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# Sponsor & Exhibitor Opportunities 2025

ASAP Conference & Recognitions 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.

## **New for 2025!**

In addition to a **full day of insightful discussion and networking**, we will enjoy an **informal celebration of excellence** within the ASAP Membership.

After the main sessions we will be presenting **ASAP Recognitions** to a variety of people within the ASAP Community.

Individual Recognition Sponsorships are offered at **£900 + VAT\***, offering prime exposure to key decision-makers and industry leaders.

*\*This is the price offered to ASAP Members - please contact [admin@theasap.org.uk](mailto:admin@theasap.org.uk) to discuss a non-member rate*

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



# 2025 ASAP Conference

## Conference Sponsorship Opportunities:

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

## NEW FOR 2025!

- **Individual ASAP Recognition 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 'ASAP Recognition' Sponsorship - see below

### Evening Celebration Drinks Sponsor

- £3,000 + VAT

**RESERVED**

- **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

**CONFIRMED**

- **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

**CONFIRMED**

- **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 - £950 + 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 - £750 +VAT Cloakroom Sponsor - £750 +VAT

- **Recognition** as official Food Station or Cloakroom Sponsor
- **Branding opportunities** around the food stations and cloakroom areas 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*

## Individual ASAP Recognition Sponsorship - £900 + VAT

New for 2025 - ASAP Recognitions for:

- **Volunteer of the Year**
- **Newcomer**
- **Industry Contributor**
- **ASAP Amplifier**
- **ASAP Fellowship.**
- Named as **Official Sponsor** of your selected category
- **Promotion** on the run up, during, and after the event
- Mention in all **event communications** and **social media**



# 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 £1,800 + VAT**

**Two confirmed**

**New for 2025! PREMIUM STANDS**

**ASAP Members £1,500 + VAT**

**Non-Members £2,000 + VAT**

**One confirmed, one reserved**

## 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



[admin@theasap.org.uk](mailto:admin@theasap.org.uk)



[www.theasap.org.uk](http://www.theasap.org.uk)



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

**Contact Kim Ashmore,  
Membership Director,**  
[Kim@theasap.org.uk](mailto:Kim@theasap.org.uk) to discuss  
the benefits of joining this  
vibrant community of  
hospitality professionals.

