SERVICED APARTMENT AWARDS 2022

IN ASSOCIATION WITH

zeevou®
FREEDOM TO GROW

19 MAY 2022
LONDON
#SAAwards

350+ *hospitality leaders from across the globe*

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Serviced Apartment News

TIN
Travel Intelligence Network

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ABOUT THE EVENT - A NOTE FROM THE EDITOR

The Serviced Apartment awards 2022 in association with Zeevou, will be the 7th consecutive year of the only global serviced apartment, aparthotel, extended stay and short term rental industry! The awards have grown year on year, even during the pandemic and recognise excellence at individual and corporate level and provide the perfect opportunity for the industry to meet.

They are judged by an independent panel consisting of travel buyers, journalists, architects, investors, designers and service providers. Two categories - Rising Star and Industry Inspiration - are voted for by Serviced Apartment News readers via an online poll.

Entry is free of charge and is open to all serviced apartment operators, owners and service providers.

The awards are presented at a glittering black tie gala dinner ceremony in London, which is attended by more than 350 of the industry's leading decision makers and innovators. The night is stand-out in the industry calendar and is an incredible networking opportunity and a chance to recognise excellence at individual, property and company level.

George Sell

George Sell, Editor-in-chief, IHM & Head Judge SAAwards
george@internationalhospitality.media
+44 (0) 7879 652447

There are 20 categories:

- Best operator 1 to 50 units
- Best operator 51 to 200 units
- Best operator 201+ units
- Best property 1 to 20 units
- Best property 21 to 70 units
- Best property 71+ units
- Best architecture/ external design
- Best interior design
- Best marketing ot branding campaign
- Best use of social media
- Best short-term rental platform/operator
- Best use of technology
- Best apartment agent, RMC or TMC
- Best service provider
- Rising Star (voted for by Serviced Apartment News readers)
- Industry Inspiration (voted for by Serviced Apartment News readers)
- Travel Buyer of the Year
- Best co-living development
- Sustainability Award
- Outstanding Achievement

MEET THE TEAM

Piers Brown
CEO
+44 (0)7918 185840
piers@internationalhospitality.media

Katie Houghton
Group Head of Sales: Media and Events
+44 (0)7535 135116
katie@internationalhospitality.media

Jo Cox
Head of Marketing
+44 (0)7765 890972 +44 (0)20 8340 7989
joanne@internationalhospitality.media

George Sell
Editor-in-chief, IHM
+44 (0)7879 652447
george@internationalhospitality.media

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WHY GET INVOLVED?

Be part of the buzz! Meet, greet and network with 350+ hospitality leaders whilst increasing your brand visibility before, during and after the event.

Whether you're headlining as our platinum partner, sponsoring the drinks reception or award category, this is your opportunity to position the brand 'in lights' at the top industry event - you and your guests will have a night you won't forget!

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TESTIMONIALS

"The evening was amazing and it was so good to see the industry all together again. It was a huge honour to be part of that line-up and the response to winning has been pretty overwhelming.

***Kim Ashmore MIH**, Global Partnership Manager, ASAP*

"A brief note to congratulate you on putting on a fabulous event last week. Very well done for having the courage and inspiration to pull it off during these uncertain times.

***Tony Matharu**, CEO Blue Orchid Hotels*

2021 ATTENDEES

AKA Hotel Residences | Nomad | AHV Associates | Abode PR | Charles Hope | Stay Serviced Apartments | RES Harmonics | Avvio | Yays | The Ascott Limited | Homelike | The Apartment Service | Altovita | Corporate Housing Factory | Blue Orchid Hotels | ASAP | RMS | Zeevou | Google | PwC | Roomzzz | Cheval Collection | Bridgestreet | Reloquest | Colliers International | Saxbury | Furnished Quarters | Buying Business Travel | Oakwood | Under The Doormat | Dexter Moren Associates | Fidelity International | Lavanda | IMS | Quest Apartment Hotels | Staycity Group | Fusion Interiors Group | GHS Global Hospitality | Silverdoor Apartments and more...

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SPONSORSHIP PACKAGES

Benefits	Platinum Sponsor	Headline Sponsor	Gold Sponsor	Silver (pre or post drinks)	Silver Sponsor	Bronze Sponsor
The Serviced Apartment Awards 'in Association with'	✓	X	X	X	X	X
Branding on awards website	✓	✓	✓	✓	✓	✓
Branding displayed in ALL marketing communications	✓	✓	✓	✓	✓	X
Press release announcement of partnership inclusive of story on servicedapartmentnews.com	✓	✓	✓	✓	✓	X
Opportunity to distribute promotional material	✓	✓	X	X	X	X
Display 30 second brand video prior to awards commencing	✓	X	X	X	X	X
Display 30 second brand video prior to category award presentation	✓	✓	✓	✓	✓	✓
Opportunity to present award within sponsored category	✓	✓	✓	✓	✓	✓
Branding displayed on awards agenda	✓	✓	✓	✓	✓	X
Branding displayed on menu	✓	✓	✓	✓	✓	X
Digital branding throughout event	✓	✓	✓	✓	✓	X
Invite to hosted drinks prior to official drinks reception	✓	✓	✓	✓	✓	✓
Sponsorship of award category	x2	x1	x1	x1	x1	x1
Name check throughout evening by host	✓	✓	✓	✓	✓	✓
Exclusive interview with IHM (written, video or podcast options available)	✓	✓	✓	X	X	X
Social media support	✓	✓	✓	✓	✓	✓
Inclusion on Serviced Apartment News weekly newsletter	✓	✓	✓	✓	✓	✓
Pre event HTML to SAN database	x3	x2	x1	X	X	X
Post event HTML to SAN database	x3	x2	x1	X	X	X
Post event HTML to SA Awards attendees	✓	✓	✓	✓	✓	✓
Advertising banner on SAN homepage (prior to awards)	x4 weeks	x2 weeks	x2 weeks	x2 weeks	x2 weeks	x2 weeks
Advertising banner on SAN weekly newsletter (prior to awards)	x4 weeks	x2 weeks	X	X	X	X
Table for guests at awards	12 guests x2	12 guests x1	10 guests x1	10 guests x1	10 guests x1	5 or 10 guests*
Welcome address by sponsor during awards ceremony	✓	X	X	X	X	X
Sector exclusivity	✓	✓	X	X	X	X
Opportunity to offer a prize/promo gift, communicated via ALL marketing channels, pre, during and post awards	✓	✓	X	X	X	X
Priority location of table	✓	✓	✓	✓	✓	X
Discount on ALL advertising options available through International Hospitality Media channels (boutqieuhotelnews.com, shorttermrentalz.com, servicedapartmentnews.com)	50%	25%	20%	15%	15%	10%
Full GDPR compliant attendee contact list	✓	✓	✓	✓	✓	✓
Price point	**£25,000**	**£18,000**	**£15,000**	**£10,000**	**£8,500**	**£4,995** 5 guests* **£5,495** 10 guests*

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I/We confirm this contract to book a ☐ Platinum, ☐ Gold, ☐ Silver Plus, ☐ Silver, ☐ Category sponsorship package inclusive of all points listed overleaf.

I would like to secure sponsorship at the same pricepoint (securing against any future price rise) for ☐ 2023 ☐ 2024 ☐ 2025

☐ I confirm that I accept the terms and conditions listed after this booking form.

20% of the contract amount will be required upon sponsorship confirmation.

Bespoke packages tailored to your requirements and budget can be made available on request. Please contact Katie on the below for more details.

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

Signature:	Date:

Thank you for sponsoring SAAwards, please ensure you've completed all information fields. Thank you.

COMPLEMENT YOUR EVENT SPONSORSHIP WITH AN ONLINE PRESENCE...

Contact Katie to discover how to engage and extend your reach on **ServicedApartmentNews.com**

Katie Houghton
Group Head of Sales: Media and Events
+44 (0)7535 135116
Katie@internationalhospitality.media

MARKETING (NEXT STEPS)

Following confirmation of your booking, your online marketing campaign will start. To do this we require:

- High resolution logo in .eps and .png format
- Brief company description (50-70 words)
- Online links for your website, social media channels and hashtags

Please email to Jo Cox.

Jo Cox
Marketing Manager
+44 (0)7765 890972 +44 (0)20 8340 7989
joanne@internationalhospitality.media

SPONSORSHIP TERMS AND CONDITIONS

1. Definitions
For these terms and conditions the Awards organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Awards" means the event detailed online at servicedapartmentawards.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 thejurisdiction of the English Courts.

3. Cancellation of Awards
3.1 The Organisers reserve the right to postpone or cancel the Awards. In the event of a decision to postpone the Awards, 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 Awards 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 Awards 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 Awards and the benefits outlined in the Contract will be withdrawn, if any Awards 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. Compliance with local legislation
The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Awards is held.

6. Video rights, Licences and Electronic messages

6.1 From time to time, photographs and video recordings may be made at the Awards 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.

6.2 To the extent necessary to fulfil Serviced Apartment Summit Awards 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.

6.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving 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. Sponsor and their contacts should notify Marketing Manager, Rebecca Down as soon as possible should they not wish for their details to be shared. Full details of our privacy policy can be viewed on the website.

7. 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.

8. 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 Awards venue are at the Sponsor's own risk.

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