



**Serviced  
Apartment  
Awards**

19<sup>th</sup> March  
**2018**  
London

**SPONSOR  
PROSPECTUS**


POWERED BY



**Serviced  
Apartment  
News**



Travel Intelligence Network

 *Serviced Apartment News*

 *@ServAptNews*

*#SAAwards*

**THE INTERNATIONAL AWARDS FOR SERVICED APARTMENT, EXTENDED STAY,  
BRANDED RESIDENCE AND SHORT TERM RENTALS – NO COST TO ENTER**

**NOW IN ITS THIRD YEAR!**

SPONSORS



**AVVIO**  
BE MORE DIRECT

**BRERA**  
SERVICED APARTMENTS



# AWARDS TO REMEMBER



# Serviced Apartment Awards | 2018

The Serviced Apartment Awards are the only awards event created for and by the worldwide serviced apartment, aparthotel, extended stay and short term rental industry.

The awards recognise excellence at individual, team and corporate level. Entry is free of charge and is open to serviced apartment operators, alliances, providers and suppliers.

“Pioneering event for an emerging sector. Young, growing and learning.”  
Paul Gorry, Principal Sales & Marketing Manager at Willmott Dixon Interiors

“Great Awards for the industry and getting to know the smaller Companies and there were people from all over the world.”  
Graham Cook, Head of Sales at Travel Intelligence Network

## POWERED BY



“Great annual awards night for the industry - well attended and well organised - look forward to attending next year.”  
Stephanie Girvan, Business Development Manager at Hypnos Beds

“Pioneering. Progressive. Supportive. A vital ingredient to maintain a well-balanced developing sector.”  
Richard Majewski, Managing Director  
Essa Consultancy

## 2017 SPONSORS



“Really good event to recognise the commitment and performance of the sector. It's events like these that really demonstrate how much the industry is growing.”  
Chris Rose, Head of Marketing at Avvio

“This is brilliant – amazing. The best Serviced Apartment event I've attended. Congratulations - Brera will be sponsoring again in 2018.”  
Filippo Cavandoli, Development Director, Brera Serviced Apartments





# CONGRATULATIONS TO THE 2017 WINNERS

Winners Zoku and Yays celebrate success



Best marketing or branding campaign

2017 Winner: *Apple Apartments*



Best use of social media

2017 Winner: *Apple Apartments*



Best interior design

2017 Winner: *Oakwood Studios Singapore*



Best architecture / external design

2017 Winner: *NEST Geneva*



Best use of technology

2017 Winner: *ReloQuest*



Best service provider

2017 Winner: *ElinaPMS*



Best agent

(specialist serviced apartment agent, TMC or RMC)

2017 Winner: *Acomodeo*



Best short-term rental platform

2017 Winner: *Hostmaker*



Best innovation/disruption product or service

2017 Winner: *Airportr*



Best sales / account management team

2017 Winner: *Zoku Amsterdam*



Rising star

(voted by Serviced Apartment News readers)

2017 Winner: *Nicolas Dubas, Cycas Hospitality*



Industry inspiration

(voted by Serviced Apartment News readers vote)

2017 Winner: *Charlie McCrow, The Apartment Service*



Best extended stay hotel

2017 Winner: *AKA Hotel Residences*



Best aparthotel

2017 Winner: *Zoku Amsterdam*



Best branded residence

2017 Winner: *4 Cornwall Gardens - The Harrington Collection*



Best international operator

2017 Winner: *BridgeStreet Global Hospitality*



Best independent operator

2017 Winner: *Clarendon Serviced Apartments*

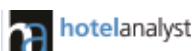


Best serviced apartment

2017 Winner: *Staybridge Suites London - Stratford City*



# A SELECTION OF 2017 ATTENDEES



# 2017 ATTENDEE STATISTICS:

**263** in 2016

**354** in 2017

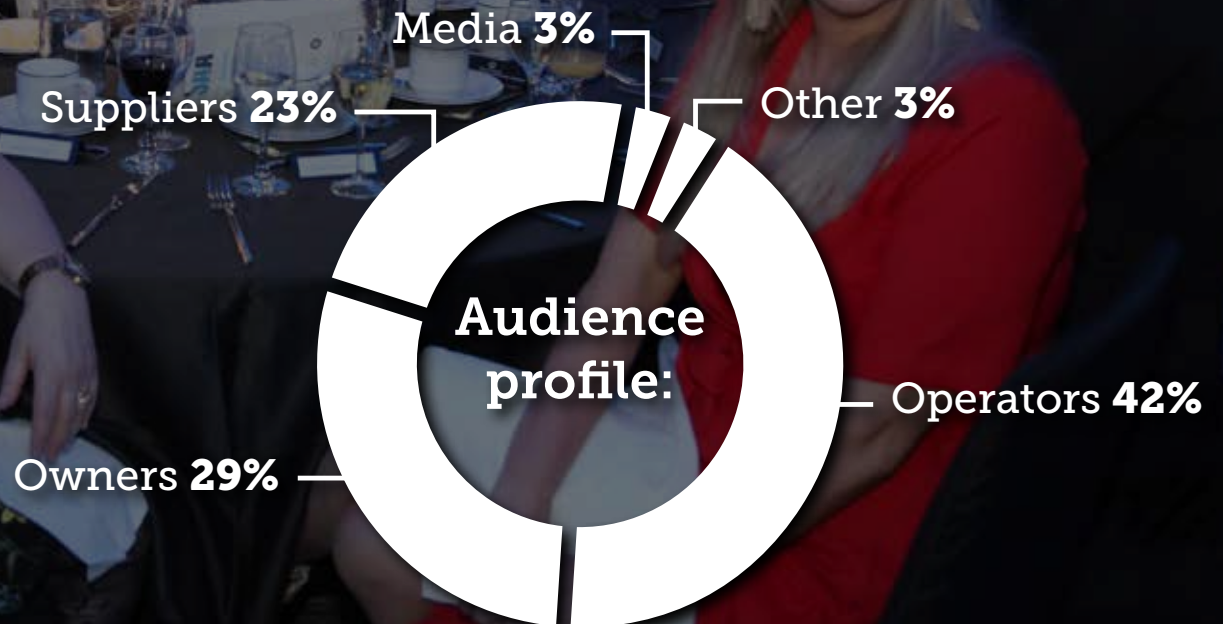
**96%**  
said they  
will be  
taking part  
in 2018

**82%**  
would  
recommend  
to a  
colleague

**78%**  
rated event  
as being  
of high  
quality

**35%**  
increase in  
attendance

**83%**  
of CEO to  
C-Level  
executive  
attendees





Winner: ElinaPMS, Best service provider

Elina P

# WHAT'S SO SPECIAL ABOUT AWARDS...?

The golden envelope is opened. It's your name. And then what? Winning any award is exciting, but the real reward comes from the reactions of others.

**For individuals and organisations alike, becoming an award-winner elevates your status within the business and wider industry. Winning awards helps raise profile, boost careers and secures recognition from prospective as well as existing customers.**

The impact of recognition on corporate and individual reputation is immense. After all, good reputation improves credibility with customers and suppliers alike.

Award-winning brands win more business. They attract the publicity that drives awareness. They improve perceptions of product and customer-service alike. In the travel sector, good brands are a must in any corporate mobility programme.

People want to work for award-winning organisations; recognition is a sure-fire way to motivate your existing staff too. In fact, what better way to showcase what your company can do than to have the team you've put together praised. Winning an award demonstrates that your company is doing something right. That's a fabulous competitive advantage you can use in your marketing activity.

## How to win an award

- Customers want recognition too. Involving them in your entries through case studies is a great way to make your relationships with them even stronger.
- Only enter awards that reach your target audience if, by winning, you want to use this as a marketing tool.
- Awards build brands. Research the brands who have won awards in the past, and why.
- Award entries need to stand out against the competition. Be clear on what your Unique Selling Points are and make sure your submission makes those benefits clear.
- Reputation alone does not build trust, but awards can.
- Know your target audience.
- Know your value proposition.
- Choose your tools.
- Be consistent.

# ALIGN YOUR BRAND WITH SUCCESS

## JOIN US ON THE BIG NIGHT

- Be part of a 100% inclusive industry event
- Meet, greet and network with 400+ hospitality professionals, including decision makers and purchasing influencers on the night.
- Increase brand visibility and recognition before, during and after the awards.
- Align yourself with a 'must read' media brand that leads the industry.
- Associate your brand with success in the hospitality industry while cementing your position as part of the community.
- Recognise the achievements of your key personnel.
- Engage your clients at one of the year's most eagerly awaited industry events while meeting new prospects.
- To promote best practice within your organisation and help drive the sector forward
- To have a good time!



## WHY ENTER?

- ✓ Absolutely no cost
- ✓ No limit on the amount of entries submitted
- ✓ Entry(s) via dedicated website – [ServicedApartmentAwards.com](http://ServicedApartmentAwards.com)
- ✓ 100% easy online submission(s) with ability to 'save' and return to your entry in your own time – no emailed word documents or files, or spurious email connection to worry about
- ✓ Final assessments by independent judging panel including travel buyers, investment funds, relocation, architects, press
- ✓ Ample time to consider your entry submissions
- ✓ Once done, you can sit back and relax in anticipation!



# AWARDS MASTERCLASS 2017

Our no cost masterclass offers top tips and advice on entering the Serviced Apartment Awards. We partner with Custard Communications to host this exclusive boutique learning session featuring topics such as:

- How entering and winning awards can help meet wider business objectives.
- How to identify the best awards and categories to enter to meet their objectives.
- Insight from awards judges and find out what they think makes a winning entry.
- The knowledge of what makes the perfect award entry.
- How to stand out from the crowd when entering awards and more.



## NEW FOR 2018

– How to make the most of your nomination and / or Award win(s)



Contact Katie Houghton to sponsor this thought leadership event on  
Tel: +44 (0) 7535 135 116  
[Katie@internationalhospitality.media](mailto:Katie@internationalhospitality.media)





# 2018 AWARD CATEGORIES

- Best marketing or branding campaign
- Best use of social media
- Best interior design
- Best architecture / external design
- Best use of technology
- Best service provider *(products/services to serviced apartments)*
- Best innovation / game changer
- Rising star *(voted by Serviced Apartment News readers)*
- Industry inspiration *(voted by Serviced Apartment News readers vote)*
- Best extended stay hotel
- Best aparthotel  
– sponsored by Fine Bedding
- Best branded residence
- Best international operator
- Best independent operator
- Best serviced apartment

# SPONSORSHIP OPTIONS

**PLATINUM**  
(exclusive) – £20,000

**GOLD**  
(non-exclusive) – £12,500

**SILVER PLUS**  
Day-time educational event – £10,000

**SILVER**  
Pre-awards reception sponsor – £7,500

**SILVER**  
Post-awards drinks sponsor – £7,500

**BRONZE**  
Award sponsor – £3,995

**BRONZE**  
Award sponsor – £3,995

**BRONZE**  
Award sponsor – £3,995

**BRONZE**  
Award sponsor – £3,995

18 award category sponsorship packages available. All prices quotes are exclusive of VAT.



SPONSOR BENEFITS  
**PLATINUM SPONSOR**  
SPONSORED BY (COMPANY NAME)

- The Serviced Apartment Awards sponsored by (BRAND NAME)
- Place on independent judging panel.
- Branding:
  - Official awards website
  - Opportunity to distribute promotional material
  - Sponsor video
  - Branding on menus
  - Branding on awards guide
  - Branding on stage
  - Name check throughout the evening by host
  - Representative presenting award
  - Pre-awards
    - Editorial, story on sponsorship
    - Exclusive interview with IHM
    - Announcement via social media
    - Inclusion on weekly newsletter
    - 2x Emails pre-event and post-event
    - Logo to be included on website and marketing communications
- Up to 2 tables of 10 at the Awards.
- Welcome address by sponsor representative at awards.
- Sector exclusivity (i.e. no competing sponsor).
- Pre/post-event e-mailings to attendees inc access to data for follow-up.
- Post-event list of attendees including names and contact details

**£20,000**

SPONSOR BENEFITS  
**GOLD SPONSOR**  
IN ASSOCIATION WITH (PLATINUM SPONSOR)

- The Serviced Apartment Awards sponsored by (BRAND NAME)
- Branding:
  - Official awards website
  - Opportunity to distribute promotional material
  - Sponsor video
  - Branding on menus
  - Branding on awards guide
  - Branding on stage
  - Name check throughout the evening by host
  - Representative presenting award
  - Pre-awards
    - Editorial, story on sponsorship
    - Exclusive interview with IHM
    - Announcement via social media
    - Inclusion on weekly newsletter
    - 2x Emails pre-event and post-event
    - Logo to be included on website and marketing communications
- Up to 2 tables of 10 at the Awards.
- Sector exclusivity (i.e. no competing sponsor).
- Pre/post-event e-mailings to attendees inc access to data for follow-up.
- Post-event list of attendees including names and contact details

**£12,500**

## SPONSOR BENEFITS SILVER SPONSORS

### PRE-AWARDS RECEPTION

- Digital branding in reception areas
- Opportunity to theme the reception
- Sponsor videos to run throughout reception
- Sponsor a category
- Sponsor video to run while on stage
- Presenting an award
- Pre-event and Post event – name of attendees
- Table of 10
- Have promo and gifting opportunities at reception
- Social media support
- Logo to be included on website and marketing communications

**£7,500**

### POST-AWARDS DRINKS

- Digital branding in reception areas
- Opportunity to theme the reception
- Sponsor videos to run throughout reception
- Sponsor a category
- Sponsor video to run while on stage
- Presenting an award
- Pre-event and Post event – name of attendees
- Table of 10
- Have promo and gifting opportunities at reception
- Social media support
- Entertainment opportunity
- Logo to be included on website and marketing communications

**£7,500**

## SPONSOR BENEFITS SILVER PLUS SPONSORS

### CO-HOSTED DAY-TIME EVENT PRECEDING AWARDS

The opportunity to drive business and complement your presence at the Serviced Apartment Industry Awards by co-hosting your day time event with us.

The opportunity to work with Serviced Apartment News to create your own pre-qualified attendee event and get some valuable 'face time' with potential clients and award attendees to drive those important connections in a 'closed invite only environment'. To include our full support in planning, programming and profiling your event.

This could be based around thought leadership eg. editor's lunch; knowledge and best practice eg. Masterclass; driving investment eg. investors briefing.

In addition, at the Awards your brand will receive:

- Sponsor a category
- Sponsor video to run while on stage
- Present an award
- Table of 10
- Have promo and gifting opportunities at reception
- Social media support
- Room hire
- Use of in-house AV
- Buffet lunch
- Tea & coffee
- Award category sponsorship
- Logo to be included on website, marketing communications and event collateral
- Your representative to present sponsored award
- Table for 10 at the awards
- Logo to be included on website and marketing communications

**£10,000**

## SPONSOR BENEFITS BRONZE SPONSORS

### AWARD CATEGORY SPONSOR

- Branding on website
- Branding on event collateral (menu, awards agenda)
- Sponsor representative to announce shortlist, winner and present award
- Table for 5 at the Awards
- Promotional video
- Logo to be included on website and marketing communications

**£3,995**



# GET YOUR BRAND NOTICED

Mark Dolan - award-winning  
broadcaster, writer and comedian

Get your brand noticed by a high quality audience with our Serviced Apartment Award sponsorship packages. To discuss sponsorship packages and benefits, please contact:



**Mark Harris**

Tel. +44 (0) 7850 072166  
Mark.harris@the-tin.com



Travel Intelligence Network



**Katie Houghton**

Tel: +44 (0) 7535 135 116  
Katie@internationalhospitality.media



**Serviced  
Apartment  
News**

## BOOKING FORM

Company Name:	Telephone:
Contact Name:	Email:
Position in Company:	Invoice Contact:
Address:	
	Postcode:

Our terms and conditions can be found on page 19.  
Please read and tick box to accept them.

I confirm that I am authorized by my company to sign this contract.

Signed:

Dated:

## SPONSORSHIP PACKAGES

- PLATINUM (exclusive) Sponsor – **£20,000**
- GOLD (non-exclusive) Sponsor – **£12,500**
- SILVER PLUS Sponsor  
Day-time educational event – **£10,000**
- SILVER Pre-awards reception Sponsor – **£7,500**
- SILVER Post-awards drinks Sponsor – **£7,500**
- BRONZE Award Sponsor – **£3,995**

Please return this form via email to: [info@servicedapartmentnews.com](mailto:info@servicedapartmentnews.com)  
Please also include company logo in high definition, a brief company profile, website URL and Twitter handle.



# PRE AND POST EVENT MARKETING CAMPAIGN

The most tangible results of sponsoring are naturally felt **on the night itself**, when sponsors meet and mingle with industry peers, colleagues and clients.

Sponsors also receive extensive coverage across a broad range of International Hospitality Media's products and supporting partners from the moment of signing on sponsorship through to March, namely: editorial coverage, networking events, investor and operator briefings, off and online advertising including

- Inclusion on Awards promotional banners and MPUs (platinum, gold and silver only) on [ServicedApartmentNews.com](https://www.servicedapartmentnews.com)
- MPU's web banners, e-newsletters, via selected media partners, trade partners & associations
- Pre-roll video advertising and video interviews if required
- Branding on awards website
- Sponsor e-shots to [ServicedApartmentNews.com](https://www.servicedapartmentnews.com) database
- Highlighted at Serviced Apartment Summit and other IHM industry events
- Branding on invitations to 400+ guests
- Inclusion of logos on eshot communications to 7,500+ opt-in subscribers

## 2017 SPONSORS







# THE LAST WORD... ON SERVICED APARTMENT AWARDS 2017

“

Great and fun event which celebrates the growth and success of the serviced apartment sector! A date to look forward again next year. Séverine Obertelli, Head of Sales And Marketing – EMEA, Maxxton

“

Brilliant to have annual awards that recognise those individual and companies, that makes us what we are – George Westwell, Director at Cheval Residences

“

I think it's great. It brings an unbiased approach to an industry that needs it. Keep up the good work! – Darin Karp, Founder of ReloQuest

“

Great to see this area of the travel industry being well recognised. – Geoff Allwright, UK Travel Manager at Airbus Group UK



# ABOUT THE ORGANISERS

## The Serviced Apartment Awards, co-created by Serviced Apartment News and Travel Intelligence Network.



Serviced Apartment News is the leading website and e-newsletter for hospitality executives worldwide. SAN provides the latest informed comment and news on the burgeoning serviced apartment, aparthotel, extended stay and short term rental sectors.

We connect with our influential readership hosting the annual:

- Serviced Apartment Summit Europe  
July, London
- Serviced Apartment Summit Middle East  
and Africa, October, Dubai
- Serviced Apartment Summit Americas  
April, New York City

The highly focused awards, conference and exhibitions program offers unrivalled knowledge and networking opportunities in three continents.

Serviced Apartment News hosts a series of bespoke networking round table discussions and masterclasses for industry leaders to debate and update their knowledge throughout the year.

We publish the **serviced apartment charter document**, endorsed by all the major serviced apartment and aparthotel brands, representing 300k+ worldwide unit inventory. This, coupled with our annual **Serviced Apartment Digital Benchmark**, and **Digital Personalisation** reports mean we are the most trusted source of knowledge and industry information, providing commercial partners with multiple touchpoints to reach decision makers and purchasing influencers online, in person and in print.



Travel Intelligence Network is a content marketing and thought leadership consultancy that specialises in the serviced apartments sector.

[www.the-tin.com](http://www.the-tin.com)



Travel Intelligence Network





# ABOUT THE SECTOR

**The global serviced apartment sector is continuing to experience significant growth - The Apartment Service's latest GSAIR report says the growth in the supply was up 10.5 per cent in the 18 months to July 2016 to 826,759, and is on course to reach the one million-unit mark by 2018.**

The UK market is forecast to double in size between 2015 and 2017, according to research by the Association of Serviced Apartment Providers and Savills. At the start of 2017, follow up research found that despite new uncertainties in the UK economy, 90 per cent of UK operators planned to accelerate their expansion plans or stick to set targets rather than scale them down.

Hotel operators, serviced apartment specialists, residential and commercial developers and investment funds are all investing heavily. A third of investors say the sector is now mainstream, and there have been numerous acquisitions of apartment operators by private equity funds in recent years, such as Oaktree's purchase of SACO, and Mapletree's acquisition of Oakwood Worldwide.

Demand for serviced apartments has been driven, in part, by an increasingly mobile global work force. PWC predicts a 50% increase in overseas assignments undertaken by multinational companies with assignees in 33 different countries by 2020.

Serviced apartments are in big demand for business travel too. Around 70% of UK companies include apartments in their travel programmes. The Global Business Travel Association (GBTA) estimates that 48% of US business travellers surveyed have stayed in extended stay accommodation, whilst an additional 26% will do so by 2018.

The rise of Airbnb and other sharing economy platforms is also having a significant effect on the serviced apartment market, with millions of potential customers across the globe being made aware of apartments as an alternative to hotels - while operators are seeing the benefit of listing unsold short-term inventory on these same channels. Some operators report that up to a third of their business is now leisure-oriented, whilst the blurring of the edges between business and leisure trips is creating a third target market – bleisure.

Serviced apartments appeal to the millennial generation that will dominate the workforce by 2020. The lifestyle they suit; the connectivity they provide; and the independence they offer. This is particularly true of the new wave of millennial-focused aparthotel products which include significant levels of communal space and F&B facilities, offering a sense of neighbourhood and co-living opportunities. Increasing numbers of investors, operators and travellers alike are discovering the benefits of serviced apartments.

Sources: ASAP, GBTA, Global Serviced Apartments Industry Report, HVS, Savills

#ServAptSummit

Debbie\_Hindle "social media shouldn't be a platform, it should be a business"

Summit

discussion about space. It's not about m2: it's about perception of space

# ABOUT INTERNATIONAL HOSPITALITY MEDIA

serviced apartment growth today #ServAptSummit

and values are so high in London, if you want larger rooms you're going to need to be

Debbie\_Hindle: Of 110,000 hotel rooms in London only 7,000 are serviced apartments #servaptsummit @...

The Serviced Apartment Awards 2018 Sponsor Prospectus



## INTERNATIONAL HOSPITALITY • MEDIA

- International Hospitality Media is the premier specialist in online publishing; conference, exhibition and events, and advisory services for niche growth sectors of the hospitality industry. The company publishes two industry-leading b2b websites - BoutiqueHotelNews.com and ServicedApartmentNews.com, which keep their respective sectors up to speed with news, comment and opinion.
- Our curated awards and conference experience spans three continents and covers high growth segments including boutique and lifestyle hotels, serviced apartments / apart-hotels and extended stay, hostels and short term rental. Our events are renowned for their intense focus and attract quality industry leaders, brands and independents, providing unparalleled networking and learning opportunities.

E: [info@internationalhospitality.media](mailto:info@internationalhospitality.media)

T: +44 (0)20 8340 7989

@inthospmedia



# SPONSORSHIP TERMS AND CONDITIONS

## 1. Definitions

For these terms and conditions the conference organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Summit" means the event detailed online at <http://www.servicedapartmentsummit.com> and the term "Sponsor" means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement "Contract".

## 2. General Terms and Conditions

The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be construed in accordance with English law and the Parties hereby submit to the jurisdiction of the English Courts.

## 3. Cancellation of Conference

3.1 The Organisers reserve the right to postpone or cancel the Summit. In the event of a decision to postpone the Summit, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the summit to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

3.2 If the Summit attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

## 4. Payment Terms

Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Summit and the benefits outlined in the Contract will be withdrawn, if any Summit invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

## 5. Exhibition Display Items

5.1 In the event the Sponsor provides articles, products and materials, ("the Exhibition/Display Items"), unless otherwise approved by the Organisers, the movement of such items in and out of the venue must be handled by nominated contractors.

The Exhibition/Display Items will not be allowed in or out of the venue without official clearance. All Exhibition/Display Items must at all times abide by the health and safety standards set out and monitored by the venue. The Sponsor shall make its own arrangements for transportation of the Exhibition/Display Items including packaging material. The Organisers cannot accept or sign for Exhibition/Display items on behalf of the Sponsor.

5.2 All displays shall be removed and cleared from the exhibition space and the Sponsor shall ensure that vacant possession of the exhibition space is delivered in good order and clean condition. The Sponsor will pay the cost of making good any damage caused to the venue, whether by themselves and/or their contractors. Exhibition / Display items may not be moved by the Sponsor from the Summit venue before the exhibition portion of the Summit ends unless otherwise agreed.

## 6. Delegate Lists

In the event that the Organisers provide delegate lists to Sponsors, use of any such delegate lists will be at the Sponsor's sole risk and Sponsors must comply with all applicable laws, rules and regulations. Use of the delegate list is for Sponsor's sole use and they may not provide the delegate list to any third party, nor should it be copied or reproduced in any way for other uses. The Sponsor acknowledges and agrees that such delegate lists are the proprietary and confidential information of the Organisers.

## 7. Compliance with local legislation

The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Conference is held.

## 8. Video rights, Licences and Electronic messages

8.1 From time to time, photographs and video recordings may be made at the Summit or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers' use of such recordings for commercial purposes.

8.2 To the extent necessary to fulfil Serviced Apartment Summit's express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images.

8.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial e-mail messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates.

## 9. Insurance

The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

## 10. Liability

The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents against all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising ("Loss") out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this Contract was made and that the Organisers shall take reasonable steps to mitigate the same.

All items or property that are brought to, displayed at, and removed from, the Summit venue are at the Sponsor's own risk.