



an apprenticeship
asap

Sponsor & Exhibitor Opportunities

ASAP Conference 27th November 2025



Why sponsor or exhibit?



Last year's Conference was a sell-out!

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 Conference but will also **position your brand as a leader in the serviced accommodation industry**.

In 2024, the Conference sold out. In feedback surveys, 85% said they will attend in 2025, 100% were delighted with the venue and every respondent would recommend the event to others.

Exciting News for 2025!

We're thrilled to announce that a short informal awards presentation will be taking place during the drinks reception immediately after the conference.

This means attendees will get two events for the price of one - a full day of insightful discussions and networking, followed by an informal celebration of excellence.

Sponsorship opportunities will be available, offering prime exposure to key decision-makers and industry leaders. **Stay tuned for more details coming soon!**



2025 ASAP Conference

Conference Sponsorship Opportunities:

- **Headline Sponsor**
- **Badge/Lanyard Sponsor**
- **Evening Celebrations Sponsor**
- **Breakout Room Sponsor**
- **Agenda Sponsor**
- **Delegate List Sponsor**
- **Food Station Sponsor**
- **Cloakroom Sponsor**
- **Individual ASAP Awards Sponsorships**

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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Individual Awards Sponsorship - details coming soon

Evening Celebration Drinks Sponsor - £3,000 + VAT

- **Recognition** as the official Celebration Drinks Sponsor for the ASAP Awards
- **Speaking opportunity** at the opening of the celebration drinks
- **Complimentary ticket** x 1
- Recognition in Pre-Event, during event and Post-Event **Marketing**

Breakout Room Sponsor - £1,500 + 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** prominent.
- **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** prominent.
- **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 eg pop-up stands, 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**

Cloakroom Sponsor - £500 +VAT

- **Recognition** as official Cloakroom Sponsor
- Branding opportunities around the cloakroom area where space permits, eg pop-up stands
- Recognition in Pre-Event, during event and Post-Event **Marketing**



Exhibitor Packages

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.

ASAP Members £1,300 + VAT

Non-Members £1,600 + VAT

**New for 2025! PREMIUM STANDS
(2 only, near the entrance)**

ASAP Members £1,500 + VAT

Non-Members £1,750 + VAT

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.

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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Exhibition space costs less for ASAP Operator, Agent and Supplier Members.



www.theasap.org.uk

**Contact Kim Ashmore,
Membership Director,**
Kim@theasap.org.uk to discuss
the benefits of joining this
vibrant community of
hospitality professionals.

