



INTERNATIONAL HOSPITALITY

• MEDIA

 @IntHospMedia #IHM

EXHIBITOR PROSPECTUS

ENGAGE • EDUCATE • INSPIRE • INFORM

Over
9,000
connections
made at each
event

80%
re-book for
each event

Combined
social following
of over
32k

LET US HELP GROW YOUR BUSINESS - 9 EVENTS SPANNING 4 CONTINENTS



ABOUT OUR EVENTS



The International Hospitality Media series of Summits are market leaders within growth areas of hospitality*. Beginning with the Boutique Hotel Summit, which was launched in 2011, we have expanded our conference and events offering to cover four continents across the year.

Now known as **Boutique and Lifestyle Hotel Summit** - to reflect the growth and evolution of the sector, BLHS is a thought-provoking educational and immersive event which brings together hoteliers, owners, investors, operators and service providers from across Europe. To complement the event we have recently introduced the **BoHo Guest Experience awards** – uniquely, winners are decided by the most important people in a hotel – the guests. Other initiatives include the boutique hotel tours, speed business card swap, drinks reception and hours of networking opportunities with a comprehensive conference agenda. This makes it the ideal platform for service providers to meet leading decision makers from independent hotels, large hotel groups, 'poshtel' and hybrid hotels and more.

The annual **Serviced Apartment Summit** was launched in London in 2013, and has quickly established itself as the serviced apartment, aparthotel and extended stay sectors' gathering of industry leaders. SAS has since launched Americas, and Middle East and Africa events (hosted in New York City and Dubai), to wide acclaim. In 2018 we launched the first Recharge in Amsterdam - a more intimate and interactive event which will move around European industry hotspots from year to year. Recharge 2019 will take place in Berlin. And we're also taking SAS to Asia for the first time, with a 2019 event in Bangkok, Thailand. All the Summits feature our signature ingredients - top class speakers, engaging tours and activities, numerous networking opportunities, and an exciting, co-operative atmosphere.

One of IHM's strengths is that we don't just help attendees interact– we drive engagement both on and offline in numerous ways for our audiences to do business. Our events, websites and e-newsletters, white papers, unrivalled social media following and partner status at many other quality industry events mean we have a constant dialogue and relationship with our audiences.

These include the Boutique Hotel News, Serviced Apartment News and Short Term Rentalz b2b websites, twice-weekly newsletters to our extensive databases, regular networking events, investor breakfasts, editors lunches, and hosting industry-leading awards. There are numerous ways to get your company in front of the people who matter.

IHM is the leading brand for you to engage in new partnerships, educate yourself on the latest trends and innovations, inspire and captivate our audiences through digital and direct means and inform the industry on your business updates. At IHM, we like to challenge the status quo and seek to do things differently.

George Sell

George Sell,
International Hospitality Media, Editor-in-Chief
george@internationalhospitality.media

* Boutique and lifestyle hotels are outperforming the wider hotel industry. A 2018 forecast performance by CBRE predicts that boutique and lifestyle properties are set to enjoy the greatest gains in RevPAR and ADR of any hotel strata, thanks to consumers increasingly demanding accommodation with unique offerings and character. Global serviced apartment inventory has passed the one million unit mark and grew by 23 per cent between 2016 and 2018, according to GSAIR2018.



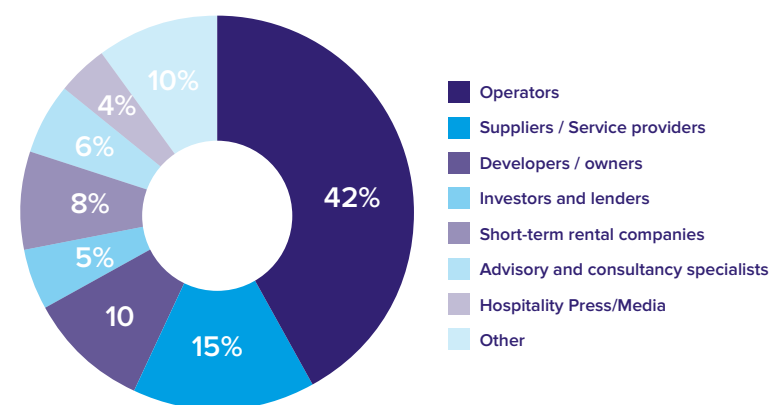
WHO ATTENDS

Exhibiting at our events provides you with the physical presence to engage with decision makers.

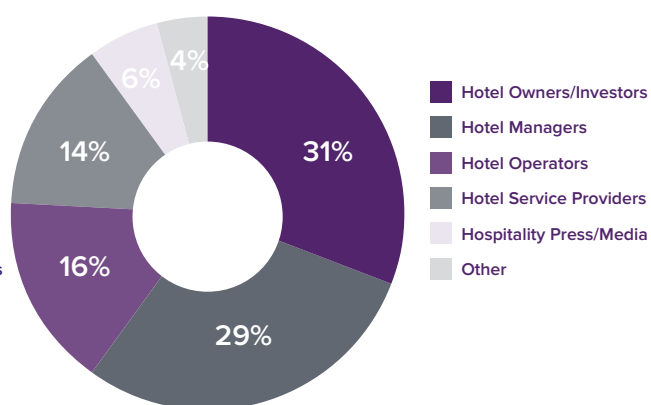
- ✓ Save time by 'meeting the industry all in one place'
- ✓ Raise your profile and showcase your products or services.
- ✓ Generate sales through a targeted audience of qualified decision makers
- ✓ Encourage a strong brand building environment via product demonstrations; master classes; conference and sponsorship opportunities
- ✓ Personal contact via face to face meetings
- ✓ An ideal opportunity to launch new products and services
- ✓ Quality market research opportunities and the ability to check and evaluate competition
- ✓ Media interaction and press opportunities
- ✓ The chance to overcome objections to purchasing decisions
- ✓ Educational opportunities to learn more about the sector and future industry trends

This is supported by our strong online and social media reach to add momentum to your offering before, during and after the event.

Serviced Apartment Summits and Awards



BoHoSummit to Boutique & Lifestyle Hotel Summit and Awards



"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

"I'm amazed. Every single speaker has been phenomenal. Meeting other hotel owners to share tips, and having access to service providers I wouldn't normally meet has been really good for me".

– Nikki Swart, co-owner, Rivonia B&B

"I see so much potential in this segment of the hospitality industry and events like the Serviced Apartment Summit help to further innovate and unlock the potential value".

– Marc Jongerious, co-founder and managing director, Zoku

"It really shows, as an industry, how much we have evolved in the last 4-5 years. We're here discussing about the industry and sharing ideas of what can make us bigger and better".

– George Westwell, director, Cheval Residences

"I thought the Summit was excellent and certainly confirmed in my mind that this is a sector that our client funds should be looking at very seriously".

– Shailendra Shah, associate director, investment, M & G Real Estate

A SELECTION OF PREVIOUS SPONSORS AND EXHIBITORS'



BOOKING FORM

Booking onto our events couldn't be easier.

An all inclusive price from £2,500 (+VAT where appropriate) gives you:

- 2x2m exhibition stand space
- Furniture including table, chairs, WiFi and power
- Access all areas delegate ticket
- Invitation to pre event drinks reception, speed business card swap (if applicable) and conference participation (if invited)
- Branding on event website: logo, short description and contact details
- Brand and company personnel highlighted in event app
- Discount for accommodation (up to one month prior to event)
- Discounted rate for additional attendees
- Social media announcements pre, during and post event

Secure your stand for 2020 and receive fixed exhibitor rate for advanced bookings for 2021 and 2022.

EXHIBITOR TIP: Maximise your sales leads pre, during and post event by taking advantage of our bespoke digital marketing campaigns to our highly engaged e-database(s). To discuss these opportunities, please contact Katie on the details below.

ORGANISER: International Hospitality Media Limited, 5 Technology Park, Colindeep Lane, London NW9 6BX

Serviced Apartment Summit ASIA, February, Bangkok	\$3,000 USD	2020	2021	2022
Boutique and Lifestyle Hotel Summit, May, London	£2,500	2020	2021	2022
Serviced Apartment Summit Americas, June, New York	\$3,000 USD	2020	2021	2022
Serviced Apartment Summit Europe, July, London	£3,000	2020	2021	2022
Serviced Apartment Summit MEA, September, Dubai, UAE	\$3,000 USD	2019	2020	2021

DETAILS OF APPLICANT Where applicable, all prices quoted above will be taken at the day's conversion rate.

Company / Business Address:

Contact Name:

Position:

Tel No:

Email:

Signature:

Date:

☐ I/we would like to apply for Exhibition stand(s) at the above event(s), with benefits including all of those listed above

At the prices shown (+VAT where appropriate), per exhibition. Total (in £):

Please note that all goods sold and all services supplied are sold / supplied subject to the Terms and Conditions of Supply, a copy of which is shown overleaf. You should read the conditions in full.

MARKETING (NEXT STEPS)

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

We will 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



Helena Mubiru

Marketing Executive

+44 (0)7817 510056

helena@internationalhospitality.media

WANT SOMETHING MORE BESPOKE?

Contact Katie to find out what our additional advertising could do you for business from as little as £100 +VAT.



Katie Houghton

Group Head of Sales: Media and Events

+44 (0)7535 135116

Katie@internationalhospitality.media

TERMS AND CONDITIONS

1. TERMS

The expression "the Organisers" whenever mentioned herein shall mean INTERNATIONAL HOSPITALITY MEDIA LIMITED. The expression "the Exhibitor" whenever mentioned herein shall mean any company, from or person who has applied for and been allocated any space at the Exhibition.

2. APPLICATION FOR THE ALLOCATION OF SPACE

Completion of the application form will constitute acceptance by the Exhibitor of these rules and regulations. Every effort will be made to allocate the space applied for, however, in order to facilitate an orderly layout to the Exhibition, the Exhibitor agrees to accept and pay for such space as may be allocated to him provided that it shall not be more than 10% greater or less than the area applied for.

The area allocated shall be the full extent of display areas available to the Exhibitor. Should any dispute arise as to the allocation of space, the decision of the Organiser is final, except that where the space allocated is more than 10% greater, or less than, that for which originally applied.

In the event of an Exhibitor giving written notice at any time prior to the Exhibition of the intention not to take possession of such space allocated to him, or in the event of failure by the Exhibitor to take possession of such space by the day prior to the opening of the Exhibition. The Organiser may deal with such space as it in its absolute discretion thinks, fit, without being under any liability to refund or abate any charge due here under except as provided in section 3 below.

3. CANCELLATION OF THE ALLOCATION OF SPACE

The Organiser reserves the right to cancel or accept cancellation of the booking and to apply the following cancellation charges where an Exhibitor cancels, or fails to make a payment on the due date.

Cancellation notice received:

Over Six months prior to commencement of the Exhibition 30% of contract value.

Over Three months prior to commencement of the Exhibition 60% of contract value.

Three months or less prior to commencement of the Exhibition 100% of the full contract value

In any event no deposit will be refundable. Any notice of cancellation must be forwarded by recorded delivery post.

4. PAYMENT

20% deposit of the stand value is to be paid on receipt of invoice

Any exhibitor booking space after 11 weeks before the show is due to start will be required to pay 70% of the total costs and bookings received after 8 weeks before the show is due to start will be required to pay the full amount for the space booked immediately. In the event of an Exhibitor becoming bankrupt or making a composition with his creditors for going into liquidation or being under the appointment of a receiver, the Organiser reserves the right to cancel any allocation of space without being under any liability to refund or abate any charges paid or due here under.

(4a)The company reserves the right to charge interest at a rate of 5% per month on any payment that has not been settled within the time specified and to invoice the client in advance in respect of any service to be provided by the company. Where any invoice is in dispute the company must be notified in writing within seven days of receipt of delivery of invoice.

5. EXHIBITOR REPRESENTATIVE

Each Exhibitor must name at least one person to be his representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorised to enter into such service contracts as may be necessary for which the Exhibitor may be responsible.

6. HOURS OF OPENING

The Exhibition will be open to visitors at advertised stated times each day, during which periods the Exhibitor undertakes to have his exhibits on display, in good order, adequately attended and not covered up. No Exhibitor shall have the right prior to the closing of the Exhibition to pack or remove articles on display without permission or the approval in writing by the Organiser.

7. STAND AND DISPLAY ARRANGEMENT

Exhibitors shall be so arranged as not to obstruct the general view, nor to hide the exhibits of others. Plans for specially built displays other than those constructed from the standard shell scheme must be submitted to the Organiser for approval before construction is ordered. Should any dispute arise as to the allocation of space, or as to the extent of any extra space deemed by the Organiser to be occupied by an Exhibitor beyond that allocated, the decision of the Organiser shall be final.

If in the opinion of the Organiser, the Exhibitors display extends beyond that area, the Organiser may at its sole discretion charge the Exhibitor for the extra space occupied at the prevailing rate. No display material exposing an unfinished surface to neighbouring stands will be permitted, The Organiser reserves the right to relocate the Exhibitor if it, in its absolute discretion, thinks it necessary in the best interest of the Exhibition.

8. REQUIREMENTS OF SUPERIOR AUTHORITIES

The Exhibitor shall at once comply with any requirements imposed on the Organiser by the proprietors or managers of the exhibition building or any municipal or other competent authority or written notice of such being to the Exhibitor by the Organisers.

All inflammable materials shall be fireproofed or otherwise processed against fire in accordance with the regulations for the time being in force and any statutory or local regulations or requirements to which the Exhibition may be subject the Organisers at least two weeks before the first day of build up, a list detailing the personnel who will be present on the stand, and the days on which each person is likely to be in attendance.

9. USE OF DISPLAY SPACE

Exhibitors agree not to assign or sublet any space allocated to them without written consent from the Organiser and not to display or advertise goods other than those manufactured or carried by them in the normal course of business. Sales by auction are prohibited, without the written permission of the Organisers.

10. UNDESIRABLE ACTIVITIES

If it appears to the Organiser that an Exhibitor may be engaged in activities which are deemed to be contrary to the best interests of the Exhibition or which appear unethical or to be in breach of the law, the Organiser may cancel any allocation of space which may have been made to the Exhibitor and require him forthwith to vacate any space allocated to him and refuse the Exhibitor the right to participate further in the Exhibition without being under any liability to refund or abate any charges due here under.

Canvassing for orders or for any purpose by any unauthorised person is strictly prohibited and in any such case the right of expulsion will at once be exercised. The distribution or display of printed or other placards, hand-bills or circular or other articles except by Exhibitors at their stands is prohibited.

TERMS AND CONDITIONS

11. LIMITATION OF LIABILITY

All warranties, conditions and other terms implied by statute or common law (except for the conditions implied by section 12 of the Sale of Goods Act 1979) are, to the fullest extent permitted by law, excluded from the contract between the Organiser and the Exhibitor ("Contract").

Nothing in these terms and conditions excludes or limits the liability of the Organiser for fraudulent misrepresentation or for any death or personal injury caused by the Organiser's negligence.

THE EXHIBITOR'S ATTENTION IS IN PARTICULAR DRAWN TO THE FOLLOWING PROVISIONS

The Organiser will not be liable to the Exhibitor in contract, tort (including but not limited to negligence), misrepresentation or otherwise for any economic loss of any kind (including but not limited to loss of profit, business, contracts, revenue or anticipated savings), any damage to the Exhibitor's reputation or goodwill, or any other special, indirect or consequential loss (whatsoever and howsoever caused) which arise out of or in connection with the Contract or its termination.

Subject to the preceding provisions of this clause 11, the Organiser's total liability in contract, tort (including but not limited to negligence), misrepresentation or otherwise arising in connection with the performance or contemplated performance of this Contract or its termination will be limited to an amount equal to the fees paid by the Exhibitor to the Organiser pursuant to the Contract.

12. INDEMNITY

The Exhibitor shall indemnify the Organiser in respect of all or any liability, loss, cost or expenses which might ensue from any cause whatsoever relating to the Exhibition and the Exhibitors participation in it, except where incurred or sustained by the Organisers as a result of any damage or injury caused by the official contractors appointed by the Organiser.

13. CANCELLATION OR TERMINATION OF EXHIBITION

In the event that the premises where the Exhibition is to be held shall, in the sole determination of the Organiser, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of fire, flood, tempest or any other such cause or as a result of government intervention, malicious damage, acts of war, strike, lock-out, labour dispute, riot or any other cause of agency over which the Organiser has no control or should the Organiser decide that owing to any such cause or agency it is necessary or advisable to cancel, postpone or re-site the Exhibition or reduce the planned period for preparation, display or dismantling the Organiser shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss direct or indirect arising as a result thereof. In the event that the Organiser decided to re-site the Exhibition to another venue for reasons other than already stated herein before, the Exhibitors unwilling to be re-sited at the new venue may cancel their application and receive a full refund provided that the Organiser shall not be liable for any consequential loss however so arising.

14. INSURANCE

The exhibitor shall take out and maintain at all times:

- Public liability insurance in respect of claims made against the exhibitor for bodily injury or damage to property for a limit of indemnity of no less than £2,000,000.

- Sufficient insurance to cover irrecoverable expenses in the event of cancellation and/or abandonment of the event for any reason beyond the exhibitor's control.

The Organiser shall be entitled to inspect the exhibitor's event insurance policy, which the exhibitor shall make available on request.

The organiser recommends that the exhibitor also takes out insurance to cover loss or damage to the exhibitors own property or property for which the exhibitor is responsible during the course of the event.

15. RESPONSIBILITY

If the Exhibitor fails to comply in any respect with the terms of this agreement, the Organisers shall have the right, without notice to the Exhibitor to offer said space to another exhibitor, or to use said space in any other manner, but shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

The organiser reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the Exhibition.

16. ELECTRIC LIGHTING AND POWER

Official contractors whose names will be included in the Service Manual will be appointed by the Organiser for electrical work on all stands.

Exhibitors will be responsible for settling accounts for their electrical work directly with the Contractor, A device may be illuminated but in this case the lighting must be still- not flashing - and any direct light there from shall be screened in such way as to avoid caused nuisance or discomfort to visitors and other Exhibitors. Electrical installations on stands of other exhibitors shall comply with the Regulations for Electrical Engineers and any statutory or local regulations or requirements to which the Exhibition may be subject.

17. SERVICE MANUAL

All Exhibitors will be provided with a Service Manual that will list details of the authorised contractors appointed by the Organisers. It will also contain specific regulations relating to the build up, breakdown and conduct of the Exhibition. The Exhibitor agrees to abide by these regulations.

18. EXHIBITOR PASSES AND CONTRACTORS PASSES

In order to ensure only official access to the Exhibition areas, all Exhibitors and their personnel, and all contractors will be issued with non-transferable passes. No admittance to the Exhibition areas will be allowed unless this pass is presented. Each Exhibitor will be required to provide to the Organisers at least two weeks before the first day of build up, a list detailing the personnel who will be present on the stand, and the days on which each person is likely to be in attendance.



*Providing an
inspirational
community to connect
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and events*



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E: info@internationalhospitality.media

T: +44 (0)20 8340 7989