

# URBAN LIVING FESTIVAL 2025

STAY • LIVE ▶ WORK

Spark your innovation, challenge your perspective at the festival of ideas - welcome to the only leadership and investment event for urban innovators and investors to collectively define the future of how and where people stay, live and work.

24-25 SEPTEMBER 2025  
LONDON



- Build to rent
- Coliving
- Flex workspace
- Hospitality - Serviced apartments, Hotels, Branded residential
- Later Living
- PBSA
- Short Term Rentals

“A zillion times better than a lot of the other conferences out there. Not only was the ‘vibe’ better, but it was masterfully put together and executed.”

*Nadia Milligan,  
Partner, Keystone Law*

[urbanlivingfestival.com](https://urbanlivingfestival.com) #urbanlivingfestival

Powered by:  
INTERNATIONAL HOSPITALITY MEDIA

The Urban Living Festival (ULF) focuses on the future of global urban living, addressing trends and innovations in residential, hospitality, and mixed-use real estate sectors. It brings together senior professionals, investors, developers, owners, operators, policymakers and service providers to shape the future of:

- **City living trends:** Coliving, build-to-rent, PBSA, and later living.
- **Hospitality concepts:** Lifestyle hotels, serviced apartments, extended stay, branded residences, hybrid accommodation, short term rentals and flex work.
- **Sustainability:** Urban development practices, green technologies, and community well-being.
- **Technology and innovation:** Smart cities, proptech solutions, digital transformation in real estate and hospitality.

The Urban Living Festival places a unique focus on the increasing blurred lines of staying, living and working across hospitality and real estate in urban environments.

## Why you should get involved in ULF 2025

ULF is the ultimate event to connect with industry leaders, bringing together innovators and decision-makers under one roof. It's your chance to connect, collaborate, and position your business at the forefront of this dynamic sector.

- **120+ visionary speakers** sharing insights and sparking innovation.
- **50+ sessions** covering key trends and challenges across urban living.
- **Every market covered** within the thought leadership breakouts, including BTR, PBSA, coliving, later living, flex workspace, hotels and hospitality, and short-term rentals.
- **275+ influential attendees** for impactful networking and business opportunities.
- **Exclusive property tours** showcasing cutting-edge developments on day 1.
- **Urban Living Impact Awards** celebrating excellence - free to enter.



From exploring new ideas to building meaningful connections, ULF is the definitive stage to drive your business forward.

“



“I’m excited about ULF 2025 and curating an agenda that stands out due to its unique focus on the blurring boundaries between real estate sectors and addressing the intersections of living, working, and hospitality. The format allows us to deliver detailed and sharply focused content across a wide range of asset classes. The agenda will remain timely and relevant, addressing the issues that truly matter. The event also promises unparalleled opportunities for networking and learning, making it a must-attend for anyone connected in the future of urban living.”

“We are also thrilled to be hosting the Urban Living Impact Awards, for the second year - recognising those really making an impact ”

*George Sell, Editor-in-Chief at International Hospitality Media*

**Be where the future happens – get involved in ULF 2025!**

## MEDIA PARTNERS



## THE MARKET

### • Investor Interest in the Living Sector

Within a decade the living sectors will become the world's most investible asset class with €23 billion heading for European living sectors by 2028. [Knight Frank]

### • Urbanisation

The proportion of the world's population living in urban areas is projected to increase from 57.34% (World Bank) today to 68% by 2050. [United Nations]

A lack of new supply is the key theme for the global living sector in 2025 and beyond. Urban population growth will continue to drive demand for housing. [CBRE 2024]

The value of UK living sectors is predicted to rise to £470bn by 2029 if supply shortfalls are addressed, according to a research by BNP Paribas Real Estate.

## DID YOU KNOW?

- It is predicted that £102billion will be invested into the BTR sector by 2028 [UK - Knight Frank 2024]
- 51% of European investors plan to be active in the coliving sector, making it the joint third most invested-in living asset class, alongside later living, but behind BTR and PBSA. [UK/Europe - Savills 2024]
- According to data from Knight Frank, the UK market for PBSA is set to grow significantly, hitting a value of £104 billion by 2028.
- A recent survey, anticipated the UK flex office market will grow to 54% of total office space by 2030. [UK infinitSpace, 2024]
- The global hotel industry's revenue is expected to grow by \$85.5 billion between 2024 and 2029, reaching a peak of \$511.91 billion in 2029. [Statista]
- The vacation rental/short term rental market is expected to generate a revenue of US\$100.20bn in the world in 2024. [Statista]

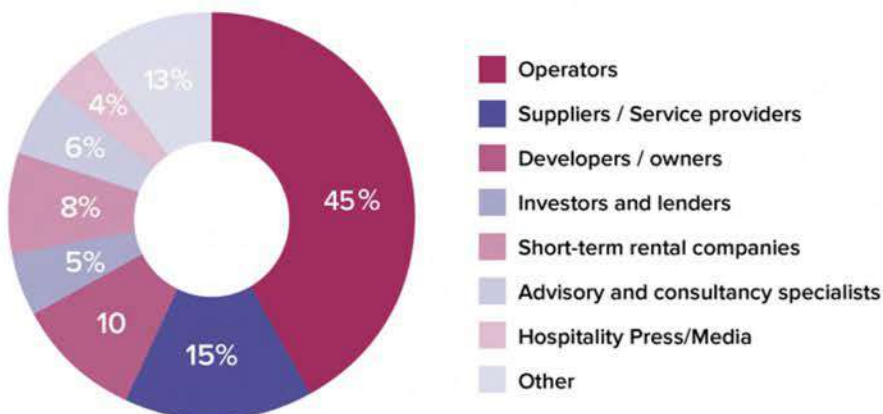
## WHO ATTENDS?

The Urban Living Festival 2025 will be the fifth annual event, designed to unite leaders from the rapidly growing urban living sector of the real estate industry. It offers a unique platform for learning, sharing best practices, and shaping the future of the sector.

### Types of attendee include:

- Operators and brands
- Owners and developers
- Corporate and HNWI hospitality and real estate investors
- Bankers, private equity funds and other lenders
- Advisory and consultancy specialists
- Real estate brokers
- Real estate support services
- Architects and designers
- Lawyers
- Travel management companies
- Suppliers / Service providers
- SME and corporate travel buyers

### Urban Living Festival Audience Profile:



## Page 2. URBAN LIVING FESTIVAL [ULF] 2025

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.

## SOME OF THE COMPANIES REPRESENTED AT 2024 URBAN LIVING FESTIVAL INCLUDE;

AENDRE | Airbnb | AHV Associates | AIGAB | Amro Partners | AMN Architects | Apache Capital | ARC Club | Ascend Properties | Assael Architecture | Ask4 | Beaufort Capital Management | Beyond Apartments & Aparthotels | Bidwells | Birchgrove | Blackbird RE | Bob W | BNP Paribas Real Estate | Blueground | Built Asset Management | Canary Wharf Group | Cascade Communications | Cast Consultancy | Ciel Capital | Citra Living | CityHub | Coliving Ventures | Commercial Acceleration | CompassRock International | Considerate Group | Conscious Coliving | Courtier Capital | Cushman & Wakefield | Dandara Living | Dominic Grace Advisory | EQ Group | Etude Agency | Eversheds Sutherland | eviivo | Feel Porto | Flexible Space Association | Fladgate | Frasers Hospitality | Gateley Capitus | Global Apartment Advisors | Greystar | Harris Associates | Hewn | Hilltop Hospitality Advisors | HomeViews | Homes For Students | IMS Connect | Institute of Hospitality | Investec Bank | IRIS | Iterum | JCR advisors | KindHaus | Knight Frank | Konta Partners | Kooky | Lamington Group | Legal & General Suburban BTR | Lendlease | Lifestyle Hospitality Capital | Limitless | Lloyds Banking Group | LOFT | Matt PR | Mews | Monogram Living | Native Group | Orega | PeoplePlacesSpaces | Pinsent Masons | Placefirst | Plus X Innovation | POHA House | Praxis | PriceLabs | Pro-Invest Group | Quendoo | ReLiving | Realstar Corp | Remotelock | Riverstone | SAY Property Consulting | Shared Voice | Shoosmiths | Smart City Policy Group | Softbank Robotics | Spaces to Places | STR | StuRents.com | SUSU | Sykes Holiday Cottages | The Association for Rental Living (ARL) | The Bartlett Real Estate Institute | The Business Travel Association (BTA) | The Class Foundation | The Parkane Group | The Property Marketing Strategists | The Social Hub | TREASURESTS Hospitality GmbH | UK STAA | UKGBC | Untold Living | Urban Chic | Urban Land Institute | Urbanist Architecture | VALO Hotel&Work | Vertus | VervLife | Village Hotels | Virdee | Wheelhouse | YOSAA

## 2024 ATTENDEE STATS

90%

would attend again

100%

would recommend attending to a colleague

90%

rated the quality of the content as excellent

“

"Thanks so much for putting on such a friendly and welcoming event."

*Deenie Lee, co-founder, The Property Marketing Strategists*

## THE TOP 3 REASONS FOR ATTENDING IN 2024

- Making New Business Contacts
- Increasing Brand awareness/personal profile
- Learn more about the market and future trends

80% of the audience surveyed were really satisfied that their objectives were well met during the festival!

\*Statistics taken from a post event survey sent to all attendees, sponsor, exhibitors and speakers.

# 2024 SPONSORS AND SUPPORTING PARTNERS

## FESTIVAL PARTNERS



## LEGAL PARTNER



## GUEST TECHNOLOGY PARTNER



## FURNITURE PARTNER



## NETWORK AREA SPONSOR



## BADGE SPONSOR



## SUPPORTING PARTNERS



“

"My compliments to you and your team for curating an event with an exceptionally wide range of content - great idea to have break out areas by asset category."

*Ami Kotecha, co-founder & president, Amro Partners*

“

"A brilliant event in an interesting location, bringing together a wide variety of businesses and organisations from across the real estate sector – a brilliant networking opportunity packed with insightful panels and talks from across a range of disciplines in the built environment."

*Oliver Hazell, associate director, Cavendish*

# SPONSORSHIP PACKAGES

Sponsorship Benefits	Headline Sponsor	Festival Partner	Tech Innovation Partner	Hotels+Hospitality/ BTR/PBSA/Co-Living/ STR/Later Living Partner
Press announcements across the IHM network, including quote from sponsor	✓	✓	✓	✓
VIP passes	X8	X4	X2	X2
Advisory board participation x1	✓	✓	✓	✓
Invite to sponsors dinner	X3	X1	X1	X1
Priority exhibitor space	3X2m	2x2m	1x2m	1x2m
Opportunity to participate, host or lead a session	✓	✓	✓	✓
Invite to attend all venue tours and drinks reception	✓	✓	✓	✓
Branding, links and logo on website	✓	✓	✓	✓
On-site press interview	✓	✓	✓	✓
Discount on all digital marketing campaigns	No cost to the value of £3,000, 50% thereafter	50%	25%	25%
Branding on main stage and around event	✓	✓	✓	✓
Branding on digital guidebook + early access	✓	✓	✓	✓
Attendee list (inclusive of email/phone number) 1 week prior to event	✓	✓	✓	✓
Guest tickets	X12	X6	X4	X4
Prize for activation during event	✓	✓	✓	✓
Social media support	✓	✓	✓	✓
HTML email	X3	X1	X1	X1
Sponsor to address attendees in main room	✓	X	X	X
Branding on Tech led sessions and/or Tech Hub branding	X	X	✓	✓
Access to VIP Area	✓	✓	✓	✓
<b>Price</b>	<b>£19,995</b>	<b>£12,995</b>	<b>£9,995</b>	<b>£7,995</b>

“

"It was an excellent event and I enjoyed hearing from the other living sectors and how they are managing the operational aspects of their business, there are so many overlaps with later living."

*Anne-Marie Nicholson, CEO, AMN Architects*

“

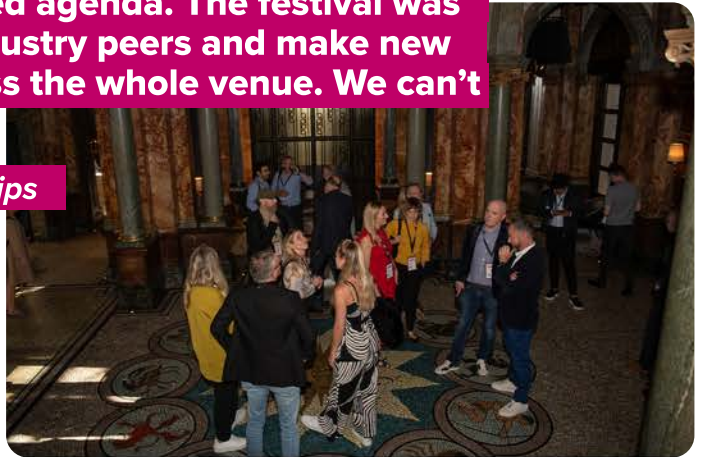
"The Urban Living Festival was excellent and a real credit to everyone at IHM. The panel sessions were amongst the most engaging I've attended and the content really enlightening and informative. I felt like I came away from the panel sessions having learnt more and having been made to think more than in many other similar forums. The quality and stature of the speakers / panel members was also excellent. Definitely an event I'll be looking to attend again next year – and have fed back very positively to my colleagues in the studio."

*Antony Stivala, EPR Architects, Project Director*



**“LOFT was excited to be the official furniture partner for the Urban Living Festival this year. The Urban Living team really understands what makes a successful and valuable event, and this year’s festival was no exception. The networking opportunities were fantastic, with the whole industry coming together in one space to engage in thought-provoking, topical panel sessions and an expertly curated agenda. The festival was the perfect environment to catch up with industry peers and make new connections, and there was a real buzz across the whole venue. We can’t wait for next year!”**

***Aimee Bessant, LOFT, Head of Events and Partnerships***



**“Really good because it is so niche to hospitality and flexible space, all talks interesting and topical, the venue was cracking and the organisation flawless!”**

***Giles Horwitch-Smith, RES:Harmonics, Founder & CEO***



# URBAN LIVING FESTIVAL

24-25 September 2025  
London

I/We confirm this contract to book a  Headline Sponsor,  Festival Partner,  Tech Innovation Partner,  Stream Partner sponsorship package

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- |  |  |
|--|--|
| <input type="checkbox"/> Entertainment/DJ sponsor - £5,000                     | <input type="checkbox"/> Chill out zone - £2,5000                                |
| <input type="checkbox"/> Networking app sponsor - £5,000                       | <input type="checkbox"/> Roundtable/workshop sponsor - £2,000 (inc refreshments) |
| <input type="checkbox"/> VIP lounge sponsor - £5,000                           | <input type="checkbox"/> Drinks reception host venue or sponsor - £POA           |
| <input type="checkbox"/> Breakfast sponsor - £3,500                            | <input type="checkbox"/> Phone charging sponsor - £POA                           |
| <input type="checkbox"/> Lanyard sponsor - £3,500 + supply of branded lanyards | <input type="checkbox"/> Furniture sponsor - £POA                                |
| <input type="checkbox"/> Lunch sponsor - £3,500                                | <input type="checkbox"/> Stage set sponsor - £POA                                |
| <input type="checkbox"/> Badge sponsor - £3,000                                | <input type="checkbox"/> Venue branding options - £POA                           |
| <input type="checkbox"/> Coffee sponsor - £3,000                               |  |
| <input type="checkbox"/> Gaming zone - £3,000                                  |  |
- 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.

### Complete your event sponsorship with an online presence



Piers Brown  
CEO  
+44 (0)7918 185840  
+44 (0)20 8340 7989  
piers@internationalhospitality.media



Katie Houghton  
VP Commercial Partnerships, Hospitality  
+34 711 02 42 31  
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, svg, ai and png format
- Brief company description (50-70)
- Online links for your website, social media channels and hastags



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



# EXHIBITOR OPPORTUNITIES

## 2X2 METER EXHIBITOR SPACE + BRANDED BACK WALL BRANDING

Includes tressel table, 2 chairs, power and wifi as standard.  
Brand on website and event app.

**Price: £4,495**



## 3X2 METER EXHIBITOR SPACE + BRANDING BACK WALL BRANDING

Includes tressel table, 2 chairs, power and wifi as standard.  
Brand on website and event app.

**Price: £4,995**



## 2X2 METER EXHIBITOR SPACE ONLY

Includes tressel table, 2 chairs, power and wifi as standard  
\*Further options to upgrade and brand the space will be available and our operations team will be in contact before the event to discuss.  
Brand on website and event app.

**Price: £3,995**

## 3X2 METER EXHIBITOR SPACE ONLY

Includes tressel table, 2 chairs, power and wifi as standard  
\*Further options to upgrade and brand the space will be available and our operations team will be in contact before the event to discuss.  
Brand on website and event app.

**Price: £4,495**



## FULLY BUILT STAND SOLUTIONS AVAILABLE UPON REQUEST

Brand on website and event app.

**Price: £POA**



# URBAN LIVING FESTIVAL

24-25 September 2025  
London

I/We confirm this contract to book a:

- 2x2 Meter exhibitor space + back wall - £4,495
- 3x2 Meter exhibitor space + back wall - £4,995
- 2x2 Meter exhibitor space only - £3,995
- 3x2 Meter exhibitor space only - £4,495
- Fully built stand solutions - £POA



“

“A great space, well laid out and highly interactive.”

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.

## Complete your event sponsorship with an online presence



Piers Brown  
CEO  
+44 (0)7918 185840  
+44 (0)20 8340 7989  
piers@internationalhospitality.media



Katie Houghton  
VP Commercial Partnerships, Hospitality  
+34 711 02 42 31  
katie@internationalhospitality.media

## MARKETING (NEXT STEPS)

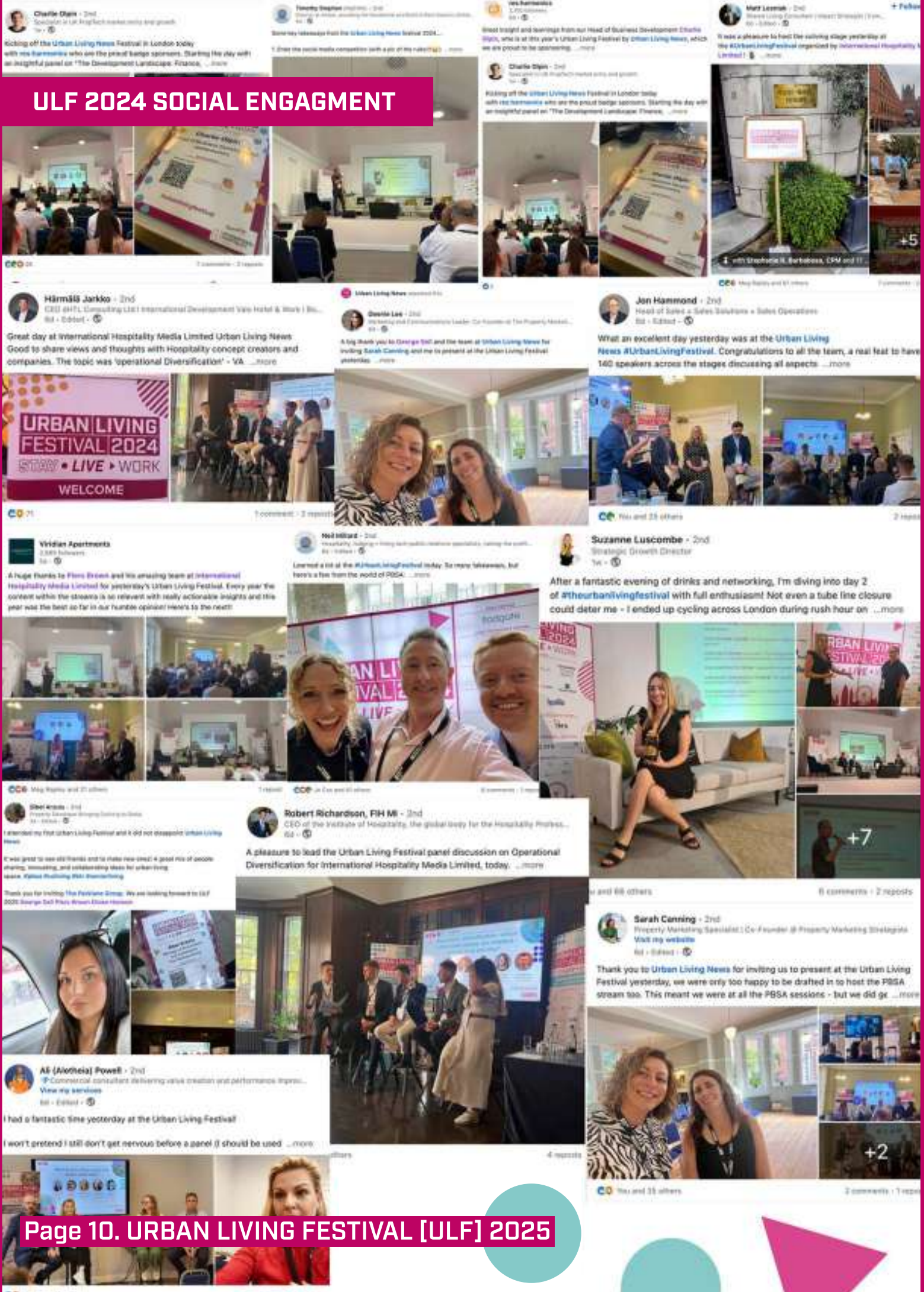
Following confirmation of your booking, your online marketing campaign will start. To do this we require:

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



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

# ULF 2024 SOCIAL ENGAGEMENT





# 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, solely and strictly in accordance with the Sponsor's instructions, the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images which shall be provided by the Sponsor, in its sole discretion, to the Organiser.

**7.3** By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial email 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 Festival venue are at the Sponsor's own risk.