



Sponsorship Opportunities 2026

ASAP Conference 12th November 2026



Why sponsor the 2026 Conference?



As a Sponsor for 2026, you'll benefit from enhanced, year-round visibility - from pre-event marketing and ASAP website presence to integrated, in-event brand experiences that go far beyond traditional exhibition space.

This year, we're taking a more creative, immersive approach to sponsorship - designed to maximise meaningful engagement and put your brand at the centre of the conversation.

Your support not only helps shape a standout Conference, it also positions your brand as a leader in the serviced accommodation sector.

The earlier you secure your sponsorship, the greater your exposure — with extended pre-event promotion and more opportunities to be part of the build-up.



All prices are for ASAP Operator, Agent or Supplier Members - non-members please contact admin@theasap.org.uk to discuss

2026 ASAP Conference

Conference Sponsorship Opportunities:

- **Headline Sponsor** (*Confirmed*)
- **Badge/Lanyard Sponsor** (*Confirmed*)
- **Evening Celebration Drinks Sponsor**
- **Agenda Sponsor** (*Confirmed*)
- **Delegate List Sponsor**
- **Cloakroom Sponsor**
- **Food Station Sponsor**

NEW FOR 2026!

- **Pre Conference Networking Sponsor**

NEW FOR 2026!

- **Official Sleep Sponsor** (*Beds & Linen*)
- **Official Comfort & Style Sponsor** (*Furniture*) (*Reserved*)
- **Official Smart Spaces Sponsor** (*In-Building Technology*)
- **Official Knowledge & Insight Sponsor** (*Professional Services & Consultancy*)
- **Official Booking & Visibility Sponsor** (*Booking Platforms & Distribution*)
- **Official Digital Innovation Sponsor** (*Software & Digital*) (*Confirmed*)

Have your own idea? Get in touch.



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SITU

**Headline Sponsor -
£5,000 + VAT**

CONFIRMED

- **Brand visibility** across the Traders Lounge with branding on screens
- **Exclusive Speaking Opportunity**
- **Networking Opportunities**
- **Complimentary tickets x 3**
- **Recognition** in Pre-Event, during event and Post-Event Marketing
- **Video interviews**

NEW FOR 2026

**Pre-Conference Networking
Sponsor - £1,500 + VAT****

- **Speaking opportunity** at the pre-conference evening drinks networking event on Wednesday 11th November
- **Recognition** in Pre-Event, during event and Post-Event Marketing

**** this is solely the cost of Sponsorship - venue and refreshment costs are in addition**

**Badge/Lanyard Sponsor
- £3,000 + VAT**

CONFIRMED

- **Recognition** as the official Badge/Lanyard Sponsor
- **Branded lanyards/badges** with sponsoring company's logo or name
- **Complimentary ticket x 1**
- **Recognition** in Pre-Event, during event and Post-Event Marketing

**Evening Celebration
Drinks Sponsor
- £3,000 + VAT**

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



Delegate List Sponsor - £1,000 + 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**

Agenda Sponsor - £1,000 + 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**



Food Station Sponsor - £800 +VAT

- **Recognition** as official Food Station Sponsor
- **Branding opportunities** around the food stations where space permits, eg pop-up stands, napkins, menus etc **
- Recognition in Pre-Event, during event and Post-Event **Marketing**

*** Food Station Sponsors to agree opportunities direct with venue and cover any additional costs for printing/supply of goods*

Cloakroom Sponsor - £950 + VAT

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



New for 2026

ASAP Members £1,500 + VAT
Non-Members - contact us

A new way to promote your support for the sector

We have completely reimagined our approach to sponsorship for 2026 - no exhibition hall, no standing still. We're going more creative, more integrated, and far more impactful.

Choose from one of these titles, or suggest your own. This makes a link between your company name and logo to your chosen sponsorship from Day One - as soon as you're confirmed, we're on it!

Official Sleep Sponsor
(Beds & Linen)

Official Comfort & Style Sponsor
(Furniture)

RESERVED

Official Smart Spaces Sponsor
(In-Building Technology)

Official Knowledge & Insight Sponsor
(Professional Services & Consultancy)

Official Booking & Visibility Sponsor
(Booking Platforms & Distribution)

Official Digital Innovation Sponsor
(Software & Digital)

CONFIRMED

Each category sponsorship comes with:

- **Ticket:** One attendee ticket included with the New Sponsor package, allowing a representative from the sponsoring company to participate in the whole day, attending sessions and networking with other attendees.
- **Social media video clips:** ASAP's Communications Team will create short video clips from an online interview with one (or more) person from each Sponsor, to be used in ASAP promotions.
- **Inclusion in all Event Marketing from the first day:** All sponsors will be named and promoted in pre-event materials as soon as their sponsorship is confirmed, boosting their visibility and linking their brand name to their business sector before the conference.



Get in Touch



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www.theasap.org.uk



Contact Sarah Tasker, Systems and Operations Manager,
Sarah@theasap.org.uk to discuss the benefits of joining this vibrant community of hospitality professionals.

