



HOSPAA

**2022 SPONSORSHIP
OPPORTUNITIES**

Welcome to HOSPA

The Hospitality Professionals Association



As an association we represent hospitality's finance, revenue management, marketing, asset management and technology professionals. We also act as a platform for senior hospitality executives to network with fellow industry professionals, enrol in professional development courses and benefit from sharing best practice.

We're very proud to be both part of and a voice for a vibrant industry that contributes an enormous amount to the UK economy.

The UK's hospitality sector:

- Generates £130bn in turnover, contributing £39bn in tax
- Employs over 3.2m people
- Is the 3rd largest sector in the country

A hugely significant industry then, hospitality offers extensive opportunities for those brands associated with it.

At HOSPA, we can help you access these opportunities and vast potential by putting you in front of those who matter in the industry.



OUR ACTIVITIES

HOSPA is all about keeping people in the know – whether that is by networking, educating or informing them about the latest trends and developments impacting the industry.

We enable hospitality professionals to develop their careers, meet colleagues and stay up-to-date.

- Our members' website (www.hospa.org) features information on all our services, providing members with the latest industry news, plus opinions and advice via blogs, resource pages, webinars, masterclasses, events and supplier information.
- We run Professional Development courses - helping hospitality professionals to develop their careers, currently in financial, revenue and asset management.
- The Overview, our digital magazine, highlights industry news. Predominantly an online publication, it features articles, updated daily, on the latest hospitality news, views, developments and statistics affecting the industry. We also compile a "best of" these articles which is sent out at the end of each month as part of our regular update emails and newsletters to all members. In addition, we produce a bi-annual printed edition of the magazine, in March and September. These take an in depth look at the trends and issues facing the sector, using the voices of members of the industry and leaders in their fields. The September edition includes a preview to HOSPA's annual conference and awards dinner HOSPACE.



EVENTS, NETWORKING & AWARDS

We aim to both connect others and celebrate their achievements, which sees us running members' meetings, workshops, networking events and more. We also run awards such as our Professional Development Learner of the Year Ceremony – which recognises those who have gone above and beyond in the academic year, and the HOSPA Annual Leadership Awards, which celebrate the brightest industry talent.

The topics and discussions of our members' meetings are often determined by our committee members, who are hospitality specialists. Furthermore, we regularly run joint meetings with the Hotel Marketing Association.

By far our biggest event though, and the one that offers the most opportunity to our sponsors, is HOSPACE – our annual one day conference and gala dinner.

HOSPACE is supported by a growing and increasingly influential exhibition of hospitality technology solutions, which provides delegates with a 'one stop shop' to view and interact with the latest and 'best in class' technologies.

The event offers an informed and cutting-edge view from an international line-up of inspirational experts about the latest key financial, revenue, technology, asset

management, HR and marketing issues and developments. It also looks at the commercial aspects that connect these together to maximise profitability and create value.

The conference hosts various presentations, panel discussions, lively debates and breakout workshops throughout the day and a Gala Dinner in the evening: another great networking opportunity.

All of this makes HOSPACE a not-to-be-missed event and our sponsors, time and time again, come back to support us, having recognised the unparalleled opportunity to put themselves in front of key industry faces.



WHY WORK WITH HOSPA?

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

The HOSPA and HOSPACE websites are visited by a large audience of hospitality professionals, including specialist decision makers in hospitality finance, revenue management, asset management, technology and marketing at a time – importantly – when they are actively engaging with industry news, events and research. This is something that presents a huge opportunity to our sponsors to get their attention.

To help with this, we can tailor sponsorship packages to suit – helping you target preferred specialist areas, the entire HOSPA membership, or even some of the specific pages on our websites that generate the highest traffic.

On top of this, we provide opportunities for direct contact with these members through unrivalled networking, face-to-face engagement and targeted email marketing to highlight your services.

Another major asset is HOSPA's 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 9.3k 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 exclusively representing senior professionals in the hospitality industry.



WHAT DO OUR SPONSORS & MEMBERS SAY?



Working with the HOSPA team has given us an invaluable platform to connect with hoteliers and industry professionals and help drive awareness of Percipient's products and services. Our Platinum sponsorship provides a unique way to learn about the latest industry challenges and enables us to create a discussion around how we could help.

In addition to all the marketing support we receive, the annual HOSPACE event has become a fundamental feature on our marketing plan. Each year the event offers highly favourable networking opportunities, as well as the chance to invite our existing hospitality customers (many of whom we met through HOSPA) as a thank you for trusting us with their finance software needs.

Chris Stock, Managing Director, Percipient



HOSPA membership has enabled us to connect with many of our peers in the industry, as well as meeting new hospitality professionals from across the UK and overseas. It's provided us with an excellent platform for networking, helping us share our ideas and experiences with our peers in HOSPA – and it's proved an enormously useful forum. HOSPA sponsors also act as an invaluable resource in helping us to keep up to date with industry trends and we regard them as an essential asset for us when researching suppliers, ideas and new innovations.

Paul Nisbett, Finance Director, Valor Hospitality Europe



We have been working with HOSPA for many years now, mainly because the 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 to meet and network with industry colleagues and peers at the series of educational events they run.

Calum McIndoe, Director of Sales UKI, Infor Hospitality



HOSPA SPONSORSHIP PACKAGES

BASED ON 12 MONTHS' ACTIVITY

SILVER

- Branding on hospa.org website;
- A mention on HOSPA's website supplier listings;
- Supplier listed in The Overview magazine, printed bi-annually;
- Link to sponsor's bespoke landing page, created on HOSPA website;
- One article in the online Overview pages of the HOSPA website, which will be shared on all of HOSPA's social media platforms;
*Alternative option of site advertising subject to availability
- One e-shot each year as part of HOSPA eNews;
- One additional social post on HOSPA's LinkedIn and Twitter platforms;
- Three complimentary HOSPA memberships for your key team members;
- 5% Exhibitor discount at HOSPACE.

Pricing:

12 months £2,750 +VAT

24 months £4,400 +VAT: Full payment in advance

GOLD

- Branding on hospa.org website;
- A mention on HOSPA's website supplier listings;
- Supplier listed in The Overview magazine, printed bi-annually;
- Link to sponsor's bespoke landing page, created on HOSPA website;
- One welcome article on the online Overview;
- Two further articles on the online Overview pages of the HOSPA website, which will be shared on all of HOSPA's social media platforms;
*Alternative option of site advertising subject to availability
- One page of editorial in The Overview magazine, printed bi-annually;
- Two e-shots each year as part of HOSPA's eNews;
- Eight social media posts on HOSPA's LinkedIn and Twitter platforms;
- Five complimentary HOSPA memberships for your key team members;
- 10% Exhibitor discount at HOSPACE;
- Two delegate day passes for HOSPACE;
- HOSPA key sponsors lunch invitation for one.

Pricing:

12 months £4,500 +VAT

24 months £7,200 +VAT: Full payment in advance

PLATINUM

- Branding on hospa.org website;
- A mention on HOSPA's website supplier listings;
- Supplier listed in The Overview magazine, printed bi-annually;
- Link to sponsor's bespoke landing page, created on HOSPA website;
- One welcome article on the online Overview, which will be shared on social media platforms;
- Five further articles on the online Overview pages of the HOSPA website, which will be shared on all of HOSPA's social media platforms;
*Alternative option of site advertising subject to availability
- Two pages of editorial in The Overview magazine, printed bi-annually;
- Four e-shots each year as part of HOSPA's eNews;
- Monthly social media posts on HOSPA's LinkedIn and Twitter platforms (24 in total);
- One masterclass/webinar or member event sponsorship;
- Social media takeover of HOSPA's Twitter and LinkedIn account for half a day;
- Twelve complimentary HOSPA memberships for your key team members;
- Two delegate day and evening passes for HOSPACE;
- HOSPA key sponsors lunch invitation for two;
- HOSPACE Silver Event Sponsor to include extensive branding at the event, on the delegate pack, conference app and on the HOSPACE website, including all promotion;
- Professional Development Awards event tickets for two;
- Prominent branding on all HOSPA email sign off (on all emails from the membership and events office);
- 15% Exhibitor discount at HOSPACE.

Pricing:

12 months £7,000 +VAT

24 months £11,200 +VAT: Full payment in advance.



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. Sponsors can also help fund our Professional Development courses in exchange for branding, editorial and recognition on our social media platforms

For further information and to find out more, please contact Helen Marshall, Head of Sponsorship, on + 44 (0) 203 418 8196 or at helen.marshall@hospa.org.





HOSPACE

17TH NOVEMBER 2022
THE ROYAL LANCASTER, LONDON

HOSPACE has a variety of sponsorship opportunities which will align your brand with a key event for senior hospitality decision makers. We offer various levels of event sponsorship, sponsored speaking opportunities, educational workshops, award sponsorships, sponsored entertainment, merchandise and live streams.

For more information please visit: www.hospace.org

or contact: **Helen Marshall** Head of Sponsorship
+ 44 (0) 203 418 8196 – helen.marshall@hospa.org



HOSPA

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