

URBAN LIVING

MEA

STAY • *LIVE* ► WORK

NOVEMBER 13-14, 2023
ROVE HOTEL, DUBAI
MARINA, DUBAI, UAE

Sponsors and Media Partners

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URBAN LIVING MEA 2023 connects the global community of contemporary hospitality and real estate ‘urbanites’ to collectively define the evolution of how and where we stay, live and work.

ULMEA welcomes urban innovators at the cutting edge of contemporary hospitality and real estate to explore the macro and micro drivers behind this growth and the challenges, opportunities and solutions in each market segment.

Changing demographics, social and economic drivers are fuelling investment decisions as investors put a greater focus on Urban Living asset classes. Curated with an intense focus on collaboration and debate, ULMEA brings CEO’s, ‘best of breed’ speakers, sponsors and service providers to collectively share best practice, network, map the industry’s future and do business within:

- Hotels and Serviced apartments
- Aparthotels / Extended stay hotels
- Hostels, Co-Living and Co-Working
- Build to rent (BTR) and Student accommodation
- Short Term Rentals
- Assisted Living
- ‘Healthy Buildings’, sustainability and wellness
- PropTech

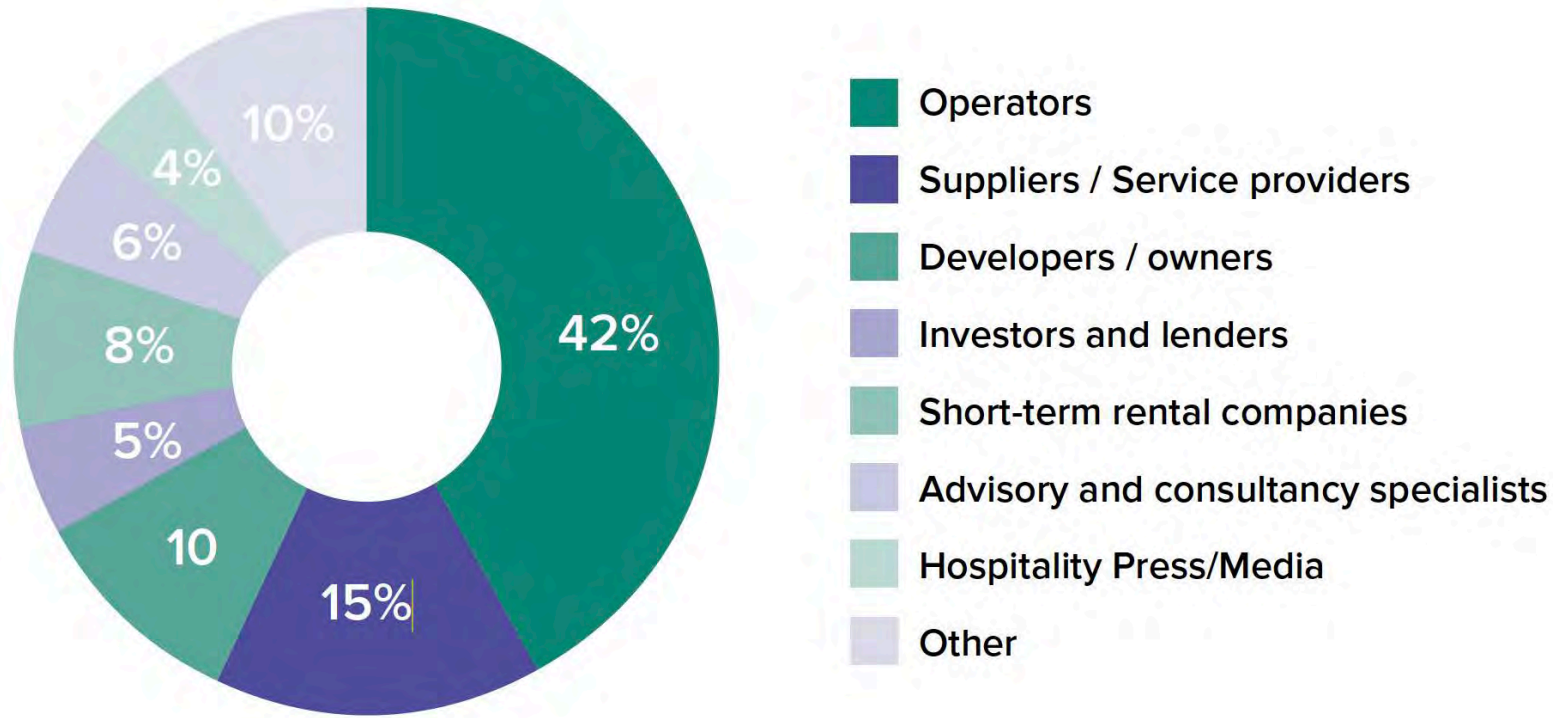
Incorporating **Serviced Apartment Summit MEA**, ULMEA places the spotlight directly on investment, development (supply), operating, brands, distribution and demand generators in the age of convergence.

– Who attends?

- Government – central and local
- Investors/fund managers/charities
- Property companies
- Planning professionals
- Developers
- Academics
- Operators
- Landlords
- Designers/architects
- Economists
- Hospitality and real estate professionals
- Technology companies
- Corporate travel buyers
- Travel management companies
- Relocation companies



– Serviced Apartment Summit Audience Profile



DEVELOPMENT FINANCE | TODAY

*Figures taken from the Serviced Apartment Summit Dubai 2019



“Having hosted numerous events within co-working, co-living, hostels, BTR, hotels and serviced apartment venues over the last few years, attendees are already witnessing the convergence of urban hospitality and real estate first-hand - it makes sense to bring everybody together for this unique experience of doing business.”
Piers Brown, CEO International Hospitality Media

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Each year the IHM series’ welcomes 1,500+ hospitality leaders from across the globe to its property tours, networking receptions, conferences and exhibitions. These include operators, developers, investors, lenders, service providers, travel management companies and more.

– Selected Sponsors / Exhibitors and Attendees*

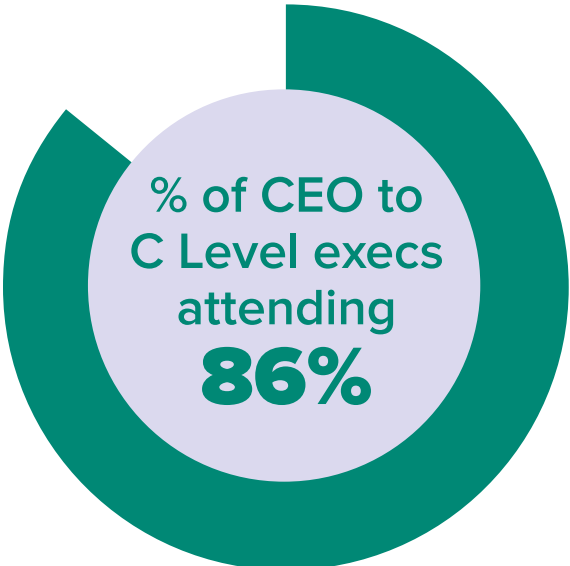
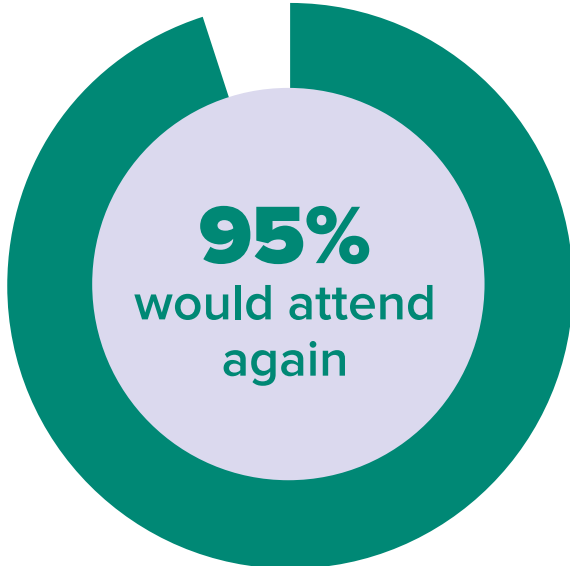
Booking.com / VRBO / Cheval Residences / Katten Law / AKA Residences / RMS / WW Stay / Avvio / TrustYou / Expedia / VirtualKEY / Frasers Hospitality / Oakwood Worldwide / Azuma / Zenya / IDeaS / Maxxton / The Ascott Limited / InTown Suites / Quest Apartments / Igloo Home / Preferred Hotels and Resorts / Nomad Aparthotels / Hello Here / Staybridge Suites / Criton / Wyndham Hotels / Airbnb / letswork / The Collective / Zoku / Generator / MEININGER Hotels / STR / AllTheRooms / Red Roof / Native / Savills / JLL / Colliers International / SACO Apartments / Clink Hostels / Beds and Bars / HVS / Marriott Executive Apartment brands / Rented.com / Corporate Stays / Expedia / Colony Northstar / Met Life / Airbnb / Oasis Collections / Brookfield / Home 2 Suites by Hilton / My Place Hotels / Aiana Capital / Premier Suites NY / Padox AB / AirDNA / Lanson Place / wwStay / Scottish Development International / Woodspring Hotels / ABODA / TPG / Patron Capital / APG / Westmont Hospitality / Cedar Capital / Catella / Kerten Hospitality / Convene / Lyric / Sonder / Crosstree / Starwood Capital / Lavanda / British Land / John McAlpine / WHY Hotel / A and O Hostels and many more...

*Companies mentioned are those who have frequented at least one IHM event

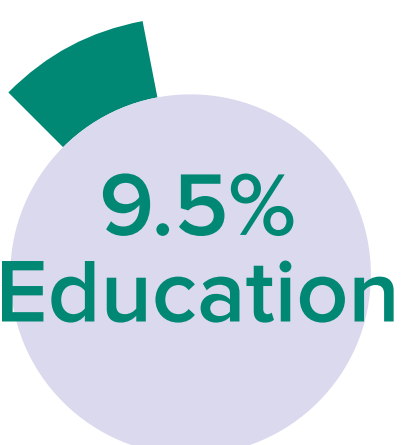
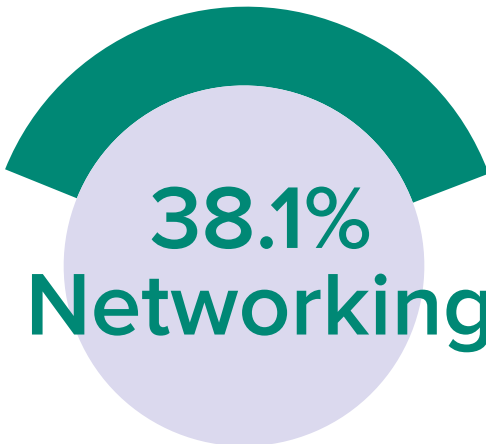
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– Our attendees feedback

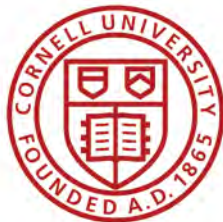


– Main reasons for attending



*Figures taken from the Serviced Apartment Summit Dubai
Main reasons for attending

– Selected Sponsors / Exhibitors and Attendees



– Selected Sponsors / Exhibitors and Attendees











Headline sponsor

- Fully recognised as ‘Headline sponsor’ with repeat credits from main stage
- Announced via all IHM news portals with link backs to sponsor website including representative quote
- 6 x all access passes
- Advisory Board participation (6 months prior to event)
- 2 x invites to sponsors dinner
- 2x2 exhibitor space within priority area, sponsor to have early access to floor plan
- Opportunity to participate, host or lead a session on the agenda
- Hyperlink and logo on UL MEA website
- On-site press interview (video format)
- No cost digital campaign within IHM website portfolio / database portfolio 3 month prior (to the value of £3,000)
- Branding on main stage and throughout
- Full attendee list including details (supplied at least 1 week prior to event)
- Reserved sponsor seating in main room and during lunch
- Bespoke sponsor discount code created to invite existing or prospective clients
- Opportunity to offer a ‘prize’ for the prize draw challenge to engage attendees
- Social media support via LinkedIn, Facebook, Instagram and Twitter
- 2 x bespoke HTML e-blasts to IHM website / database portfolio 3 month prior (to the value of £1,500)
- Account Management advice and support

\$20,000

In partnership with

- Prominent ‘in association with’ branding
- Announced via all IHM news portals with link backs to sponsor website including representative quote
- 4 x all access passes
- Advisory Board participation (6 months prior to event)
- 1 x invite to sponsors dinner
- 2x2 exhibitor space within priority area, sponsor to have early access to floor plan
- Opportunity to participate, host or lead a session on the agenda
- Hyperlink and logo on UL MEA website
- On-site press interview (video format)
- 50% discount on all digital marketing campaigns, 3 months prior to event
- Branding on main stage and throughout
- Full attendee list including details (supplied at least 1 week prior to event)
- Reserved sponsor seating in main room and during lunch
- Bespoke sponsor discount code created to invite existing or prospective clients
- Opportunity to offer a ‘prize’ for the prize draw challenge to engage attendees
- Social media support via LinkedIn, Facebook, Instagram and Twitter
- Account Management advice and support

\$15,000

Event partner

- Recognised as ‘Event partner’
- Announced via all IHM news portals with link backs to sponsor website including representative quote
- 2 x all access passes (entry to ULF)
- Advisory Board participation (6 months prior to event)
- 1 x invite to sponsors dinner
- 2x2 exhibitor space within priority area, sponsor to have early access to floor plan
- Hyperlink and logo on UL MEA website
- 25% discount on all digital marketing campaigns, 3 months prior to event
- Branding on main stage and throughout
- Full attendee list including details (supplied at least 1 week prior to event)
- Reserved sponsor seating in main room and during lunch
- Bespoke sponsor discount code created to invite existing or prospective clients
- Opportunity to offer a ‘prize’ for the prize draw challenge to engage attendees
- Social media support via LinkedIn, Facebook, Instagram and Twitter
- Account Management advice and support

\$12,500

Technology partner

- Recognised as ‘Technology partner’
- Announced via all IHM news portals with link backs to sponsor website including representative quote
- 2 x all access passes
- 1 x invite to sponsors dinner
- 2x2 exhibitor space within priority area, sponsor to have early access to floor plan
- Hyperlink and logo on UL MEA website Sponsor of all
- Tech lead sessions (branding included on presentation slides)
- Full attendee list including details (supplied at least 1 week prior to event)
- Bespoke sponsor discount code created to invite existing or prospective clients
- Opportunity to offer a ‘prize’ for the prize draw challenge to engage attendees
- Social media support via LinkedIn, Facebook, Instagram and Twitter
- Account Management advice and support

\$10,000

URBAN LIVING MEA

NOVEMBER 13-14, 2023, DUBAI, UAE

– Booking Form

I/We confirm this contract to book a ☐ Headline sponsor, ☐ In partnership with, ☐ Event partner, ☐ Technology partner sponsorship package inclusive of all points listed overleaf.

I would like to secure sponsorship at the same pricepoint (securing against any future price rise) for ☐ 2024 ☐ 2025 ☐ 2026

☐ Exhibitor Space - \$4,000 USD including 2m by 2m stand space only (including basic furniture/power), 2 x tickets to ULMEA, Logo and description and website.

– Additional Sponsorship Opportunities

- Branded experience or entertainment sponsor – **\$POA**
- UL 2023 ‘Chill out’ drinks reception – **\$10,000 USD**
- VIP / Press Lounge Sponsor – **\$6,500 USD**
- ‘Unlock the neighbourhood’ fireside talk sponsors (Day One) – **\$6,000 USD**
- Music Partner/on-site DJ – **\$5,000 USD**
- Breakfast Sponsor – **\$4,000 USD**
- Social media sponsor – **\$4,000 USD**
- Business Card Swap Sponsor – **\$4,000 USD**
- Charging Station Sponsor – **\$4,000 USD**
- Coffee Area Sponsor – **\$4,000 USD**
- Material Bags Sponsor – **\$4,000 USD** (excludes production cost)
- Badges Sponsor – **\$4,000 USD**
- Note Pads Sponsor – **\$4,000 USD** (excludes production cost)
- Delegate List Sponsor – **\$4,000 USD**
- Delegate Lanyards Sponsor – **\$4,000 USD** (excludes production cost)
- Delegate Pens Sponsor – **\$2,500 USD** (excludes production cost)
- Session sponsor – **\$2,000 USD** (up to 4 available)

Other options on request

| | |
|------------|-------|
| Signature: | Date: |
|------------|-------|

Thank you for sponsoring URBAN LIVING MEA, please ensure you’ve completed all information fields.

| | |
|----------------------|------------------|
| Company Name: | Telephone: |
| Contact Name: | Email: |
| Position in Company: | Invoice Contact: |
| Address: | |
| Postcode: | |

☐ I confirm that I accept the terms and conditions listed after this booking form.

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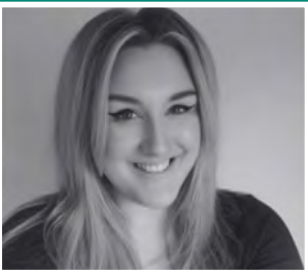


Complete your event sponsorship with an online presence...

Contact Stephanie or Jordan to discover how to engage and extend your reach.



Jordan Ashford
Head of Growth
+44 (0)7535135116
+44 (0)20 8340 7989
Jordan@internationalhospitality.media



Stephanie Hamlin
VP Commercial Partnerships
+44 (0)7375675475
+44 (0)20 8340 7989
Stephanie@internationalhospitality.media

MARKETING (NEXT STEPS)

Following confirmation of your booking, your online marketing campaign will start. To do this we require:

- High resolution logo in .eps or png format
- Brief company description (50-70 words)
- Online links for your website, social media channels and hashtags



Jo Cox
Head of Marketing
+44 (0)7765 890972
+44 (0)20 8340 7989
Joanne@internationalhospitality.media

– Sponsorship Terms and Conditions

1. Definitions

For these terms and conditions the conference organisers, International Hospitality Media (IHM), will be referred to as “The Organisers”. The term “Urban Living” meansthe event detailed online at <http://www.urbanlivingmea.com> and the term “Sponsor” means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement “Contract”.

2. General Terms and Conditions

The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be construed in accordance with English law and the Parties hereby submit to thejurisdiction of the English Courts.

3. Cancellation of Conference

3.1 The Organisers reserve the right to postpone or cancel Urban Living. In the event of a decision to postpone Urban Living, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate Urban Living to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

3.2 If Urban Living attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

4. Payment Terms

Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in Urban Living and the benefits outlined in the Contract will be withdrawn, if Urban Living invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

5. Exhibition Display Items

5.1 In the event the Sponsor provides articles, products and materials, (“the Exhibition/Display Items”), unless otherwise approved by the Organisers, the movement of such items in and out of the venue must be handled by nominated contractors.

The Exhibition/Display Items will not be allowed in or out of the venue without official clearance. All Exhibition/Display Items must at all times abide by the health and safety standards set out and monitored by the venue. The Sponsor shall make its own arrangements for transportation of the Exhibition/Display Items including packaging material. The Organisers cannot accept or sign for Exhibition/Display items on behalf of the Sponsor.

5.2 All displays shall be removed and cleared from the exhibition space and the Sponsor shall ensure that vacant possession of the exhibition space is delivered in good order and clean condition. The Sponsor will pay the cost of making good any damage caused to the venue, whether by themselves and /or their contractors. Exhibition / Display items may not be moved by the Sponsor from the Urban Living venue before the exhibition portion of Urban Living ends unless otherwise agreed.

6. Compliance with local legislation

The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Conference is held.

7. Video rights, Licences and Electronic messages

7.1 From time to time, photographs and video recordings may be made at Urban Living or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers’ use of such recordings for commercial purposes.

7.2 To the extent necessary to fulfil Urban Living’s express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use the Sponsor’s trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images.

7.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial e-mail messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates.

8. Insurance

The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

9. Liability

The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents against all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising (“Loss”) out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this Contract was made and that the Organisers shall take reasonable steps to mitigate the same.

All items or property that are brought to, displayed at, and removed from the Urban Living venue are at the Sponsor’s own risk.