

300+
*hospitality
leaders from
across the
globe*



Global **SERVICED APARTMENT** AWARDS 2027

— Aparthotels | Extended Stay | Serviced Residences —

May 11, 2027

Hilton London Bankside

Powered by:

 **INTERNATIONAL
HOSPITALITY**
• MEDIA

 **Serviced
Apartment
News**



ABOUT THE EVENT – A NOTE FROM THE EDITOR & HEAD JUDGE



The Serviced Apartment Awards 2027 marks an exciting new chapter as we celebrate 12 years of recognising global excellence in the serviced apartment, aparthotel, and extended stay sectors. Over the past decade, the awards have become a benchmark of achievement and innovation, celebrating outstanding contributions from operators, individuals, and brands alike.

WHAT'S NEW IN 2027?

In 2027, we're evolving once again with refreshed criteria and updated categories designed to reflect industry trends and emerging excellence.

We will continue to spotlight trailblazers through our Rising Star, Industry Inspiration, and Team of the Year categories — voted for by readers of SAN. The Outstanding Achievement award will be hand-selected by our editorial team. All other categories will be judged by an expert panel of independent industry leaders.

2027 CATEGORIES INCLUDE:

- Best property 1-20 units
- Best property 21-70 units
- Best property 71-150 units
- Best property 151+ units
- Best operator 1 to 50 units
- Best operator 51 to 200 units
- Best operator 201+ units
- Best interior design
- Best in-room supplier
- Best architecture/exterior design
- Best use of social media
- Best marketing/branding campaign
- Best flex rental operator
- Best hotel with serviced apartments
- Innovative use of technology
- Best distribution partner
- Best mobility and relocation partner
- Strategic partner of the year
- ESG award - operator or property
- ESG award - supplier or service provider
- Rising Star
- Team of the year
- Industry Inspiration
- Outstanding Achievement

Entry remains completely free to all operators, owners, and service providers worldwide.

The awards are presented at a black tie gala dinner in London. It's a brilliantly fun and entertaining evening - a real stand out in the industry calendar - and an incredible opportunity to mingle with the best in class - be there!

Eloise Hanson

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MEET THE TEAM



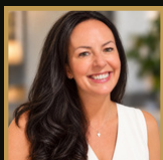
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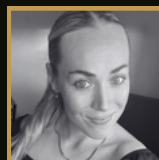
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WHY GET INVOLVED?

Be part of the buzz! Meet, greet and network with 300+ hospitality leaders whilst increasing your brand visibility before, during and after the event.



Whether you're our headline sponsor, sponsoring the drinks reception or an award category, this is your opportunity to position your brand 'in lights' at the top industry event - you and your guests are promised a night you won't forget!

TESTIMONIALS



“ The team at the awards were excellent and that's coming from someone in the hospitality industry, where expectations are high. They were engaged, attentive, and consistently on the ball throughout. The atmosphere was fantastic, and I have to say the pre-event communication was also spot on.

Keerthy Sachavi, General Manager, The Gate London City

“ Just wanted to say congratulations on a fantastic night and a huge HUGE thank you for having us as the charity partner again. The prize draw raised £2340 which is amazing, beats last year and in rough terms makes approx. another 200 breaks and 20 hospitality partners possible. Absolutely beyond grateful to you all for your wonderful support – thank you!

Joe Langtree, Operations Director, Room to Reward



“ We had the pleasure to be the headline sponsor of #SAA2026, organised by Serviced Apartment News. Piers Brown and team - you are doing an amazing job for our industry. It has been a great time with an outstanding community of serviced apartment providers in Europe!

Pawel Gawor, CEO, City Pop

A selection of 2026 attendees

201 Lyvn | 15 Basil Street | 3X Capital Partners | Ade Agency | AHV Associates | AJ Advisory | AltoVita | ASAP | Base ApartHotels | Base Furnishings | Be London | Beyond Aparthotels | Blue Orchid | Blue Quay Capital | Bob W | Broadsword Investment Management | C1 Capital Partners | CAP Worldwide | CHPA | Checkin Apartments | Cheval Collection | City Break Apartments Limited | City Pop | CityUs | Clyde & Co | Corporate City Apartments | Coucou&Co | D'Montrio | D3X | Elina PMS | EEA | Essa Consultancy | Founder | Frasers Group | Frasers Hospitality | Full Power | Golden Mop | Harrison Street | Hire Space | Holyrood Aparthotel | Hostify | Hybrid Resi | Integrity International Group | International Centre for Responsible Tourism Global | International Hospitality Media | Julius Meinl Living | Keystone Law | Lamington Group / Room2 Aparthotels | Liz Giles | Mansley Serviced Apartments | Mews | MJD Consult | Moment Stays | National Corporate Housing | Nestor | NREP | Numa Stays | Palm Holdings | Peopleknd | Prem Suites | Pricelabs | Protocol Furniture | RelocateU | Reloquest | Room to Reward | Roomzzz | SITU | STAY | Savills | Saxbury | Serviced Apartment News | Short Term Rentalz | Silentnight | SilverDoor | Situ | Software Answers/RES | Star Hotels | Staycity | Staycity Ltd | St David Aparthotels | STR | Studio Moren | Supercity | TFE Hotels | The Arc Collection | The Ascott | The Gate | The Gresham Apart Hotel | The July | The Otherhouse | The Residence | Travel Intelligence Network | Urban Rest | Viridian | WATG | Westminster City Council | Wilde | Womble Hill Dickinson | Working Away From Home | YOSAA | Your Apartment | Zoia Living and more.

Headline Sponsor



Silver Sponsors

Adina



Charity Partner



Innovation Partner

MEWS

Bronze Sponsors



The Residence

Yosha

THE GATE



Premier Stay Partner



Supporting Partner



SPONSORSHIP PACKAGES

Headline Sponsor – In partnership with – £19,995

- Table for 12 guests
- Assistance with guest invites
- Welcome address
- Host mentions
- Homepage + newsletter banners
- Two pre eshots
- Two post eshots
- One attendee eshot
- Press release + article
- Exclusive interview
- Brand video before sponsored category announcement
- Category sponsorship
- Presentation of 2 x awards
- Premium logo placement across all event assets
- Hosted drinks access
- Prize or table gifting
- Post event attendee insights
- 50% digital discount
- Social media coverage

Innovation Partner (PMS, Tech, AI, access control, guest experience, RMS, in-room tech suppliers) – £14,995

- Exclusive association with the innovative use of technology category or similar
- Interview with IHM on innovation in serviced living
- 30 second video before sponsored category presentation
- One pre event eshot
- One post event eshot
- One attendee eshot
- Newsletter banner inclusion
- Premium table of 10
- Presentation of award
- Branding on event materials
- Host namecheck
- Post event attendee insights
- 20% digital discount
- Social media coverage

Drinks Reception Partner – £12,995

- 'Own the most social part of the evening'
- Exclusive branding of pre awards drinks reception
- Branded drinks reception signage
- Opportunity for branded cocktail or token
- Branded materials worn by venue staff
- Category sponsorship
- Presentation of award
- 30 second brand video to feature before sponsored category presentation
- Premium table of 10
- Press release announcement
- One pre event eshot
- One post event eshot
- Newsletter inclusion
- Two week newsletter banners
- Host namecheck
- Post event attendee insights
- 15% digital discount

5.

#SAAwards



SPONSORSHIP PACKAGES

Category Partner – £6,495

- Exclusive sponsor of one category
- Opportunity to present award
- 30 second brand video to feature before sponsored category presentation
- Branding on website + event materials
- Host namecheck
- Newsletter inclusion
- One post event eshot
- Table for 10
- Press release mention
- Post event attendee insights
- 10% digital discount

Supporting Partner – £4,995

- Branding on awards website
- Branding in selected event materials
- Newsletter inclusion
- 5 guest places
- Host namecheck
- Opportunity to place approved promotional materials on guest table
- Post event attendee insights
- 10% digital discount

Award Category Sponsor – £3,495

- Sponsor of one category
- Logo featured on awards website
- Host namecheck when category announcement
- 2 guest tickets
- Option to purchase additional tickets at discounted rate

CONFIRM YOUR SPONSORSHIP



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Entry submissions will open in December 2026 and close in April 2027. For more details, head to www.servicedapartmentawards.com or contact Eloise, head judge.

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SPONSORSHIP TERMS AND CONDITIONS

1. Definitions

For these terms and conditions the Awards organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Awards" means the event detailed online at servicedapartmentawards.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 Awards

3.1 The Organisers reserve the right to postpone or cancel the Awards. In the event of a decision to postpone the Awards, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Sponsor should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the Awards 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 Organiser will return Sponsorship money.

3.2 If the Awards 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 Awards and the benefits outlined in the Contract will be withdrawn, if any Awards 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. Compliance with local legislation

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

6. Video rights, Licences and Electronic messages

6.1 From time to time, photographs and video recordings may be made at the Awards 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.

6.2 To the extent necessary to fulfil Serviced Apartment Awards 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.

6.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving 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. Sponsor and their contacts should notify Marketing Manager, Rebecca Down as soon as possible should they not wish for their details to be shared. Full details of our privacy policy can be viewed on the website.

7. 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.

8. 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 Awards venue are at the Sponsor's own risk.

