followed by a three course dinner and entertainment in the evening. Operators/Hoteliers can obtain a complimentary day pass to the Conference by pre-agreement with HOSPA
- There is the opportunity to reserve additional tables, for the price of £2,300 (standard rate £3,150).

Awards Sponsorship (including table of 10)

£7,500

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

- Inspirational Finance Leader of the Year
- Inspirational Revenue Manager of the Year
- Inspirational IT Leader of the Year
- Inspirational ESG Leader of the Year
- Inspirational Commercial Leader of the Year

Sponsors can benefit from an array of branding and editorial opportunities:

- 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
- Microphone branding for winner interviews
- Video available after the event for nominees and sponsors to share

Timeline

- June 2024 - 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 2024 - Judging panel discussion, sponsor representative to attend (unable to vote). Features will be shared on social media
- October 2024 - Shortlisted nominee promotional videos released

Awards Sponsorship Continued...

At HOSPACE:

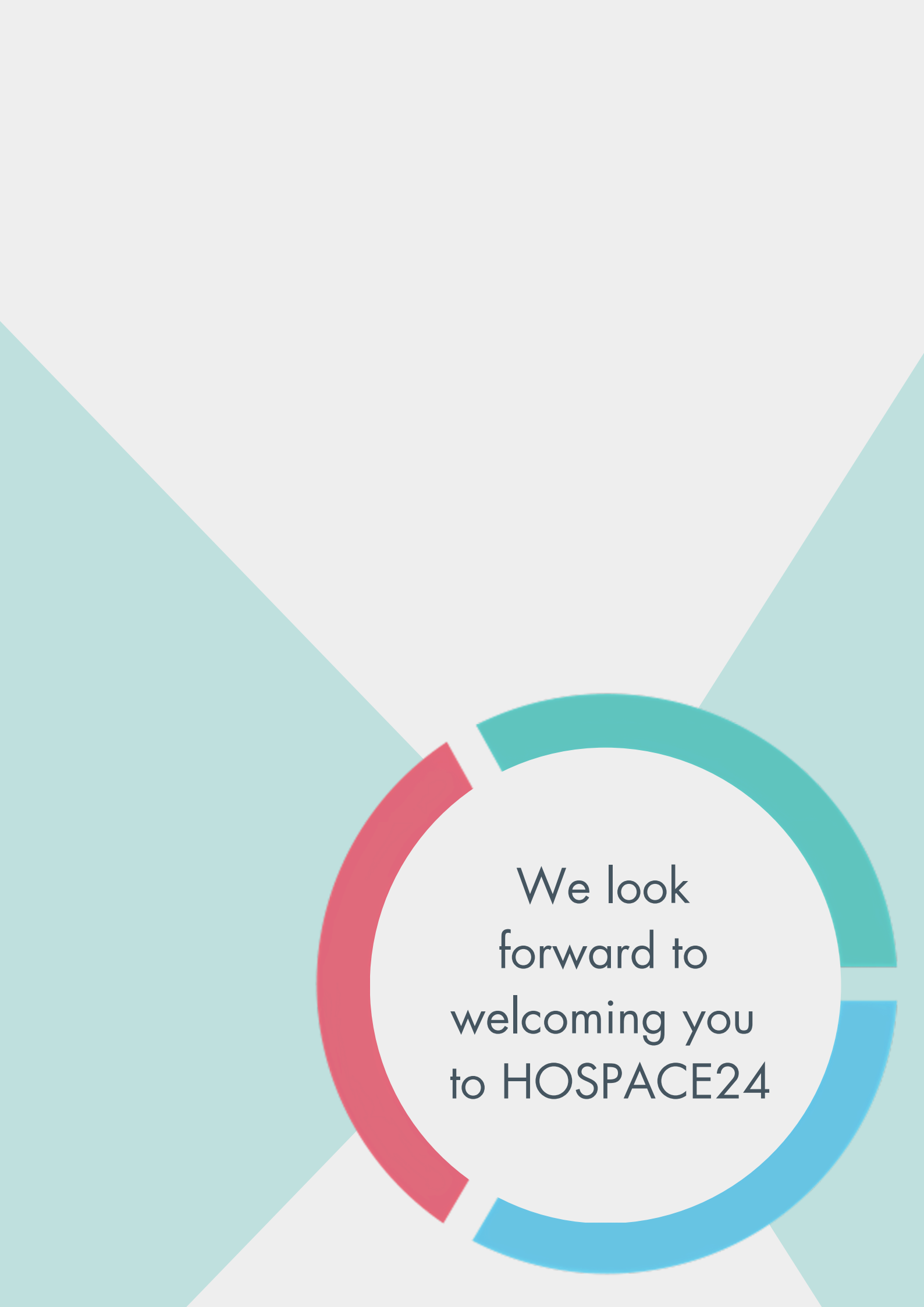
- Presentation of the award and short speech at the awards dinner on the main stage
- Branding on the main stage slides during the awards presentation
- Sponsor's featured in the Conference brochure and on hospace.org
- Branding on the trophy, in conjunction with the HOSPA logo
- 1/2 page advertisement in the Conference Brochure
- Logo on printed menu on tables at Gala Awards Dinner

The awards are picked up by trade press and featured on all HOSPA's platforms following HOSPACE

Delegate passes included

- Two Conference passes
- Table of 10 at the Gala Awards Dinner. Includes drinks reception followed by a three course dinner and entertainment in the evening. Operators/ Hoteliers can obtain a complimentary day pass to the Conference by pre-agreement with HOSPA
- There is the opportunity to reserve additional tables, for the price of £2,300 (standard rate £3,150)





We look
forward to
welcoming you
to HOSPACE24