

**Serviced
Apartment**
Summit Americas

Corporate Housing
Extended Stay
Short Term Rentals

 **@servaptnews #SASAmericas**

**NEW YORK
APRIL 2019**

Sponsorship Prospectus

Now in its
4th year

80%
sponsorship
re-book rate

Powered by:



**INTERNATIONAL
HOSPITALITY**
• MEDIA

ABOUT THE EVENT – A NOTE FROM THE EDITOR



SAS Americas provides the best opportunity for you to engage in new partnerships, educate yourself on the latest trends and innovations and inform the industry on your business updates

SAS Americas is the only high level event that provides owners, operators, investors and service providers, a unique insight on the serviced apartment / corporate housing, extended stay, and short-term rental sectors.

Senior industry leaders gather from across the Americas to share their knowledge, and map the future of a sector which is evolving rapidly from the traditional corporate housing and extended stay models to encompass a broad spectrum of offerings to an equally broad customer base.

The event is firmly established as a key date in the industry Calendar. In 2018 the speakers featured 30+ CEO / board level industry leaders.

Doing business is easy with a bespoke range of solutions and suppliers, in a spirit of co-operation and a mutual quest for knowledge and improvement. The agenda always reflects the very latest developments affecting delegates, such as the short-term rental phenomenon and how traditional extended stay and apartments can co-exist and thrive alongside it, as well as the ever-present topics that form the bedrock of the industry: investment, distribution, marketing and branding.

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MEET THE REST OF THE TEAM



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WHY GET INVOLVED?

As a sponsor, you have the unique opportunity to demonstrate thought leadership as part of the agenda, whilst promoting your product or service to a quality, engaged audience.

The event provides unique access to leading real estate developers, owners, operators, brands, investors, bankers, advisors, lawyers, suppliers and other stakeholders. Offering your company the unique opportunity to do business whilst amplifying your connections and the reach of your product or service.

DIGITAL

 **4,200+**

@ServAptNews
#SASAmericas

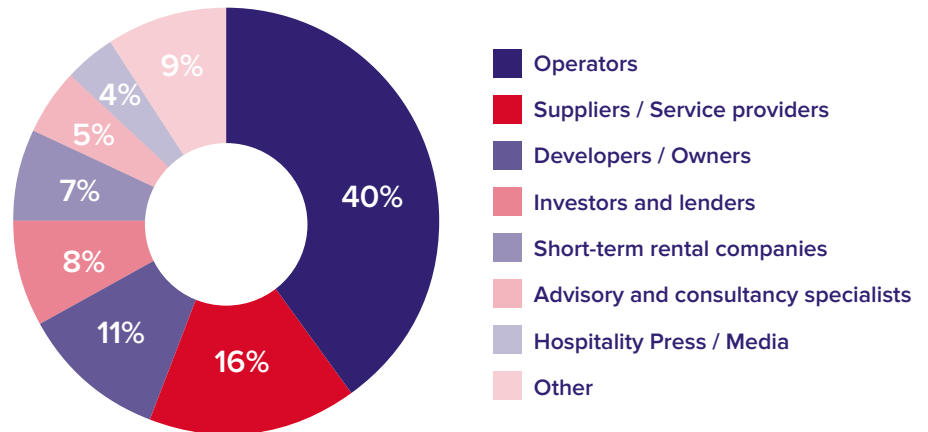
 **800+**

search: Serviced Apartment News

 **17,500+**

 **12,000+** visits per month

AUDIENCE PROFILE



TESTIMONIALS

“We’re watching maturity occur. Congratulations for the quality and depth and broadness of the speakers. There’s a wider group of journalists and a very active audience. That’s a good sign.”

– Sean Worker, CEO and president, BridgeStreet and Platinum Sponsor

“This is my third SAS Americas. Every year there’s a different conversation, a different reaction to what’s happening. The event feels very real time, there’s nothing stagnant about it. The conversations we had last year turned into the realities of this year – I wouldn’t miss this conference.”

– Lee Curtis, Co-CEO, RESIDE Worldwide and Platinum Sponsor

“It’s wonderful to be a part of it. This is our first time attending this event. It particularly caught our attention because of the companies that we do have a working history with – the event provides a good opportunity to maintain and expand relationships. We found it easy to connect and meet new people. The seminars were very informative.”

– Jason McHale and Veronica Rechul, Booking home partner manager and area manager, Booking.com

OVER 70% OF ATTENDEES ARE BUSINESS OWNERS, CEO'S TO C-LIST EXECUTIVES

Each year the Summit welcomes over 200 attendees from across the globe to its tours, networking drinks reception and conference. These include operators, developers, investors, lenders, service providers, speakers, rental companies, travel management companies and more.

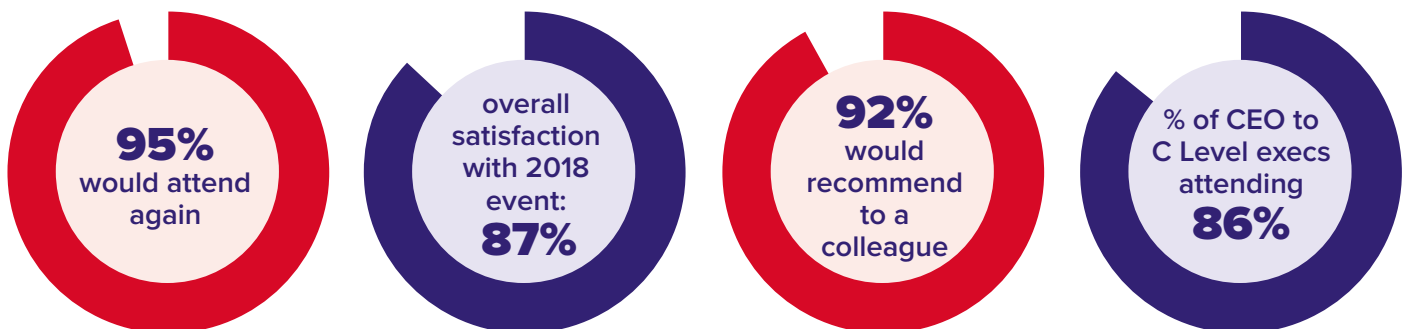
SELECTED SPONSORS / EXHIBITORS

Booking.com / Bridgestreet / Cheval Residences / Katten Law / AKA Residences / Software Answers / WW Stay / Avvio / TrustYou / Brera Serviced Apartments / VirtualKEY / Oakwood Worldwide / Azuma / Zenya / Nectar Furnished Apartments / IDeaS / Maxxton / Dharma Home Suites / Waterwalk Hotel Apartments / InTown Suites / The Highland Group / RESIDE Worldwide / Preferred Hotels and Resorts / Nomad Aparthotels / Hello Here

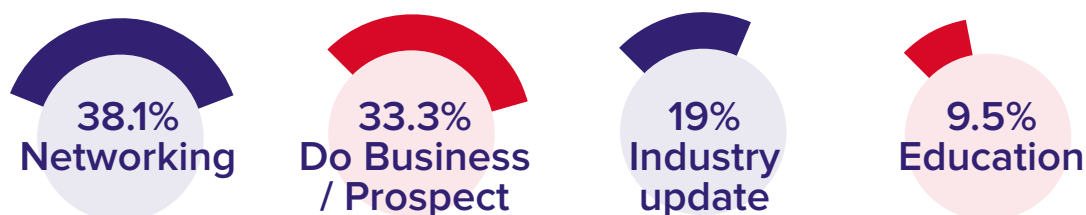
SELECTED ATTENDEES

Marriott Executive Apartment brands / Rented.com / Corporate Housing Providers Association / Corporate Stays / Extended Stay Americas / Colony Northstar / Met Life / Airbnb / Home Away / Oasis Collections / Brookfield / Home 2 Suites by Hilton / My Place Hotels / Aiana Capital / Premier Suites NY / Pandox AB / AirDNA / Fortress / wwStay / Scottish Development International / The Ascott Limited / Ur Home in Philly / Woodspring Hotels / Manilow Suites / ABODA and many more...

2018 ATTENDEE STATS

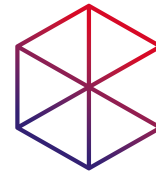


MAIN REASONS FOR ATTENDING



SPONSORSHIP PACKAGES

Serviced Apartment Summit Americas New York, April 2019



**Serviced
Apartment**
Summit Americas

We have a sponsorship package to suit every budget, with the opportunity to build a bespoke offering based on your goals.

| Benefits | Platinum Sponsor | Gold Sponsor | Silver Sponsor |
|--|------------------|-----------------|-----------------|
| Membership of the Serviced Apartment Summit Advisory Board | ✓ | X | X |
| Free registrations (including speakers if invited) | 6 | 3 | 2 |
| Logo placed on all primary marketing and promotional communications | ✓ | ✓ | ✓ |
| Recognition of type of sponsorship on Serviced Apartment Summit website, including link to Sponsors website, prior to the conference | PLATINUM | GOLD | SILVER |
| Company name listed on all official press releases | ✓ | ✓ | ✓ |
| Recognition signage as a type of Sponsor in General Session room | PLATINUM | GOLD | SILVER |
| Table space in Exhibit Room with high priority location | 3M X 2M | 2M X 2M | 2M X 2M |
| Recognition from podium of type of Sponsor during opening remarks | PLATINUM | GOLD | X |
| Logo in trade publication ads for Serviced Apartment Summit | ✓ | X | X |
| Reserved Sponsors area at conference lunch | ✓ | X | X |
| PR written and distributed to trade press | ✓ | ✓ | X |
| Discount on Serviced Apartment News advertising, 3 months prior and 3 months post event | 50% | 25% | 25% |
| Social media mentions | ✓ | ✓ | ✓ |
| Branding featured across all pre-event marketing activity ie emails, adverts. | ✓ | X | X |
| Advertisement on screens at event | x4 | x2 | x1 |
| Logo featured on promo materials at the event | ✓ | ✓ | X |
| Brand mentions on event app | ✓ | ✓ | ✓ |
| Price point | \$22,500 | \$16,000 | \$12,000 |

BOOKING FORM

Serviced Apartment Summit Americas New York, April 2019



**Serviced
Apartment**
Summit Americas

I/We confirm this contract to book a Platinum, Gold, Silver 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 2019 2020 2021
 I confirm that I accept the terms and conditions listed after this booking form.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Cocktail Reception Sponsor – \$7,500 (Inclusive of drinks) | <input type="checkbox"/> Delegate List Sponsor – \$3,000 |
| <input type="checkbox"/> VIP / Press Lounge Sponsor – \$4,500 | <input type="checkbox"/> Delegate Badges Sponsor – \$3,000 |
| <input type="checkbox"/> Business Card Swap Sponsor – \$3,750 | <input type="checkbox"/> Breakfast Sponsor – \$2,250 |
| <input type="checkbox"/> Coffee Area Sponsor – \$3,000 | <input type="checkbox"/> Delegate Lanyards Sponsor – \$2,250 (excludes production cost) |
| <input type="checkbox"/> Delegate Note Pads Sponsor – \$3,000 (excludes production cost) | <input type="checkbox"/> Delegate Pens Sponsor – \$1,500 (excludes production cost) |
| <input type="checkbox"/> Delegate Material Bags Sponsor – \$3,000 (excludes production cost) | |

Company Name:

Telephone:

Contact Name:

Email:

Position in Company:

Invoice Contact:

Address:

Postcode:

Signature:

Date:

Please complete and scanback to info@internationalhospitality.media

Make the most of your sponsorship package with an online presence too...

Contact Katie to discover how to engage and extend your reach on **ServicedApartmentNews.com**
Online rates start from £100



Katie Houghton

Head of Sales

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MARKETING (NEXT STEPS)

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

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



Bec Down

Marketing Manager

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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. 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.

7. Video rights, Licences and Electronic messages

7.1 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.

7.2 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.

7.3 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.

8. 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.

9. 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.