

URBAN LIVING FESTIVAL

16 FEBRUARY 2027

LONDON

STAY • LIVE • WORK

Brought to you by

URBAN LIVING
NEWS

INTERNATIONAL
HOSPITALITY
• MEDIA



George Sell
Editor – Urban Living News

VENUE:

NOVOTEL LONDON WEST

The largest NO COST leadership and insight event for hospitality and real estate landlords, operators, investors and developers.



1500+

Quality pre-approved attendees



300+ Landlords, 300+ Operators, 300+ Investors, 300+ Developers, 300+ Service Providers

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



DESIGN & EXPERIENCE ZONE



DEVELOPMENT & INVESTMENT ZONE



OPERATIONS ZONE



LEADERSHIP STAGE



AI & PROPTech ZONE

*Tickets are no cost to qualified, pre-approved attendees. Service providers / suppliers will be required to purchase tickets (non sponsors and exhibitors)

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RZ RENTALZ

URBAN LIVING
NEWS



urbanlivingfestival.com | #urbanlivingfestival

DEMOCRATISING HOSPITALITY AND REAL ESTATE



JUST 1,500 TICKETS AVAILABLE* NO COST TO ATTEND



Sick of sponsoring and exhibiting at boring, ineffective, overpriced cookie-cutter events? **Then you'll love ULF.**

And trust us, here's why:

1

STAKEHOLDERS FIRST, ALWAYS.



We don't simply sell tickets to anyone. We carefully curate the audience, making it easier to demonstrate commercial value to your business.

2

EXPERIENCES > EXHIBITION HALLS.



Forget lifeless shell-scheme stands and pop-up banners. ULF focuses on sponsor activations, meaningful conversations and vibrant spaces that make doing business memorable.

3

SPONSORSHIP ROI YOU CAN SEE.



Benefit from ULF's exceptional audience, reach and engagement pre / during and post event. Capture leads, data and connections through built-in tools that integrate directly with your CRM, giving your team a clear view of engagement and follow-up opportunities.

4

THE PLATFORM TO LEAD THE CONVERSATION



Share the stage with Urban Living News' thought leaders, and industry CEO's. Put your best people forward, shape the narrative + drive intention amongst decision makers.

5

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.



Eloise
Hanson

George
Sell

Priya
Khaira



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PARTNERSHIP OPPORTUNITIES

URBAN LIVING FESTIVAL

Europe's most comprehensive urban living event.

Partnership routes designed for visibility, lead generation and industry influence.

HEADLINE SPONSOR ACROSS ALL 3 FESTIVAL ZONES

£25,000

- Headline Sponsor PR announcement
- PR distribution: reach 1,000,000+ (IHM 100k opt-in subscribers)
- 20 VIP passes
- Premium 4x2 exhibitor space
- Host 3 thought leadership sessions
- 4 bespoke promo eshots
- Premium website branding
- Press, podcast and video interviews with George Sell, Editor, ULN
- Premium main stage branding and across event
- Exclusive solus lanyard branding
- Premium branding on digital guidebook
- Full attendee contact list
- Social media support
- Optional CEO or equivalent leadership keynote to open ULF
- Dedicated off stand meeting area
- Preferential access to VIP meeting / networking area
- 8 x invites to drinks reception
- Team food and refreshments



40 Complimentary Guest Tickets

FESTIVAL PARTNER ACROSS ALL 3 ZONES

£20,000

- PR distribution: reach 1,000,000+ (IHM 100k opt-in subscribers)
- 15 VIP passes
- Premium 3x2m exhibitor space
- Host 2 thought leaders sessions
- 3 bespoke promo eshots
- Premium website branding
- Press interviews
- Premium main stage branding and across event
- Branding on digital guidebook
- Full attendee contact list
- Social media support
- Opportunity to address attendees from the main stage
- Preferential access to VIP meeting / networking area
- 6 x invites to drinks reception
- Team food and refreshments



30 Complimentary Guest Tickets

TECH INNOVATION PARTNER

£15,000

- PR distribution: reach 1,000 000+ (IHM 100k opt-in subscribers)
- 12 VIP passes
- Premium 2x2m exhibitor space
- Host 1 thought leaders session
- 2 bespoke promo eshots
- High-impact website branding
- Press interviews
- High-impact branding across event
- Branding on digital guidebook
- Full attendee contact list
- Social media support
- Preferential access to VIP meeting / networking area
- 4 x invites to drinks reception
- Team food and refreshments



20 Complimentary Guest Tickets

STAY LIVE PARTNER

£10,000

- 10 VIP passes
- Premium 1x2m exhibitor space
- 1 bespoke promo eshot
- High-impact website branding
- Press interviews
- High-impact branding across event
- Full attendee contact list
- Opportunity to address attendees from the main stage
- Preferential access to VIP meeting / networking area
- 2 x invites to drinks reception
- Team food and refreshments st



10 Complimentary Guest Tickets

EXHIBITOR PARTNER OPPORTUNITIES - FROM £2,995

INC 2 X ATTENDEE PASSES, FOOD + REFRESHMENTS THROUGHOUT

3x2M SPACE + BRANDED BACKDROP

- 4 attendee passes
- Food and refreshments throughout the day



PRICE: £4,995

2x2M SPACE + BRANDED BACKDROP

- 3 attendee passes
- Food and refreshments throughout the day



PRICE: £4,495

3x2M EXHIBITOR SPACE ONLY

- 4 attendee passes
- Food and refreshments throughout the day



PRICE: £3,495

2x2M EXHIBITOR SPACE ONLY

- 3 attendee passes
- Food and refreshments throughout the day



PRICE: £2,995



REACH EUROPE'S MOST INFLUENTIAL HOSPITALITY AND URBAN LIVING DECISION-MAKERS THROUGH A CAMPAIGN THAT STARTS MONTHS BEFORE THE FESTIVAL AND CONTINUES LONG AFTER IT ENDS.



High-resolution logo files in EPS, SVG, AI and PNG formats

WHAT OUR SPONSORS SAY:

A trusted platform for urban living brands to connect, showcase and grow.

URBAN LIVING FESTIVAL

Brought to you by
Urban Living News

TRUSTED BY COMPANIES INCLUDING:



WHY PARTNER WITH ULF?



LEAD GENERATION

Generate high quality leads and build your pre-qualified pipeline to drive ROI.



DECISION-MAKERS

Engage with Landlords, Operators, Investors, Developers and Service Providers.



CROSS-SECTOR CONNECTIONS

Meet the right partners across hospitality, real estate and living.



FESTIVAL ENERGY

Buzzing atmosphere, future thinking and unforgettable experiences.



Unforgettable event! cannot wait for 2027! Massive thank you, to yourself and the team for all the amazing work you put in to make it possible

Foster Duncan, Key Account Manager, IKEA



A zillion times better than a lot of conferences out there. Not only was the vibe better, but it was masterfully put together and executed.

Nadia Milligan, Partner, Keystone Law

READY TO ENGAGE
WITH OUR
AUDIENCES?

Start the
conversation today



RACHAEL NOLAN

Head of Growth

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rachael@internationalhospitality.media



KATIE HOUGHTON

VP Commercial Partnerships

+34 711 02 42 31

katie@internationalhospitality.media

Once booked, we'll launch your online marketing campaign to maximise your visibility and results.



urbanlivingfestival.com | #urbanlivingfestival

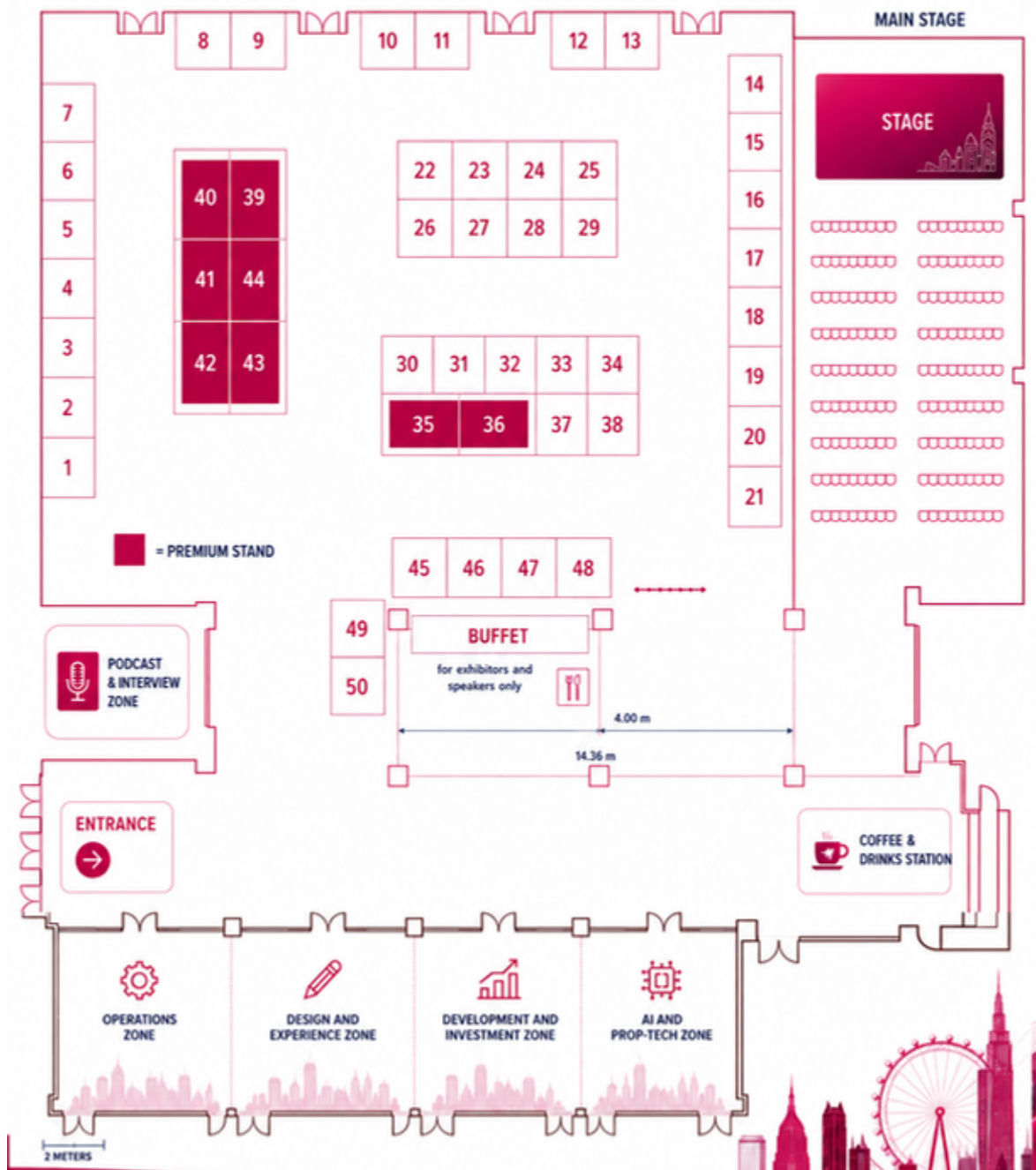
INNOVATION LOUNGE

3 festival themes. 4 programme zones. 1 headline stage.

Choose from exhibition stands, premium positions, programme zone partnerships and leadership lounge branding, each designed to generate visibility, conversations and meaningful engagement.

URBAN LIVING
FESTIVAL FEBRUARY 2027
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— EXHIBITOR HALL —



TERMS AND CONDITIONS

1. Definitions

In these Terms and Conditions:

“Agreement” means the booking form, sponsorship or exhibition proposal, order form, statement of work or other written agreement accepted by the Sponsor, together with these Terms and Conditions.
“Event” means Urban Living Festival 2027, scheduled to take place on 16 February 2027 at Novotel London West, London, and any associated activities, content or digital services organised in connection with it.
“Event Materials” means the Event’s name, trademarks, branding, website, programme, recordings, photographs and promotional materials.
“Fees” means all amounts payable by the Sponsor under the Agreement.
“Organiser” means International Hospitality Media [insert full legal entity name, company number and registered office].
“Package” means the sponsorship, exhibition or partnership benefits described in the Agreement.
“Sponsor” means the company, organisation or individual entering into the Agreement, including an exhibitor where applicable.
“Venue” means Novotel London West or any replacement venue notified by the Organiser.

2. Agreement and authority

2.1 The person accepting the Agreement on behalf of the Sponsor confirms that they have authority to bind the Sponsor.
2.2 The Agreement constitutes the entire agreement between the parties concerning the Package and replaces any previous discussions, proposals or representations relating to it.
2.3 If there is any conflict between these Terms and Conditions and the booking form or sponsorship proposal, the booking form or sponsorship proposal will take precedence to the extent of that conflict.
2.4 No amendment to the Agreement will be effective unless agreed in writing by both parties.

3. Payment

3.1 The Organiser will invoice the Sponsor for the Fees specified in the Agreement. Unless otherwise stated in writing, invoices are payable immediately upon receipt.
3.2 All Fees are exclusive of VAT and any other applicable taxes, which will be charged at the prevailing rate.
3.3 The Sponsor may not participate in the Event or receive any Package benefits while an invoice remains overdue.
3.4 If payment is overdue, the Organiser may suspend delivery of the Package, reallocate the Sponsor’s exhibition space or sponsorship rights, and charge statutory interest and recovery costs in accordance with applicable law.
3.5 Payments are non-refundable except where expressly provided in these Terms and Conditions.

4. Cancellation by the Sponsor

4.1 A Sponsor wishing to cancel must notify the Organiser in writing.
4.2 Unless different cancellation terms are stated in the Agreement:
(a) cancellation more than 120 days before the Event date will make 50% of the total Fees payable; and
(b) cancellation 120 days or fewer before the Event date will make 100% of the total Fees payable.
4.3 The cancellation charges reflect the Organiser’s costs, commitments and anticipated losses arising from the cancellation.
4.4 The Sponsor may request a suitable replacement organisation. Any substitution requires the Organiser’s prior written approval and will not release the original Sponsor from its obligations unless the Organiser expressly agrees otherwise.

5. Changes to the Event

5.1 The Organiser may make reasonable changes to the Event where necessary, including changes to the programme, speakers, timings, floor plan, exhibition-space location, content zones, format or other operational arrangements.
5.2 Advertised speakers, attendees, audience numbers and programme content are indicative and are not guaranteed. Changes of this nature will not normally entitle the Sponsor to a refund.
5.3 If the Organiser changes the date or Venue, the Agreement will continue and the Package will be transferred to the revised Event.
5.4 If the Sponsor cannot attend a rescheduled Event, it must notify the Organiser within 14 days of receiving notice of the new date. The Organiser may, at its discretion, issue a credit toward another Organiser event or service.

6. Cancellation and force majeure

6.1 The Organiser will not be liable for a failure or delay caused by circumstances beyond its reasonable control. These may include severe weather, fire, flood, epidemic or pandemic, acts of terrorism, war, civil disorder, industrial action, transport disruption, failure of utilities or suppliers, government action, national mourning, Venue closure, or health and safety concerns.
6.2 If such circumstances prevent or materially affect the Event, the Organiser may postpone, relocate, shorten, combine, alter the format of or cancel the Event.
6.3 Where the Event is postponed, relocated or delivered in an alternative format, the Organiser will use reasonable efforts to provide substantially equivalent Package benefits. Fees will not be refundable where those benefits can reasonably be delivered.
6.4 If the Organiser cancels the Event without rescheduling it or providing substantially equivalent benefits, the Sponsor will be entitled to a refund of Fees paid for benefits that have not been delivered. This refund will be the Sponsor’s sole remedy.
6.5 The Organiser is not responsible for the Sponsor’s travel, accommodation, staffing, production, logistics or other indirect costs.

7. Sponsorship and exhibition benefits

7.1 The Organiser will use reasonable care and skill to provide the Package benefits described in the Agreement.
7.2 The positioning of logos, exhibition spaces, activations and programme acknowledgements remains subject to the Event’s design, production and operational requirements.
7.3 The Sponsor must provide logos, advertisements, copy, artwork and other requested materials in the required format and by the deadlines notified by the Organiser. The Organiser will not be responsible for benefits missed or reduced because materials were supplied late, incorrectly or in an unsuitable format.
7.4 Unless expressly stated in the Agreement, the Organiser does not guarantee:
(a) any minimum number or type of attendees;
(b) any level of sales, enquiries, leads, media coverage or commercial return;
(c) exclusivity within a market or product category;
(d) a particular exhibition-space position; or
(e) the attendance of a named speaker, organisation or delegate.
7.5 Any category exclusivity must be expressly recorded in the Agreement and will be interpreted reasonably by the Organiser.

8. Exhibition spaces and sponsor activations

8.1 The Sponsor must comply with all Venue and Organiser instructions, including requirements relating to access, build-up, breakdown, fire safety, security, accessibility, electrical equipment, food and drink, noise and working at height.
8.2 Exhibition structures, displays and sponsor activations require the Organiser’s approval. The Organiser may require the alteration or removal of anything it reasonably considers unsafe, unsuitable, offensive, unlawful, disruptive or inconsistent with the Event’s standards.
8.3 The Sponsor must keep its allocated area staffed, safe, clean and presentable during the Event’s published opening hours.
8.4 The Sponsor may not sublet, share or transfer its space or Package rights without the Organiser’s prior written consent.
8.5 The Sponsor is responsible for transporting, installing, securing and removing its property. Items must be removed within the times specified by the Organiser.
8.6 Unless agreed otherwise, the Sponsor must use the Venue’s or Organiser’s approved contractors for services where this is required by Venue rules.
8.7 The Sponsor will be responsible for the reasonable cost of repairing damage caused by the Sponsor, its employees, contractors, agents, guests or property.
8.8 Property brought to or left at the Event remains entirely at the Sponsor’s risk. The Organiser does not accept responsibility for its loss, theft or damage except where caused by the Organiser’s negligence.

9. Sponsor conduct and compliance

9.1 The Sponsor must comply with all applicable laws, regulations, industry codes and Venue policies.
9.2 The Sponsor must ensure that its employees, representatives, contractors and guests behave professionally and do not cause nuisance, harassment, danger or disruption.
9.3 The Sponsor may not display, distribute, demonstrate or promote material that:
(a) infringes another person’s rights;
(b) is misleading, defamatory, discriminatory or unlawful;
(c) contains malicious software or unsafe technology; or
(d) is reasonably likely to damage the reputation of the Event or Organiser.
9.4 The Organiser may refuse admission to, or remove, anyone who breaches this section. No refund will be payable in such circumstances.
9.5 The Sponsor must comply with all applicable anti-bribery, anti-corruption, sanctions, modern-slavery and equality legislation.

10. Intellectual property

10.1 Each party retains ownership of its existing names, trademarks, logos, content and other intellectual property.
10.2 The Sponsor grants the Organiser a worldwide, non-exclusive, royalty-free licence for the term of the Agreement to use, reproduce, resize and display the Sponsor’s name, trademarks, logos, supplied content and approved images for:
(a) delivering and promoting the Event and Package;
(b) Event signage, websites, programmes and marketing;
(c) reporting on the Event; and
(d) promoting future editions of the Event.
10.3 The Sponsor warrants that it owns or has permission to use and license all materials it supplies and that those materials do not infringe any third-party rights.
10.4 The Sponsor may use the Event’s name and approved branding solely to publicise its participation, in accordance with any brand guidelines supplied by the Organiser. It may not imply a wider endorsement or relationship.

11. Photography, filming and recordings

11.1 Photography, filming and audio recording may take place at the Event.
11.2 The Sponsor acknowledges that its exhibition space, activation, branding, employees and representatives may appear incidentally or deliberately in Event recordings.
11.3 The Sponsor permits the Organiser to photograph, film and record its participation and to use that material worldwide, in any media, for editorial, promotional, archival and commercial purposes connected with the Event and the Organiser’s business.
11.4 The Sponsor must inform its attending personnel that recording will take place and obtain any notices or permissions required from them.
11.5 The Sponsor may undertake its own professional filming only with the Organiser’s prior written approval and subject to applicable privacy, intellectual-property and Venue requirements.

12. Attendee information and data protection

12.1 Each party will comply with applicable data-protection and electronic-marketing laws, including the UK GDPR, the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations.
12.2 Where the Sponsor receives attendee or lead information through the Event, including through badge scanning, an Event platform or an attendee list, the Sponsor will act as an independent controller of that information.
12.3 The Sponsor may use such information only for the purposes clearly communicated to the attendee and where it has a valid lawful basis. Receipt of attendee information does not automatically constitute consent to electronic marketing.
12.4 The Sponsor must provide appropriate privacy information, respect marketing preferences, keep personal data secure and delete it when it is no longer required.
12.5 The Sponsor must not sell attendee information, disclose it to an unauthorised third party or use it for unrelated purposes.
12.6 The Organiser may withhold or restrict attendee information where disclosure would breach applicable law, the Organiser’s privacy notice or attendee preferences. This will not constitute a failure to deliver the Package.

13. Insurance

13.1 The Sponsor must maintain adequate insurance with a reputable insurer for its participation in the Event, including:
(a) public liability insurance of at least £5 million per occurrence, or another amount specified by the Venue;
(b) employers’ liability insurance where legally required;
(c) insurance covering its equipment, displays and other property; and
(d) any additional insurance reasonably appropriate to its activities.
13.2 Evidence of insurance must be provided to the Organiser on request.

14. Liability

14.1 Nothing in the Agreement excludes or limits liability for death or personal injury caused by negligence, fraud, fraudulent misrepresentation or any other liability that cannot lawfully be excluded.
14.2 Subject to clause 14.1, neither party will be liable for loss of profit, revenue, business, anticipated savings, goodwill, data or opportunity, or for any indirect or consequential loss.
14.3 Subject to clause 14.1, the Organiser’s total aggregate liability arising from or in connection with the Agreement will not exceed the Fees actually paid by the Sponsor under the Agreement.
14.4 The Organiser is not liable for the acts, omissions, products or services of the Venue, attendees, speakers, contractors or other sponsors except to the extent that the Organiser is legally responsible for them.
14.5 The Sponsor will indemnify the Organiser against third-party claims, losses and reasonable costs arising from:
(a) the Sponsor’s breach of the Agreement;
(b) injury, loss or damage caused by the Sponsor or its personnel;
(c) the Sponsor’s products, services, display or activation; or
(d) an allegation that materials supplied by the Sponsor infringe another person’s rights, except to the extent caused by the Organiser’s negligence or breach.

15. Termination

15.1 The Organiser may terminate the Agreement or suspend the Sponsor’s participation if the Sponsor:
(a) fails to pay an amount when due and does not remedy that failure within seven days of notice;
(b) commits a material breach that cannot be remedied, or fails to remedy a remediable breach within a reasonable period;
(c) becomes insolvent or ceases trading; or
(d) engages in conduct reasonably likely to endanger others or cause material reputational harm to the Event or Organiser.
15.2 Termination will not affect rights and obligations that arose before termination.
15.3 Where the Organiser terminates because of the Sponsor’s breach, all Fees will remain payable and no refund will be due.

16. Confidentiality

Each party must keep the other party’s confidential commercial information secure and may use it only to perform the Agreement. This obligation does not apply to information already lawfully known, publicly available through no breach, independently developed or required to be disclosed by law.

17. Notices

Notices under the Agreement must be in writing and sent to the postal or email address stated in the Agreement. An email will be treated as received on the next business day after transmission, provided that no delivery-failure notification is received.

18. General provisions

18.1 The Sponsor may not assign or transfer the Agreement without the Organiser’s prior written consent.
18.2 The Organiser may assign the Agreement to a group company or purchaser of the relevant Event or business.
18.3 If a provision is found invalid or unenforceable, it will be modified to the minimum extent necessary, and the remaining provisions will continue in effect.
18.4 A delay in enforcing a right will not constitute a waiver of that right.
18.5 Nothing in the Agreement creates a partnership, employment relationship, agency or joint venture between the parties.
18.6 A person who is not a party to the Agreement has no right to enforce it under the Contracts (Rights of Third Parties) Act 1999.
19. Governing law and jurisdiction
The Agreement and any dispute or claim arising from it will be governed by the laws of England and Wales. The courts of England and Wales will have exclusive jurisdiction.

