



HOSPPA
The Hospitality Professionals Association

**SPONSORSHIP
OPPORTUNITIES**

Welcome To HOSPAA

HOSPA is the association for hospitality's finance, revenue management, marketing, asset management and IT professionals; a not for profit educational organisation, and the platform for senior hospitality executives to network with fellow industry professionals, enrol in professional development courses and benefit from sharing best practice.



HOSPA leads the way for individuals who are responsible for the smooth running of hospitality venues-be that hotels, restaurants, conference caterers, stadiums, serviced apartments and more. It is a creative and highly regarded industry body playing an influential role within one of the largest contributors to the UK economy.

Through partnerships with suppliers and professional advisors, members have access to a wide-ranging selection of hospitality focussed resources that include EBSCO - the most comprehensive collection of premium business information, ebooks, The Journey of Revenue Management Pricing and other training resources.

The hospitality industry's contribution to the UK:

- It is the 4th largest employer, accounting for 6 million jobs (3.2m directly and 2.8m indirectly)*.
- It contributes £73bn Gross Value Added directly to the economy, with a further £87bn contributed indirectly.

Hospitality is a hugely significant industry and one that offers extensive opportunities for brands associated with it. At HOSPA, we can help you access this potential.

*Source UK Hospitality

“ Membership of HOSPA has enabled me to meet many great hospitality people and suppliers, and reinforce my professional network. HOSPA has been an essential resource when researching facts, figures and industry opinions.

Fergus Boyd, Director of IT, Red Carnation Hotels

Our Activities

At HOSPA, we enable senior hospitality professionals to develop their careers, network with colleagues and keep up to date with industry trends and developments.

We run a members' website (www.hospa.org) which features information on all our services, providing members with up to date industry news, plus opinions and advice via blogs, resource pages, webinars, events and supplier information. Alongside this, we list relevant hospitality jobs on the HOSPA Jobs board, while also providing information on our Professional Development training courses.

Our monthly magazine, *The Overview*, contains the latest hospitality news, views, developments and statistics and is sent out as part of our regular update emails and newsletters to all members.



Events, Networking & Awards

We run regular members' meetings, workshops and networking events, which cover our various industry sectors. We also run awards such as the Professional Development Learner of the Year Ceremony.

The topics and discussions of our members meetings are often determined by our committee members who themselves work as specialists within the industry.

We also regularly run joint meetings with the Hotel Marketing Association.



Our biggest event is HOSPACE; our annual conference and awards dinner.



HOSPACE is supported by a growing and increasingly influential exhibition of hospitality technology solutions – providing delegates with a 'one stop shop' to view and interact with the

latest and 'best in class' technologies. We also host a professional advisers section and area for small, developing businesses.

The event offers an informed and cutting-edge view from an international line-up of inspirational experts about the latest key financial, revenue, IT, asset management, HR and marketing issues and developments, as well as looking at the commercial aspects that connect these together to maximise profitability and create value.

The conference hosts various presentations, panel discussions, lively debates and break-out workshops throughout the day and a Gala Dinner in the evening; an aspect that provides another great networking opportunity.



Why Work with HOSPA?

HOSPA's members are key decision makers in the hospitality industry, with a membership including representatives from all key hotel chains across the UK, various international chains and many high profile independent hotels.

HOSPA has an audience of highly targeted industry specialists.

The HOSPA and HOSPACE websites attract 60,000 visitors each year between them, serving over 240,000 page views to an audience of hospitality industry professionals, including specialist decision makers in hospitality finance, revenue or asset management, IT and marketing at a time when they are engaging with industry news, events and research. We can tailor a sponsorship package to help you reach each specialist sector, the entire HOSPA membership, or some of the pages that generate the highest traffic on our websites.

We provide the opportunity for direct contact with these members through unrivalled networking, face-to-face engagement and targeted email marketing.

HOSPA has an active social media network where industry developments, events and relevant sponsor activities are promoted.

Our official Twitter account, @HOSPAtweets, currently has 20.7k followers, while our HOSPA LinkedIn group has over 7k members from the hospitality industry.

HOSPA Sponsorship provides the opportunity to:

- Align your brand with the most respected hospitality industry body.
- Develop product/brand advocacy with key industry influencers.
- Utilise a platform to showcase new product developments.
- Increase brand awareness, generate new sales and acquire new customers.
- Engage in unrivalled networking opportunities.
- Conduct face-to-face engagement with key industry decision makers and clients.
- Be part of the UK's only organisation representing senior professionals in the hospitality industry.



What do our sponsors say?

“ We enjoy working with HOSPA as it gives us a great platform to talk to hoteliers, to find out what the latest challenges are and discuss how we might be able to help. HOSPA has a vast network of hoteliers, across the UK; this provides us with a great opportunity to drive awareness of industry insights, new solutions that Guestline has developed and Guestline Connect events that are relevant for HOSPA members. We also enjoy attending the HOSPA-run events as it gives us the chance to meet new contacts face-to-face and again discuss any burning issues they may have!

Kate Fuller - Marketing Manager, Guestline



“ We have been working with HOSPA (and BAHA in their previous life) for many years now, mainly because their association and its members are very relevant to our business but also because they have an inclusive and collaborative attitude which makes for a great relationship. Our sponsorship with HOSPA gives us the opportunity to increase our brand awareness and thought leadership via the Overview magazine and to meet and network with new peers at the educational events held around the country.

Amanda Brown - Hospitality Marketing, Infor



“ BDO has been a proud HOSPA sponsor for a number of years. Being a HOSPA sponsor allows us to stay up to date with the latest sector insights as well as having access to an expansive community of industry professionals. HOSPA members represent the who's who in the hotel sector, providing us with the opportunity to widen our network through getting involved with their regular conferences and events. HOSPA go over and above to build a relationship with BDO and continually find ways for us to get involved and raise our profile in the sector. We get great value from being a HOSPA sponsor, but more importantly, we really enjoy working with them!

Stuart Collins - BDO Partner / Assurance & Advisory



“ Our HOSPA membership isn't just a membership, it's access to an extensive network of hospitality professionals who are passionate about our industry. Avvio has been a Gold Sponsor for 4 years – we see this as a partnership with HOSPA who, in turn, provide unrivalled advice and support to individuals on how to succeed in their role through better technology, processes and structure; ultimately improving the guest experience. Whether we're involved in HOSPA's Overview magazine, supporting a workshop or attending the HOSPACE event, Avvio always sees great results when supporting HOSPA's activities.

Frank Reeves - Co-founder and CEO, Avvio



“ It has been a fantastic opportunity to work with HOSPA. Under our Gold sponsorship, we have enjoyed having a strong brand presence at HOSPACE and other events where we can meet key contacts within the industry to share ideas, understand challenges and discuss ways to help improve guest experience and hotel profitability. HOSPA are very supportive in providing a platform to their sponsors to generate new business leads and launch new products – creating a broad reach of messaging for brands in a credible manner.

James Tweddle - Director of Accommodation, Sky Business



Hospa Sponsorship Packages based on 12 months' activity

Silver	Gold	Platinum
Branding on listings in The Overview magazine each month	Branding on listings in The Overview magazine each month	Branding on listings in The Overview magazine each month
Branding on hospa.org website homepage	Branding on hospa.org website homepage	Branding on hospa.org, prominent feature advert on homepage and Sponsors pages. Additional banner/skyscraper advertisements on 2 additional HOSPA landing pages
Link to sponsors unique landing page on website	Link to sponsors unique landing page on website	Link to sponsors unique landing page on website
One targeted email marketing campaign each year	Two targeted email marketing campaigns each year.	Four targeted email marketing campaigns each year.
One full page editorial piece in The Overview magazine	Three full page editorial pieces/advertisements in The Overview magazine or equivalent	Four full page editorial pieces/advertisements in The Overview magazine or equivalent
Three complimentary HOSPA memberships for your key team members	Five complimentary HOSPA memberships for your key team members	Up to 12 complimentary HOSPA memberships for your key team members
Listing in hospa.org's website supplier listing	Listing in hospa.org's website supplier listing	Listing in hospa.org's website supplier listing
Press Release on the hospa.org website and on social media to announce sponsorship	Press Release on the hospa.org website and on social media to announce sponsorship	Press Release on the hospa.org website and on social media to announce sponsorship
5% Exhibitor discount at HOSPACE	10% Exhibitor discount at HOSPACE	HOSPACE event Sponsor to include extensive branding at event, on delegate pack, conference App and on HOSPACE website and all promotion.
	Two delegate day passes at HOSPACE	Two delegate day and evening passes at HOSPACE
	HOSPA key sponsors lunch invitation for one	Hospa key sponsors lunch invitation for two
	Up to three guest blogs on hospa.org website	Up to six guest blogs on hospa.org website
		Professional Development Awards event tickets for two
		Prominent branding on all HOSPA email sign off (from all emails from the membership and events office)
		Sponsorship of one HOSPA members event
		15% Exhibitor discount at HOSPACE
Cost 12 months £2,750 +VAT 24 months £4,400 +VAT Full payment in advance	Cost 12 months £4,500 +VAT 24 months £7,200 +VAT Full payment in advance	Cost 12 months £7,000 +VAT 24 months £11,200 +VAT Full payment in advance

Events & Awards Based Sponsorship Opportunities



HOSPACE has a variety of Sponsorship opportunities which will align your brand with a key event for senior decision makers in the hospitality industry. We offer overall event sponsorship which includes extensive branding on the HOSPACE website, the programme, conference app, The Overview and social media. The package includes two day and evening passes.

Once sponsorship has been purchased a host of additional creative sponsorships are available, such as workshops, gobos, floorplan and event schedules, name badge and lanyard sponsorships and sponsoring food, beverage and entertainments for the day and evening events. These are individually priced.

For more information please visit:
www.hospace.net

From £2,500 +VAT



Professional Development Learner Awards Ceremony

The Professional Development Awards Ceremony celebrates the achievements of the highest achieving learners from HOSPA's respected Financial Management and Revenue Management programmes at this celebratory event. Held at a prestigious London hotel and attended by senior finance and revenue executives as well as those responsible for learning & development in these disciplines, it usually takes the form of a networking event with a panel debate, certificate presentations and the revealing of the "Learners of the Year", followed by a champagne high tea and networking.

From £2,000 +VAT

**For further information on either
of the above opportunities
please contact:**

Helen Marshall
Head of Sponsorship
+ 44 (0) 203 418 8196
helen.marshall@hospa.org



Bespoke Sponsorship Opportunities

HOSPA can offer a host of tailored sponsorship opportunities.

We can arrange or facilitate private breakfasts, lunches and dinners, which would include joint branding and promotion.

We can also offer exclusive sponsorship of our members' events and meetings, which would include promotion across our network including email marketing and social media.

It is also possible to sponsor HOSPA intellectual property as well as specific pages on our website and in The Overview, such as the HOSPA Blog, HOSPA Events and The HOSPA Jobs Board.

**For further information please contact:
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HOSPA

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