

SPONSORSHIP PROSPECTUS

URBAN LIVING FESTIVAL

FEBRUARY 2027
LONDON

STAY • *LIVE* ► WORK

The largest leadership and insight event for hospitality and real estate operators, owners, investors and service providers.



London TBC

Feb 2027

Powered by:

INTERNATIONAL
HOSPITALITY
• MEDIA

BOUTIQUE
HOTEL
NEWS

Serviced
Apartment
News

ST SHORT TERM
RZ RENTALZ

URBAN LIVING
NEWS

The UK's most comprehensive urban living event

FROM LIMITED TO LIMITLESS

Sick of sponsoring boring, ineffective, cookie-cutter events?

Then you'll love ULF!

And trust us, it's nothing like your average conference.

Here's why:



STAKEHOLDERS FIRST, ALWAYS.

With 1,000+ attendees, 80% are urban hospitality and real estate owners, developers, operators, investors. We don't just sell tickets to anyone, we curate the audience so you can meet real decision-makers, not a sea of suppliers.



EXPERIENCES > EXHIBITION HALLS.

Forget lifeless shell scheme stands + pop up roller banners. ULF is about sponsor activations, conversations + vibrant spaces that make doing business unforgettable. We're demanding more - give your business the best platform to engage customers



SPONSORSHIP ROI YOU CAN SEE.

Leads, data, connections + built-in tools to sync straight into your CRM. The quality + scale of our audience makes it easy to show your CFO the value.



THE PLATFORM TO LEAD THE CONVERSATION.

Share the stage with CEOs + industry leaders. Put your best people forward, shape the narrative + get the attendee list for targeted follow-up.

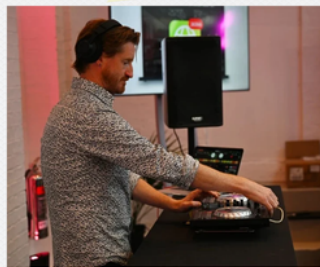


SERVICE WITH A SMILE.

With dedicated account managers (yes, real humans!) guiding you every step, we'll make sure you + your clients leave with happy faces

Do business at the UK's most comprehensive urban living event.

The boldest, brightest + most unmissable URBAN LIVING FESTIVAL (ULF) is back September 14-15th 2026 for two electric days packed with powerhouse speakers, game-changing innovations, hands-on masterclasses, epic networking, immersive activations, street food, drinks, DJs + endless opportunities to connect with the industry's sharpest minds.



After outgrowing our 2025 venue, we're going even BIGGER in 2027, taking over a festival site to unite 500+ urban innovators ready to do business, be inspired, connected + switched on to your brand sponsorship whilst exploring the exciting latest shifts shaping where we STAY, LIVE and WORK.



The UK's most comprehensive urban living event

Festival themes



STAY

- Hotels
- Extended stay
- Hybrid hospitality
- Short term rentals

LIVE

- Build to rent - Single family housing
- Student Housing
- Coliving
- Later living

WORK

- Flex office
- Coworking
- Future of work
- Workplace technology



Cross sector zones

Connectivity zone

Operations zone

Development & Investment zone

Female Leaders zone

AI & Proptech zone

Design & Experience zone

ICONIC VENUE

SPONSORSHIP OPPORTUNITIES

The UK's most comprehensive urban living event

Sponsorship Benefits	Headline Sponsor across all 3 Festival zones	Festival Partner across all 3 zones	Tech Innovation Partner	Stay, Live & Work Partner
Press announcements across the IHM network.	✓	✓	✓	✓
VIP passes	X12	X8	X6	X4
Invite to sponsors dinner	X3	X1	X1	X1
Opportunity to participate, host or lead sessions	✓	✓	✓	✓
Bespoke HTML promo email (s)	X3	X1	X1	X1
High impact branding on event website	✓	✓	✓	✓
On-site press interview	✓	✓	✓	✓
Discount on all digital marketing campaigns	No cost to the value of £10,000, 50% thereafter	50%	25%	25%
Branding on main stages and around event	✓	✓	✓	✓
Branding on digital guidebook + early access	✓	✓	✓	X
Attendee list (inclusive of email/phone number) 1 week prior to event	✓	✓	✓	✓
Social media support	✓	✓	✓	✓
Sponsor to address attendees in main room	✓	X	X	X
Preferential access to VIP Area	✓	✓	✓	✓
Invite to attend all venue tours and drink reception	✓	✓	✓	✓
Complimentary guest tickets	X40	X30	X20	X10
Price	30K	20K	15K	10K

**TO DISCUSS SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT:**



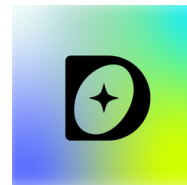
Rachael Nolan
Head of Growth
+44 (0) 7943 617848
rachael@internationalhospitality.media



Katie Houghton
VP Commercial Partnerships, Hospitality
+34 711 02 42 31
katie@internationalhospitality.media

urbanlivingfestival.com [#urbanlivingfestival](https://twitter.com/urbanlivingfestival)

2025 SPONSORS AND SUPPORTING PARTNERS



KEYSTONE LAW



STR



Spaces
to Places



TLJ access
control



Coliving
Ventures



Ingka Group
An IKEA retailer



THE CLASS FOUNDATION



Touch Stay

2025 TESTIMONALS



“

Unforgettable event! Cannot wait for 2026!
Massive thank you, to yourself and the team for all the amazing
work you put in to make it possible

Fraser Duncan, Key Account Manager, IKEA

“

We had an incredible time at the Urban Living Festival 2025!

We were blown away by the interest people had in our solution and
can't wait to build upon the conversations we started during the event.

Ben Jones, Marketing Manager, DreamDesk



EXHIBITOR OPPORTUNITIES

If a shell scheme is all you require, we have the perfect solutions -

2X2 METER EXHIBITOR SPACE + BRANDED BACK WALL BRANDING

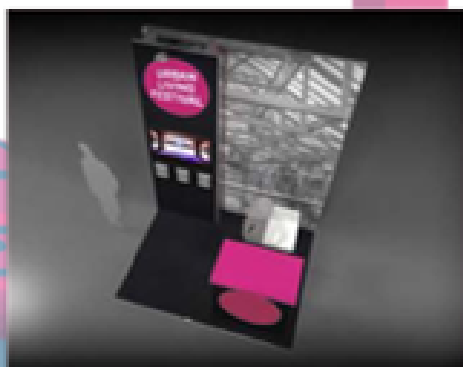
- Includes tressel table, 2 chairs, power and wifi as standard.
- Brand on website and event app.
- Attendee list (Post event)

Price: £4,495

3X2 METER EXHIBITOR SPACE + BRANDED BACK WALL BRANDING

- Includes tressel table, 2 chairs, power and wifi as standard.
- Brand on website and event app.
- Attendee list (Post event)

Price: £4,995



2X2 METER EXHIBITOR SPACE ONLY

- Includes tressel table, 2 chairs, power and wifi as standard.
- Brand on website and event app.
- Attendee list (Post event)

Price: £3,995

3X2 METER EXHIBITOR SPACE ONLY

- Includes tressel table, 2 chairs, power and wifi as standard.
- Brand on website and event app.
- Attendee list (Post event)

Price: £4,495



MARKETING/NEXT STEPS

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

- High resolution logo in .eps , svg.ai and png format
- Brief company description (50 words)
- Online links for your website

1. Definitions

For these terms and conditions the conference organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Festival" means the event detailed online at <http://www.urbanlivingfestival.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 the jurisdiction of the English Courts.

3. Cancellation of Conference

3.1 The Organisers reserve the right to postpone or cancel the festival. In the event of a decision to postpone the festival, 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 the festival 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 the Festival 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 the Festival and the benefits outlined in the Contract will be withdrawn, if any Festival 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 Festival venue before the exhibition portion of the Festival 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 the Festival 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 Festival'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, solely and strictly in accordance with the Sponsor's instructions, the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images which shall be provided by the Sponsor, in its sole discretion, to the Organiser.

7.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial email 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 Festival venue are at the Sponsor's own risk.