



asap



Sponsor & Exhibitor Opportunities

ASAP Annual Awards 6th June 2024
ASAP Conference 28th November 2024



Why sponsor or exhibit?



Discounts are available for Sponsoring both events

As a Sponsor or Exhibitor, you will benefit from exposure through **pre-event marketing**, **ASAP website branding**, and **recognition during the event**. Your support will not only contribute to the success of the Awards ceremony or Conference but will also **position your brand as a leader in the serviced accommodation industry**.

Secure your package today to take advantage of this unique opportunity to showcase your brand to a targeted and influential audience.

For further details and to confirm your sponsorship, please email Sarah: sarah@theasap.org.uk or Kim: kim@theasap.org.uk.

We look forward to welcoming you as a valued sponsor at the 2024 ASAP Awards or Conference.



Annual Awards 2024

Awards Sponsorship Opportunities:

- Headline Awards Sponsor
- Food Sponsor
- Bar Sponsor
- Awards Sponsors - 12 Opportunities

Headline Awards Sponsor - £5,000 + VAT

- **Brand visibility** across the main room with branding on screens
- **Exclusive speaking opportunity** at the beginning of the event before the awards are presented
- **Video Interview** prior to the event to be released as part of the promotional material to members and across ASAP social channels
- **Engraved namecheck** on the Awards trophies as 'sponsored by...'
- **Logo as Headline Sponsor** for ASAP Awards on the promotional banner to be included on ASAP Team members email signatures
- **Networking Opportunities**
- **Complimentary tickets** x 2
- **Recognition** in Pre-Event, during event and Post-Event Marketing



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Food Sponsor - £2,500 + VAT

- **Brand exposure:** the location near the entrance ensures that every attendee must pass by the sponsored food area. This guarantees maximum visibility for your brand as attendees enter and exit the Awards venue.
- The ability to set up a **branded stand** adds a personalised touch to your sponsorship. It creates a dedicated space for your company, allowing you to showcase your products, services, or any promotional materials in a visually appealing manner.
- The food area naturally becomes a gathering point for attendees, providing an excellent **opportunity for networking**. Your stand can serve as a focal point for interactions, allowing you to engage with Awards participants in a relaxed setting.
- **Complimentary tickets** x 2
- **Recognition** in Pre-Event, during event and Post-Event Marketing

Bar Sponsor - £1,500 + VAT

- **Brand exposure:** the company's logo can be prominently displayed at the bar area, ensuring continuous exposure throughout the event.
- **Social Interaction:** the bar area naturally attracts attendees, offering a chance for the sponsor to interact with a diverse audience.
- Networking Opportunities
- **Customisation opportunity:** customising the bar area with the sponsor's branding and themes can create a visually appealing and cohesive atmosphere.
- **Complimentary ticket** x 1
- **Recognition** in Pre-Event, during event and Post-Event Marketing

Awards Sponsor x 12 - £850 + VAT each

- Opportunity to **present the award you're sponsoring** on the evening
- **Choice of 12 categories** to present
- **Complimentary ticket** x1 (per sponsor)
- **Recognition** in Pre-Event, during event and Post-Event Marketing



2024 ASAP Conference

Conference Sponsorship Opportunities:

- **Headline Sponsor**
- **Badge/Lanyard Sponsor**
- **Evening Networking Drinks Sponsor**
- **Breakout Room Sponsor**
- **Agenda Sponsor**
- **Delegate List Sponsor**
- **Food Station Sponsor**

Headline Sponsor - £5,000 + VAT

- **Brand visibility** across the Traders Lounge with branding on screens
- **Exclusive Speaking Opportunity**
- **Networking Opportunities**
- **Complimentary tickets x 2**
- **Recognition** in Pre-Event, during event and Post-Event Marketing

Badge/Lanyard Sponsor - £3,000 + VAT

- **Recognition** as the official Badge/Lanyard Sponsor
- **Branded lanyards/badges** with sponsoring company's logo or name
- **Complimentary tickets x 2**
- **Recognition** in Pre-Event, during event and Post-Event Marketing



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Evening Networking Drinks Sponsor - £2,750 + VAT

- **Recognition** as the official evening networking drinks sponsor
- **Speaking opportunity** at the opening of the networking drinks
- **Complimentary ticket** x 1
- Recognition in Pre-Event, during event and Post-Event **Marketing**

Breakout Room Sponsor - £1,000 + VAT

- **Recognition** as the official Breakout Room Sponsor
- **In room branding** (additional cost to be covered by the sponsor)
- **Complimentary ticket** x 1
- Recognition in Pre-Event, during event and Post-Event **Marketing**

Agenda Sponsor - £950 + VAT

- **Recognition** as the official Agenda Sponsor
- Sponsoring company's **logo** will be prominently featured on the conference agenda on the ASAP website, and everywhere its featured, ensuring high visibility among all attendees.
- **Complimentary ticket** x 1
- Recognition in Pre-Event, during event and Post-Event **Marketing**

Delegate List Sponsor - £750 + VAT

- **Recognition** as official Delegate List Sponsor
- Sponsoring company's **logo** will be prominently featured on the conference delegate list on the ASAP website, and pdf version which will be shared with attendees pre event, ensuring high visibility among all attendees.
- **Complimentary ticket** x 1
- Recognition in Pre-Event, during event and Post-Event **Marketing**

Food Station Sponsor - £500 +VAT

- **Recognition** as official Food Station Sponsor
- Branding opportunities around the food stations ie napkins, menus etc (Sponsor to agree opportunities direct with venue and cover any additional costs for printing/supply of goods)
- Recognition in Pre-Event, during event and Post-Event **Marketing**



TOMS VAT
for Serviced
Accommodation
Providers.

This exhibitor package offers a balanced mix of essentials, branding opportunities, and networking access, making it an attractive option for companies looking to showcase their products or services at the event. The additional attendee ticket and the option to purchase more at a member rate contribute to the inclusivity and engagement of the exhibiting company.

Exhibitor Packages

ASAP Members £1,200 + VAT
Non-Members £1,500 + VAT
per single stand

Exhibition Space:

- **Size:** A 2m x 2m square stand provides a reasonable space for exhibitors to set up their displays and engage with event attendees.

Utilities:

- **WiFi/Plug Socket:** Inclusion of WiFi and a plug socket ensures that exhibitors have the necessary infrastructure to showcase their products or services and connect with attendees.

Furniture:

- **Table and Chairs:** The provision of a table and chairs offers a comfortable and functional setup for exhibitors to interact with visitors, discuss their offerings, and conduct meetings.

Attendee Ticket:

- **One Complimentary Ticket:** Including one attendee ticket with the exhibitor package allows a representative from the exhibiting company to participate in the event, attend sessions, and network with other attendees.

Additional Ticket Option:

- **Member Rate:** Exhibitors have the option to purchase additional tickets at a member rate, encouraging participation from more team members or guests.

Lead Generation:

- **Data Collection:** Exhibitors can collect leads and contact information from interested attendees, facilitating post-event follow-ups and business opportunities.

Branding and Visibility:

- **Exhibitor Signage:** Exhibitors can display their branding prominently at their stands, ensuring visibility and recognition among event attendees.
- **Inclusion in Event Marketing:** The event organizers may include the names of exhibitors in promotional materials, boosting their visibility before the event.

Networking Opportunities:

- **Interaction with Attendees:** The setup facilitates direct interaction with event attendees, allowing exhibitors to showcase their products, answer questions, and generate leads.
- **Access to Networking Events:** Exhibitors may have access to exclusive networking events, enabling them to connect with other participants and industry professionals.

Customization Options:

- **Booth Design and Setup:** Exhibitors have the freedom to design and set up their booth in a way that aligns with their brand identity and marketing strategy.
- **Branded Collateral:** Companies can bring and distribute branded collateral, such as brochures, flyers, or promotional materials.

Support and Logistics:

- **Event Support:** Event organizers may provide support in terms of logistics, ensuring a smooth setup process for exhibitors.

Get in Touch



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Not yet a an ASAP Operator, Agent or Supplier Member?

Contact Kim Ashmore, Membership Director,
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