

## EVENT PROSPECTUS

# URBAN LIVING FESTIVAL

7-8 JULY 2021  
LONDON

INCORPORATING:

**BOUTIQUE  
LIFESTYLE** +  
HOTEL SUMMIT



**Serviced  
Apartment**  
Summit Europe

**ENGAGE!**



HEADLINE SPONSOR

**NOMAD**  
APARTHOTELS  
travel. stay. enjoy.



IN PARTNERSHIP WITH



FESTIVAL PARTNER



SUPPORTING  
PARTENRS

TECHNOLOGY PARTNER



BREAKFAST  
SPONSOR

EXCLUSIVE STORAGE  
SOLUTIONS PARTNER



STAGE  
PARTNER

ENGAGE SPONSORS



Powered by:

**INTERNATIONAL  
HOSPITALITY  
• MEDIA**

the hoxton

T5 Strategies  
BUSINESS ARCHITECTS  
AND ADVISORS



**MONTY  
SPACE**

**BENIHANA**

[www.urbanlivingfestival.com](http://www.urbanlivingfestival.com)



# URBAN LIVING FESTIVAL 2021 connects the global community of contemporary hospitality and real estate ‘urbanites’ to collectively define the evolution of how and where we stay, live and work.

ULF welcomes urban innovators at the cutting edge of contemporary hospitality and real estate to explore the macro and micro drivers behind this growth and the challenges, opportunities and solutions in each market segment.

Changing demographics, social and economic drivers are fuelling investment decisions as investors put a greater focus on Urban Living asset classes. Curated with an intense focus on collaboration and debate, ULF brings CEO’s, ‘best of breed’ speakers, sponsors and service providers to collectively share best practice, network, map the industry’s future and do business within:

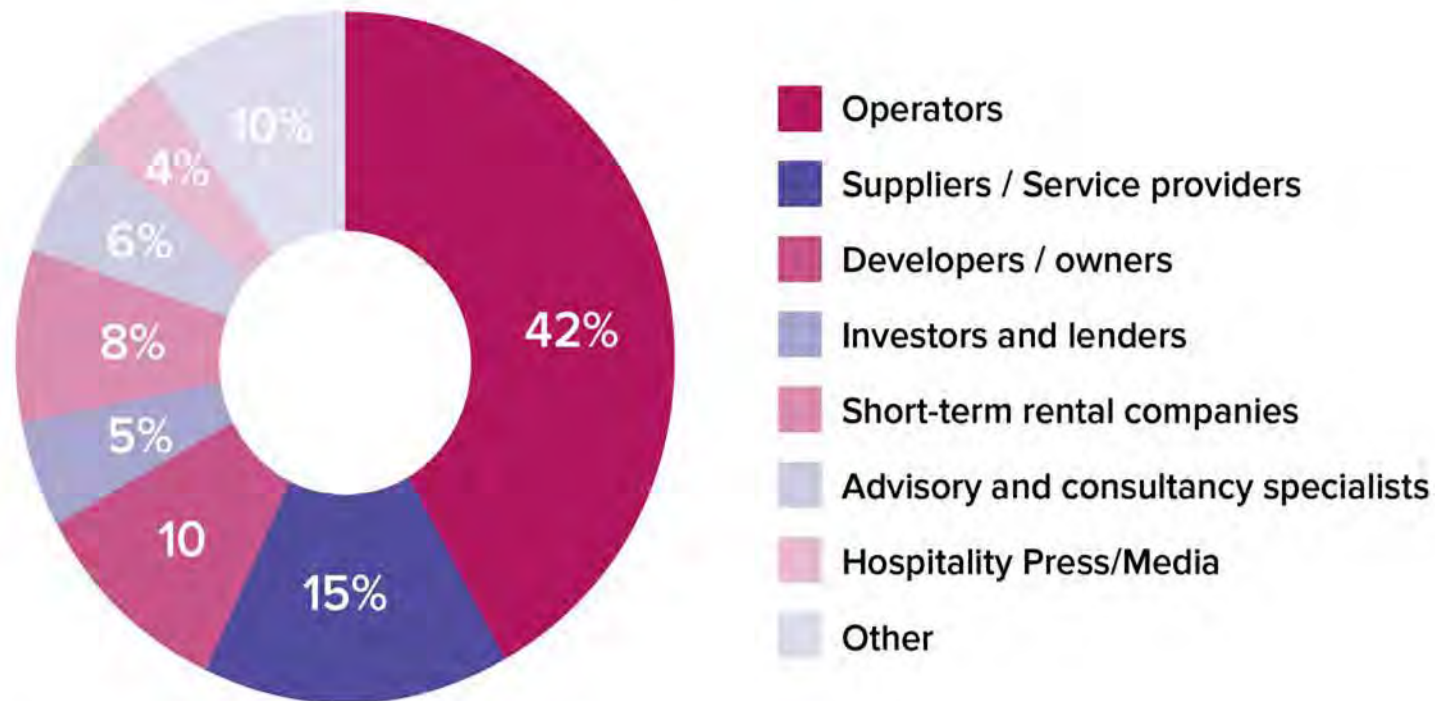
- Hotels and Serviced apartments
- Aparthotels / Extended stay hotels
- Hostels, Co-Living and Co-Working
- Build to rent (BTR) and Student accommodation
- Short Term Rentals
- Assisted Living
- ‘Healthy Buildings’, sustainability and wellness
- PropTech

Incorporating Boutique and Lifestyle Hotel Summit, Serviced Apartment Summit EU, and ‘ENGAGE’ - the corporate travel buyer forum, ULF places the spotlight directly on investment, development (supply), operating, brands, distribution and demand generators in the age of convergence.

## – Who attends?

- Government – central and local
- Investors/fund managers/charities
- Property companies
- Planning professionals
- Developers
- Academics
- Operators
- Landlords
- Designers/architects
- Economists
- Hospitality and real estate professionals
- Technology companies
- Corporate travel buyers
- Travel management companies
- Relocation companies

## – Serviced Apartment Summit Audience Profile



## – Headline Media Partner:



## – Media Partners:



DEVELOPMENT FINANCE | TODAY

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*“Having hosted numerous events within co-working, co-living, hostels, BTR, hotels and serviced apartment venues over the last few years, attendees are already witnessing the convergence of urban hospitality and real estate first-hand - it makes sense to bring everybody together for this unique experience of doing business.” Piers Brown, CEO International Hospitality Media*



Each year the IHM series' welcomes 1,000+ hospitality leaders from across the globe to its property tours, networking receptions, conferences and exhibitions. These include operators, developers, investors, lenders, service providers, travel management companies and more.

### – Selected Sponsors / Exhibitors and Attendees\*

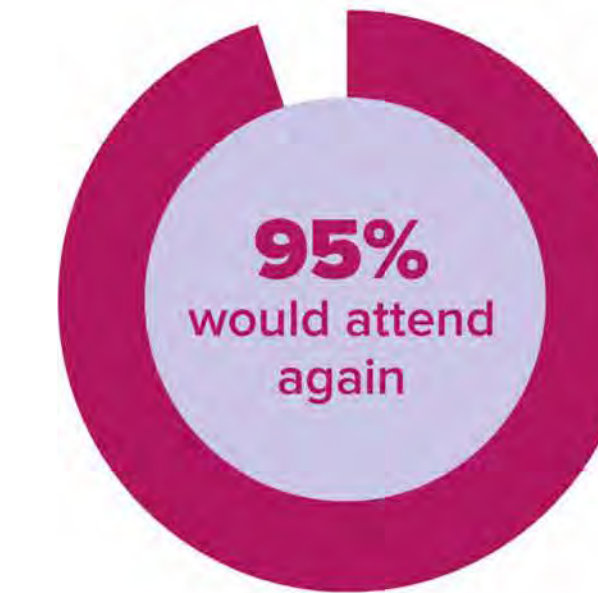
Booking.com / Bridgestreet / Cheval Residences / Katten Law / AKA Residences / RMS / WW Stay / Avvio / TrustYou / Expedia / VirtualKEY / Frasers Hospitality / Oakwood Worldwide / Azuma / Zenya / IDEaS / Maxxton / The Apartment Service / The Ascott Limited / InTown Suites / Quest Apartments / Igloo Home / Preferred Hotels and Resorts / Nomad Aparthotels / Hello Here / Staybridge Suites / Criton / Wyndham Hotels / Airbnb / letswork / The Collective / Zoku / Generator / MEININGER Hotels / STR / AllTheRooms / Red Roof / Native / Savills / JLL / Colliers International / SACO Apartments / Clink Hostels / Beds and Bars / HVS / Marriott Executive Apartment brands / Rented.com / ASAP / Corporate Stays / Expedia / 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 / Lanson Place / wwStay / Scottish Development International / Woodspring Hotels / ABODA / TPG / Patron Capital / APG / Westmont Hospitality / Cedar Capital / Catella / Domio / Convene / Lyric / Sonder / Crosstree / Starwood Capital / Lavanda / British Land / John McAlpine / WHY Hotel / A and O Hostels and many more...

\*Companies mentioned are those who have frequented at least one IHM event

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### – 2019 Attendee stats



### – Main reasons for attending





## – Selected Sponsors / Exhibitors and Attendees



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– Selected Sponsors / Exhibitors and Attendees



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# URBAN LIVING FESTIVAL

## 7-8 JULY 2021, LONDON

Sponsorship Benefits	Headline Sponsor	In Partnership With	Festival Partner	Technology Partner
Announced via all IHM news portals with link backs to sponsor website including representative quote	●	●	●	●
All access passes (entry to ULF + Engage)	x6	x4	x3	x2
Advisory Board participation (6 months prior to event)	●	●	●	
Invites to sponsors dinner	x2	x1	x1	x1
Exhibitor space within priority area; sponsor to have early access to floorplan	3x2	2x2	2x2	2x2
Opportunity to participate, host or lead a session	●	●		
Hyperlink and logo on Festival website	●	●	●	●
On-site press interview	●	●		
Discount on all digital marketing campaigns, 3 months prior to event	No cost (to the value of £3000)	50%	25%	
Branding on main stage and throughout Festival including bespoke event app	●	●	●	●
Access to event app at least 2 weeks prior to event to organise on-site appointments	●	●	●	●
Full attendee list including details supplied at least one week prior to event	●	●	●	●
Reserved sponsor seating in main room and during lunch	●	●	●	
Bespoke sponsor discount code created to invite existing or prospective clients	●	●	●	●
Opportunity to offer a 'prize' for the prize draw challenge	●	●	●	●
Social media support via LinkedIn, Facebook, Instagram and Twitter	●	●	●	●
Advert within festival guide	Full page	Full page	Half page	Half page
Opportunity for sponsor to include gifting/promo item in festival tote bags	●	●	●	●
HTML E-blast 3 months prior to festival (to the value of £1,500)	x2	x1		
Sponsor of all Tech lead sessions (branding included on presentation slides)				●
Discount on all digital sponsorship of ULF Webinar Series	x2 webinars included			
Discount on all digital sponsorship of a Podcast - x BHN, STrz and SAN	●	●	●	●
Sponsor to address attendees in main room	●			
	£20,000	£15,000	£12,500	£10,000





# URBAN LIVING FESTIVAL

## 7-8 JULY 2021, LONDON

### – Booking Form

I/We confirm this contract to book a ☐ Headline sponsor, ☐ In partnership with, ☐ Festival partner, ☐ Technology partner 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 ☐ 2022 ☐ 2023

☐ Exhibitor Space - £3,500 including 2m by 2m stand (including basic furniture/power), 2 x tickets to ULF (excludes Engage), Logo on website, Logo in festival guide, Access to event app

### – Additional Sponsorship Opportunities

- Branded experience or entertainment sponsor – **£POA**
  - Chill out' area/co working pods – **£6,000**  
*inclusive of unbranded seating, £5,000 excludes seating*
  - VIP / Press Lounge Sponsor – **£5,000**
  - 'Unlock the neighbourhood' fireside talk sponsors (Day One) – **£5,000**
  - Networking App sponsor – **£4,000**
  - Music Partner/on-site DJ – **£4,000**
  - Breakfast Sponsor – **£3,500**
  - Social media twitter sponsor – **£3,000**
  - Business Card Swap Sponsor – **£3,000**
  - Charging Station Sponsor – **£3,000**
  - Coffee Area Sponsor – **£3,000**
  - Material Bags Sponsor – **£3,000**  
*(excludes production cost)*
  - Badges Sponsor – **£3,000**
  - Note Pads Sponsor – **£3,000**  
*(excludes production cost)*
  - Delegate List Sponsor – **£3,000**
  - Delegate Lanyards Sponsor – **£3,000**  
*(excludes production cost)*
  - Delegate Pens Sponsor – **£2,000**  
*(excludes production cost)*
  - Session sponsor – **£2,000** (up to 4 available)
- Other options on request**

Signature:

Date:

Thank you for sponsoring URBAN LIVING FESTIVAL, please ensure you've completed all information fields.

Company Name:	Telephone:
Contact Name:	Email:
Position in Company:	Invoice Contact:
Address:	
	Postcode:

☐ I confirm that I accept the terms and conditions listed after this booking form.

# URBAN LIVING FESTIVAL 2021

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# URBAN LIVING FESTIVAL 2021

### Complete your event sponsorship with an online presence...

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



Katie Houghton, Group Head of Sales: Media and Events  
+44 (0)7535 135116  
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 or png format
- Brief company description (50-70 words)
- Online links for your website, social media channels and hashtags



Jo Cox, Marketing Manager  
+44 (0)7765 890972 +44 (0)20 8340 7989  
joanne@internationalhospitality.media



# – 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 “Festival” means the event detailed online at <http://www.urbanlivingfestival.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 festival. In the event of a decision to postpone the festival, 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 festival 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 Festival 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 Festival and the benefits outlined in the Contract will be withdrawn, if any Festival 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 Festival venue before the exhibition portion of the Festival 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 Festival 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 Festival’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 indemnified shall take reasonable steps to mitigate the same.

All items or property that are brought to, displayed at, and removed from, the Festival venue are at the Sponsor’s own risk.

**10. If Guesty representatives travelling from outside the UK, are unable to attend ULF 2021 due to travel restrictions and IHM is informed at least 7 working days prior to the event, the cost paid will be refunded, deferred or apportioned elsewhere within the IHM portfolio without charge and based on client instructions.**