

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



# SERVICED APARTMENT AWARDS 2026

**May 11, 2026**

**HILTON LONDON BANKSIDE**

**SE1 0UG**

*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:

The Best in-room supplier and the Best travel influencer awards.

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

## 2026 CATEGORIES INCLUDE:

- Best in-room supplier (new)
- Best travel influencer (new)
- 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 interior design
- Best architecture/exterior design
- Best use of social media
- Best marketing/branding campaign
- Best flex rental operator
- Best hotel with serviced apartments or branded residences
- Innovative use of technology
- Best travel and accommodation partner
- ESG award - operator or property
- ESG award - supplier or service provider
- Rising Star
- Team of the Year
- Industry Inspiration
- Outstanding Achievement

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

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,  
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Head Judge, Serviced Apartment Awards  
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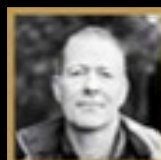


## MEET THE TEAM



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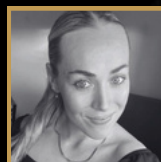
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## WHY GET INVOLVED?

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



Whether you're our headline sponsor, sponsoring the drinks reception or an award category, this is your opportunity to position your brand 'in lights' at the top industry event - you and your guests are promised 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*



## A selection of 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 | Corporate Housing | Corporate Housing Factory | DH Apart Hotels | DKG DEVELOPMENT SA | edyn | essa consultancy | 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 | Prague 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 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 | Watgate Bay Hotel, Another Place Hotels, SeaSpace Hotels and Beach Retreats. | Wilde Aparthotels | YOSAA | Yotel | Your Apartment | ZZZ Limited and more.

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MEWS



Room to  
Reward



TFE hotels

*The Residence*



A Member of  
Capitaland Investment

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APARTMENTS

## HEADLINE SPONSOR – £19,995 + VAT

- Branding on awards website and across all marketing communications
- Press release announcement of partnership, including story on servicedapartmentnews.com
- Opportunity to distribute promotional material at the event
- 30 second brand video displayed prior to the awards commencing
- 30 second brand video displayed prior to your sponsored category award presentation
- Opportunity to present an award within your sponsored category
- Branding featured on the awards agenda, menu, and throughout digital event materials
- Invitation to hosted drinks prior to the official reception
- Exclusive sponsorship of one award category
- Name check throughout the evening by the host
- Exclusive interview with IHM (written, video, or podcast format)
- Inclusion in the Serviced Apartment News weekly newsletter
- Two pre event HTML e-shots to the SAN database
- Two post event HTML e-shots to the SAN database
- One post event HTML e-shot to all Serviced Apartment Awards attendees
- Four week advertising banner on the Serviced Apartment News homepage prior to the awards
- Four week advertising banner on the SAN weekly newsletter prior to the awards
- Premium table for 10 guests (including champagne, located closest to the stage + host visit to your table)
- Welcome address delivered by sponsor during the awards ceremony
- Awards host visit to your table during the evening
- Opportunity to offer a prize or promotional gift communicated via all marketing channels, pre, during and post event
- 25% discount on all advertising options available through IHM titles (boutiquehotelnews.com, shorttermrentalz.com, servicedapartmentnews.com, urbanliving.news)
- Full GDPR-compliant attendee contact list post-event

## GOLD SPONSOR – £14,995 + VAT

- Branding on awards website and across all marketing communications
- Press release announcement of partnership, including story on servicedapartmentnews.com
- Opportunity to distribute promotional material at the event
- 30 second brand video displayed prior to your sponsored category award presentation
- Opportunity to present an award within your sponsored category
- Branding featured on the awards agenda, menu, and throughout digital event materials
- Invitation to hosted drinks prior to the official reception
- Exclusive sponsorship of one award category
- Name check throughout the evening by the host
- Exclusive interview with IHM (written, video, or podcast format)
- Inclusion in the Serviced Apartment News weekly newsletter
- One pre event HTML e-shot to the SAN database
- One post event HTML e-shot to the SAN database
- Two week advertising banner on the Serviced Apartment News homepage prior to the awards
- Premium table for 10 guests (including champagne, near the front of the room + host visit to your table)
- 20% discount on all advertising options across IHM titles
- Full GDPR-compliant attendee contact list post-event

# SPONSORSHIP PACKAGES

## SILVER SPONSOR (PRE OR POST DRINKS) – £12,495 + VAT

- Branding on awards website and across all marketing communications
- Press release announcement of partnership, including story on servicedapartmentnews.com
- Opportunity to distribute promotional material at the event
- 30 second brand video displayed prior to your sponsored category award presentation
- Opportunity to present an award within your sponsored category
- Branding featured on the awards agenda, menu, and throughout digital event materials
- Invitation to hosted drinks prior to the official reception
- Exclusive sponsorship of one award category
- Name check throughout the evening by the host
- Exclusive interview with IHM (written, video, or podcast format)
- Inclusion in the Serviced Apartment News weekly newsletter
- One pre event HTML e-shot to the SAN database
- One post event HTML e-shot to the SAN database
- Two week advertising banner on the Serviced Apartment News homepage prior to the awards
- Two-week advertising banner on the SAN weekly newsletter prior to the awards
- Premium table for 10 guests (including champagne, located close to the stage + host visit to your table)
- 15% discount on all advertising options across IHM titles
- Full GDPR-compliant attendee contact list post-event

## SILVER SPONSOR – £8,495 + VAT

- Branding on awards website and across all marketing communications
- Press release announcement of partnership, including story on servicedapartmentnews.com
- Opportunity to distribute promotional material at the event
- 30 second brand video displayed prior to your sponsored category award presentation
- Opportunity to present an award within your sponsored category
- Branding featured on the awards agenda, menu, and throughout digital event materials
- Invitation to hosted drinks prior to the official reception
- Exclusive sponsorship of one award category
- Name check throughout the evening by the host
- Exclusive interview with IHM (written, video, or podcast format)
- Inclusion in the Serviced Apartment News weekly newsletter
- One pre event HTML e-shot to the SAN database
- One post event HTML e-shot to the SAN database
- Premium table for 10 guests (including champagne, near the front of the room)
- 15% discount on all advertising options across IHM titles
- Full GDPR-compliant attendee contact list post-event

## BRONZE SPONSOR – £5,995; or £6,495 + VAT (10 pax)

- Branding on awards website and across marketing communications
- Opportunity to distribute promotional material at the event
- Opportunity to present an award within your sponsored category
- Branding featured on awards agenda, menu, and digital event materials
- Exclusive sponsorship of one award category
- Name check throughout the evening by the host
- Inclusion in the Serviced Apartment News weekly newsletter
- One post event HTML e-shot to the SAN database
- 5 attendee places with optional upgrade to table of 10 – cost of £6,495 + VAT
- 10% discount on all advertising options across IHM titles
- Full GDPR-compliant attendee contact list post-event

## CONFIRM YOUR SPONSORSHIP

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### LET'S CELEBRATE EXCELLENCE TOGETHER

The Serviced Apartment Awards are more than just a night of celebration, they are where the global hospitality and living sectors come together to recognise innovation, leadership and the people shaping the future of our industry.

As a sponsor, you'll not only align your brand with excellence but also gain unrivalled visibility, direct engagement with senior decision-makers and meaningful opportunities to build relationships that last long after the awards night.

### BE PART OF SOMETHING SPECIAL.

### BE PART OF THE SERVICED APARTMENT AWARDS 2026.



**CONTACT:**

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VP Commercial Partnerships

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A stylized signature of Katie Houghton in a light blue color.

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Entry submissions will open in December 2025 and close in April 2026. For more details, head to [www.servicedapartmentawards.com](http://www.servicedapartmentawards.com) or contact Eloise, head judge below.



**ELOISE HANSON**

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# 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.



