

300+
*hospitality
leaders from
across the
globe*



SERVICED APARTMENT AWARDS 2026

14th May 2026

Location TBC

Powered by:

**INTERNATIONAL
HOSPITALITY
• MEDIA**

**Serviced
Apartment
News**



ABOUT THE EVENT – A NOTE FROM THE EDITOR



The Serviced Apartment Awards 2026 marks an exciting new chapter as we celebrate 11 years of recognising global excellence in the serviced apartment, aparthotel, and extended stay sectors. Over the past decade, the awards have become a benchmark of achievement and innovation, celebrating outstanding contributions from operators, individuals, and brands alike.

WHAT'S NEW IN 2026?

In 2026, we're evolving once again with refreshed criteria and updated categories designed to reflect industry trends and emerging excellence. This year sees the launch of 2 new categories:

- Best in-room supplier
- Best travel influencer

We will continue to spotlight trailblazers through our Rising Star, Industry Inspiration, and Team of the Year categories — voted for by readers of Serviced Apartment News. The Outstanding Achievement award will be hand-selected by the SAN editorial team. All other categories will be judged by an expert panel of independent industry leaders.

Entry remains completely free to all operators, owners, and service providers worldwide.

2026 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
- Best hybrid living concept (new)
- 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!

Eloise Hanson, Editor, Hospitality & Judge of the Serviced Apartment Awards
eloise@internationalhospitality.media
+44 (0) 7943 402874



MEET THE TEAM



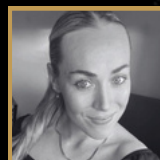
Eloise Hanson
Editor, Hospitality
Mob: +44 7943 402874
Email: eloise@internationalhospitality.media



George Sell
Editor, Living
Mob: +44 7879 652447
Email: george@internationalhospitality.media



Katie Houghton
VP Commercial Partnerships
Mob: +34 711 02 42 31
Email: katie@internationalhospitality.media



Meg Rapley
Marketing and events manager
Mob: +44 7375 675475
Email: meg@internationalhospitality.media

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.



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



"At City Pop, our mission is all about responding to guests' needs with smart, flexible solutions. We're excited to be part of the Serviced Apartment Awards—an event where industry peers gather to innovate, collaborate, and shape the future of serviced urban living."

Francesco Borgognoni, head of marketing and sales, City Pop

"

We sponsored the awards for the first time and it exceeded our expectations. I was impressed with the prominence of the brand pre / during and post, and it was a great way to celebrate with the team on one special night!

Alexander Kiteow, founder, Urban Chic



"

Proud to sponsor the Serviced Apartment Awards! At Mews, we're passionate about celebrating innovation and excellence in hospitality and this event was the perfect showcase. A fantastic evening connecting with operators, innovators and peers who are shaping the future of serviced living.

Pippa Danzelman, Head of Field Marketing - Northern Europe, Mews



2025 Attendees

201 Lyvn | Adina Germany Holding GmbH & Co. KG | Adina Hotels | AES | Agilysys | AHV Associates | AKA Hotel Residences + Hotel AKA | AltoVita | Ariosi | Ariosi Group | Associate Principal | Best Hospitality | Beyond Apartments & Aparthotels | Brydell Partners | Bumax Partners | BWH Hotels | By Mansley | C1 Capital Partners | Charles Hope Apartments | CIBT | Ciel Capital | Citadines | Cityus | como hotels | Como Hotels | Cooperate Housing | Cooperate Housing Factory | DH Apart Hotels | DKG DEVELOPMENT SA | edyn | essa consultancy | Executive Housekeeper | Experian | Flourish Properties | FUSION INTERIORS GROUP (FIG) | George Westwell | Guesty | Home.ly | Hospa | IHM | JLL | Keystone Law | LaSalle Investment Management | Livinc | Living Rooms | Maslow Capital | Maykenbel Properties | Mews | Mission - Net Zero | Monarch House | Nestor Stay | Pargue Days | PREM Group | PREM Hospitality | PREMIER SUITES | PREMIER SUITES Dublin | PREMIER SUITES Edinburgh | PREMIER SUITES Rotterdam | res:harmonics | RMS | Room to reward | Roomspace | Roomzzz | Savills | Sercasa | Short Term Rentalz | Silentnight | SilverDoor | Silverdoor | Staycity Aparthotels | Staycity Group | STR | Supercityuk | Synergy | Synergy Global Housing | TFE Hotels | The Ascott Limited | The Lowy Group | The Otherhouse | The Residence | Travel Intelligence Network | Urban Chic | Urban Rest | Vanity Group | Virgin Money | Viridian Apartments | Vonder Europe | Watergate Bay Hotel, Another Place Hotels, SeaSpace Hotels and Beach Retreats. | Wilde Aparthotels | YOSAA and Corporate Housing Factory | Yotel | Your Apartment | ZZZ Limited

aka.

citopop

MEWS



Room to
Reward



TFE hotels

The Residence



A Member of
Capitaland Investment

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VIRIDIAN
APARTMENTS

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



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 ☐ 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 KATIE HOUGHTON TO DISCUSS HOW YOUR BRAND CAN STAND OUT AT THE INDUSTRY EVENT OF THE YEAR

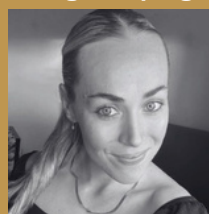
VP Commercial Partnerships
Mobile: +34 711 02 42 31
Email: katie@internationalhospitality.media



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 url links to your website and social media channels



Marketing and events manager
Mobile: +44 7375 675475
Email: meg@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.

