



# SERVICED APARTMENT AWARDS 2025

CELEBRATING 10 YEARS

Sheraton Grand,  
London Park Lane, Piccadilly,  
LONDON, 13 May 2025

**300+**  
*hospitality  
leaders from  
across the  
globe*

*Powered by:*

 **INTERNATIONAL  
HOSPITALITY  
• MEDIA**



**Serviced  
Apartment  
News**

## ABOUT THE EVENT - A NOTE FROM THE EDITOR



The Serviced Apartment Awards 2025 will be our 10th anniversary celebrating the very best in the global serviced apartment, aparthotel, and extended stay sectors. Each year we shine a light on innovation and excellence, at both individual and corporate level, and provide a fantastic opportunity for market leaders to connect.

Following a refresh of all criteria as well as updates across the categories, 2025 will see the addition of a new award:

- Best hotel with serviced apartments/branded residences

As usual, the Rising Star, Industry Inspiration, and Team of the Year awards will be voted for by the readers of Serviced Apartment News. The Outstanding Achievement award is selected by the SAN team. All other award categories will be judged by a panel of independent experts, including travel buyers, architects, journalists, investors and consultants.

Entry is free of charge and open to all operators, owners, and service providers working within the industry worldwide.

In addition to the new award, categories include:

- 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/exterior design
- Best interior design
- Best marketing/branding campaign
- Best use of social media
- Innovative use of technology
- Best flex rental operator
- Best intermediary
- ESG award – operator or property
- ESG award – supplier or service provider

The awards are presented at a black tie gala dinner in London. It's a brilliantly fun and entertaining evening - a real stand-out in the industry calendar - and an incredible opportunity to mingle with the best in class - be there!

*George Sell*

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## MEET THE TEAM



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## WHY GET INVOLVED?

Be part of the buzz! Meet, greet and network with 300+ hospitality leaders whilst increasing your brand visibility before, during and after the event.



**SERVICED  
APARTMENT**  
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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!

## TESTIMONIALS

“ Just a quick note to thank you for a great evening yesterday, a brilliant awards ceremony with a great atmosphere.

We look forward to entering next year!

*Alastair Mullens, Managing Director – Vertus*



“ Absolutely thrilled, overwhelmed and proud of the Destiny Scotland Team on winning the Serviced Apartment Award for best operator 51-200 rooms.

A great night with industry friends celebrating so many fantastic achievements.

Well done to all winners and everyone shortlisted this evening.

You rock.

*Sally Brading, Director, Destiny Scotland*

“ Marvellous event, worthy winners and great guests on our table. It was good to (re)connect with so many people.

*David Lawrenson, Sales Director, Silentnight Group*



## 2024 ATTENDEES

AES | Adagio Aparthotels | Adina Apartment Hotels | AHV Associates | AKA Hotel Residences | AltoVita | APML Estate | Ariosi | At Home Switzerland | Beach Retreats and Another Place | Benjamin West | Beyond Apartments & Aparthotels | Blue Moon Hotels Procurement | Central Belfast Apartments | Charles Hope Apartments | Check-In London | Cheval Collection | Ciel Capital | Citadines | CityStay | Cloud Apartments | Corporate Housing Factory | Cycas Hospitality | C1 Capital | D&D Property | Dexter Moren Associates | Donnini Apartments | edyn Group | Essa | Feel Discover Lda | Fidelity International | Firmdale Hotels | Frasers Hospitality | Fusion Interiors Group | Future of Hospitality Institute | GHS Global Hospitality | HoCoSo | Hostify | Hotel Analyst | HotelRez Hotels and Resorts | Hubbl | Hybrid Resi | IMS | International | ISAAP | James Hallam Insurance | JB Stay | JOI-Design Destiny Scotland | Lamington Group | La Salle Asset Management | Lowy Group | Mansley Serviced Apartments | My Getaways | numa Group | Oakwood | OrbiRelo | OWL Marketplace | Prem Group | ReloQuest | ResiCentral | Reside 3 Sixty | RMS Cloud | Room Space | Room to Reward | Roomzzz Aparthotels | room2 | Salto Systems | Silent Night Group | SilverDoor Apartments | Situ | SKyside | STAY | Supercity UK | SV Group | Synergy Global Housing | Supercity | The Arc Collection | The Ascott Limited | The Residence Apartments | Travel Intelligence Network | Urban Chic | Urban Creation | Urban Rest | Valore Property Services | Vertus | Viridian Apartments & Mura Living | Vision Apartments | Wilde Aparthotel | Wilton House Belfast | Your Apartment



## PREVIOUS SPONSORS INCLUDE





## SPONSORSHIP PACKAGES

Benefits	Headline Sponsor	Gold Sponsor	Silver (pre or post drinks)	Silver Sponsor	Bronze Sponsor
The Serviced Apartment Awards 'in Association with'	×	×	×	×	×
Branding on awards website	✓	✓	✓	✓	✓
Branding displayed in ALL marketing communications	✓	✓	✓	✓	×
Press release announcement of partnership inclusive of story on servicedapartmentnews.com	✓	✓	✓	✓	×
Opportunity to distribute promotional material	✓	×	×	×	×
Display 30 second brand video prior to awards commencing	×	×	×	×	×
Display 30 second brand video prior to category award presentation	✓	✓	✓	✓	✓
Opportunity to present award within sponsored category	✓	✓	✓	✓	✓
Branding displayed on awards agenda	✓	✓	✓	✓	×
Branding displayed on menu	✓	✓	✓	✓	×
Digital branding throughout event	✓	✓	✓	✓	✓
Invite to hosted drinks prior to the official drinks reception	✓	✓	✓	✓	✓
Sponsorship of award category	x1	x1	x1	x1	x1
Name check throughout evening by host	✓	✓	✓	✓	✓
Exclusive interview with IHM (written, video or podcast options available)	✓	✓	×	×	×
Social media support	✓	✓	✓	✓	✓
Inclusion on Serviced Apartment News weekly newsletter	✓	✓	✓	✓	✓
Pre event HTML to SAN database	x2	x1	×	×	×
Post event HTML to SAN database	x2	x1	×	×	×
Post event HTML to SA Awards attendees	✓	✓	✓	✓	✓
Advertising banner on SAN homepage (prior to awards)	x2 weeks	x2 weeks	x2 weeks	x2 weeks	x2 weeks
Advertising banner on SAN weekly newsletter (prior to awards)	x2 weeks	×	×	×	×
A premium table for guests (including champagne, closest to the stage + host visit to the table)	10 guests x1	10 guests x1	10 guests x1	10 guests x1	5 or 10 guests
Welcome address by sponsor during awards ceremony	×	×	×	×	×
Awards host to visit your table	✓	×	×	×	×
Opportunity to offer a prize/promo gift, communicated via ALL marketing channels, pre, during and post awards	✓	×	×	×	×
Discount on ALL advertising options available through International Hospitality Media channels (boutiquehotelnews.com, shorttermrentalz.com, servicedapartmentnews.com, urbanliving.news)	25%	20%	15%	15%	10%
Full GDPR compliant attendee contact list	✓	✓	✓	✓	✓
Price point	£19,995	£14,995	£12,495	£8,495	£5,995 5 guests £6,995 10 guests

## BOOKING FORM

### Serviced Apartment Awards Sheraton Grand, London Park Lane, Piccadilly, 13 May 2025, LONDON



I/We confirm this contract to book a ☐ Headline Sponsor - £19,995 ☐ Gold - £14,995 ☐ Silver pre/post drinks - £12,495 ☐ Silver - £8,495 ☐ Bronze - 10 guests £6,995 ☐ Bronze - 5 guests £5,995

I would like to secure sponsorship at the same pricepoint (securing against any future price rise) for ☐ 2025 ☐ 2026 ☐ 2027

☐ 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.

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.*

### CONTACT EMILY SAUNDERSON TO DISCUSS HOW YOUR BRAND CAN STAND OUT AT THE INDUSTRY EVENT OF THE YEAR.



#### Emily Saunderson

VP Commercial Partnerships, Hospitality  
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emily@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

Head of Marketing  
+44 (0)7765 890972  
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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 the jurisdiction 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 Sponsor 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 Organiser 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 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.



