

SPONSORSHIP OPPORTUNITIES 2027

hotelmarketingconference.co.uk

THURSDAY 27TH MAY 2027

PUT YOUR BRAND AT THE HEART OF UK HOTEL MARKETING

For more than two decades, the National Hotel Marketing Conference has united the people behind the brands, campaigns and commercial strategies shaping the future of hospitality.

Now brought to you by HOSPA and the Hotel Marketing Association, this year's conference welcomes marketing directors, sales leaders, general managers and hotel owners to Hilton at St George's Park for a high-impact day of learning, collaboration and networking.

For sponsors, few opportunities offer such direct access to senior decision-makers. Your target audience isn't just attending, they're actively looking for new ideas, solutions and partners.

Position your brand at the heart of the conversation, demonstrate your expertise and create meaningful connections that lead to lasting commercial opportunities.





WHY PARTNER WITH US?

Meet the people who matter:
Connect face-to-face with senior hotel marketers, commercial leaders, owners, operators and decision-makers.

Strengthen your profile:
Increase brand awareness and reinforce your position within the hotel marketing community.

Generate new business:
Create conversations with prospective customers and develop valuable new sales opportunities.

Lead the conversation:
Use speaking, workshop and content opportunities to demonstrate your expertise and share valuable insight.

Showcase your expertise:
Put your products, services, technology and people directly in front of a highly relevant hospitality audience.

Understand the market:
Hear directly from hotel leaders about the challenges, priorities and opportunities shaping the industry.

Build industry relationships:
Develop connections with hotel groups, owners, management companies, agencies and influential industry professionals.

Stay visible beyond the event
Benefit from a combination of pre-event, on-the-day and post-event exposure across the conference's marketing channels.

Our partnership packages combine brand visibility, exhibition space, content, speaking opportunities, networking and digital promotion - giving you multiple ways to engage with the people who matter most to your business.

PAST SPONSORS

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YOUR MARKET.
YOUR AUDIENCE.
YOUR OPPORTUNITY.

AN ICONIC SETTING FOR INDUSTRY LEADERS

The 2027 National Hotel Marketing Conference will take place at Hilton at St George's Park, Staffordshire - the prestigious home of the English FA.

Set within the inspirational surroundings of St George's Park, the venue provides an ideal environment for learning, networking and relationship building.

The venue is easily accessible by road from the M1 and M6 and by rail via Burton-upon-Trent station. Courtesy taxis will be provided by the organisers to and from Burton-upon-Trent station on the day.



WHO ATTENDS?

The National Hotel Marketing Conference brings together senior professionals from across the hotel and hospitality ecosystem, including:

- Hotel owners, franchisees and management companies
- General managers and deputy/assistant general managers
- Marketing directors and marketing managers
- Sales directors and sales managers
- Revenue managers and PR executives
- Hotel groups and consortia - incl. MDs and senior marketing and sales leaders
- Hotel and marketing consultants and business advisers
- Advertising, PR and marketing agencies
- Tourist boards and destination marketing organisations
- Leading university and college lecturers in hospitality and tourism
- Best-in-class marketing, technology and service providers to the hotel industry

WHY THE CONFERENCE MATTERS

For over two decades, the National Hotel Marketing Conference has been the meeting place for the people driving growth across the UK hotel sector.

250+

Senior Industry Leaders Marketing, commercial and hospitality professionals from leading hotel brands, groups and independent operators.

30+

Expert Voices A powerhouse line-up of industry innovators, commercial leaders and marketing pioneers sharing real-world insight and fresh perspectives.

100%

Hotel-Focused The UK's only conference dedicated exclusively to hotel marketing, commercial performance and revenue growth.

Practical. Relevant. Actionable.

From AI and distribution to branding, guest experience and commercial strategy, every session is designed to tackle the opportunities and challenges facing hotels today.

Connections That Matter

A highly engaged community of hoteliers, marketers, suppliers and industry experts creating conversations that continue long after the event.

Inspiration With Impact

Delegates leave energised, informed and equipped with ideas, tools and strategies they can put into practice immediately.

NEW FOR 2027

EXECUTIVE LEADERSHIP TRACK

A dedicated programme created exclusively for senior marketing and commercial leaders shaping the future of hospitality.

Featuring:

- Executive leadership sessions
- Interactive strategy workshops
- An invitation-only leadership roundtable
- Senior leadership discussions on the main stage

Designed specifically for Director and Executive-level professionals, this new track creates a unique forum for strategic discussion and direct engagement with some of the industry's most influential decision-makers.

SPONSORSHIP PACKAGES

Choose the level of visibility, engagement and access that best supports your objectives.

HEADLINE SPONSOR	£5,995 + VAT
PREMIUM SPONSOR	£3,995 + VAT
EDUCATIONAL WORKSHOP SPEAKING OPPORTUNITY	£3,900 + VAT
MARKETING LEADERS PANEL SPONSOR	£3,500 + VAT
EXHIBITOR PARTNER	£2,500 + VAT
WELCOME SPONSOR	£2,000 + VAT
60-SECOND VIDEO	£2,000 + VAT
LANYARD & DELEGATE BADGE SPONSOR	£1,950 + VAT
FOOD & BEVERAGE SPONSOR	£1,950 + VAT
CONFERENCE ROOM TABLE SPONSOR	£900 + VAT
CONFERENCE BROCHURE BACK COVER	£900 + VAT

HEADLINE SPONSOR

Maximum of 4

A high-profile partnership designed to put your brand prominently in front of delegates throughout the event.

Exhibition
- Includes an exhibitor booth in the main lobby

Main Stage
- Opportunities for in-person speaking/engagement in the Mainstage programme, with bespoke activity agreed in advance with HMA team
- Branding on presentation slides when sponsors are mentioned

Brand & Print
- Double-page editorial feature in the conference brochure
- Banner in the main conference room
- Event listing on the HMA & NHMC websites

Social & Digital
- Two dedicated sponsor spotlight LinkedIn posts
- Pre-event LinkedIn coverage
- Dedicated post-event email to all delegates
- Additional email to HMA database to be used withing 12 months of event

Delegate Access
- 6 delegate passes

Total Investment: £5,995 + VAT



PREMIUM SPONSOR

Maximum of 6

A strong all-round package combining exhibition, brand visibility, content and direct delegate access.

Exhibition
- Includes an exhibitor booth in the main lobby

Main Stage
- Showcase your brand in a 60-second Sponsor Video, featured on the Main Stage screen, and incorporated into the delegate quiz, creating an engaging and interactive brand touchpoint with the audience.
- Branding on presentation slides when sponsors are mentioned

Brand & Print
- Full-page advertisement in the conference brochure
- Event listing on the HMA & NHMC websites

Social & Digital
- One dedicated sponsor spotlight post
- Pre-event LinkedIn coverage
- Dedicated post-event email to all delegates

Delegate Access
- 3 x delegate passes (valued at £1,425+)

Total Investment: £3,995 + VAT



EDUCATIONAL WORKSHOP SPEAKING OPPORTUNITY

Maximum of 4

Exclusive opportunity for four sponsors to deliver a 25-minute educational workshop, with content agreed in advance with the HMA team.

Workshops should provide valuable insights, research, and practical takeaways for delegates, with the opportunity to feature a hotel marketer as part of the session to bring an industry perspective and enhance engagement.

Total Investment: £3,900 + VAT



EXHIBITOR PARTNER

An ideal opportunity to showcase your business, meet delegates and build relationships throughout the conference.

Exhibition

- Exhibition space
- 2-metre exhibition table

Brand Visibility

- Logo on presentation slides when exhibitors are mentioned
- Listing and quarter-page advertisement in the conference brochure
- Event listing on the HMA & NHMC websites

Social

- Pre-event LinkedIn coverage

Delegate Access

- 2 x delegate passes (valued at £950+)

Total Investment: £2,500 + VAT

MARKETING LEADERS PANEL SPONSOR

Associate your brand with our high-profile Executive Leadership programme.

Includes opportunities for:

- Four branded banners within the three-hour leadership roundtable room
- Branding on stage during the main stage leadership panel
- Opportunity to submit a question for the leadership roundtable discussion
- Opportunity to introduce the main stage leadership panel
- Opportunity to share the question discussed during the roundtable with the wider conference audience
- Social media coverage
- 2 x delegate passes

A unique opportunity to connect your brand with senior marketing and commercial leaders from across the hotel industry.

Total Investment: £3,500 + VAT

WELCOME SPONSOR

Make an immediate impression as delegates arrive.

Includes opportunities for:

- Jointly branded flags at reception/entrance
- High-profile branding at the conference entrance
- Branded windows at the entrance
- Branding on delegate bags/folders
- Branding on materials distributed to delegates
- Branding on registration communications

Total Investment: £2,000 + VAT





60-SECOND VIDEO

Add-on available to Exhibitor Partners

Showcase your brand in a 60-second Sponsor Video, featured on the Main Stage screen, and incorporated into the delegate quiz, creating an engaging and interactive brand touchpoint with the audience.

Total Investment: £2,000 + VAT

LANYARD & DELEGATE BADGE SPONSOR

Put your brand in the hands of every delegate.

Your branding appears on the delegate lanyard and badge, worn throughout the event.

Total Investment: £1,950 + VAT

FOOD & BEVERAGE SPONSOR

Associate your brand with one of the most social parts of the conference.

Includes:

- Sponsorship of morning refreshments
- Banners and branded tent cards in F&B areas
- Marketing materials distributed on tables
- Social media coverage
- Website listing
- Brochure listing

Total Investment: £1,950 + VAT



CONFERENCE ROOM TABLE SPONSOR

Brand your conference table throughout the day.

Includes:

- Branded tablecloth
- Opportunity to distribute marketing materials from the table

NHMC will arrange production of the tablecloth.

Total Investment: £900 + VAT

CONFERENCE BROCHURE BACK COVER

Put your brand on one of the most prominent pages in the conference brochure.

Full-page advertisement on the outside back cover.

Total Investment: £900 + VAT



LET'S TALK

BE SEEN BY THE PEOPLE SHAPING HOTEL MARKETING

Sponsorship and exhibition opportunities at the National Hotel Marketing Conference 2027 are limited.

With Principal Sponsorship capped at four partners and Gold Sponsorship at six, premium opportunities and exhibition positions are expected to be in demand.

Whether your objective is to generate leads, launch a product, strengthen relationships, demonstrate expertise or increase your profile across the hotel sector, we have a partnership opportunity to support your goals.

Ready to put your brand at the heart of hotel marketing in 2027?

National Hotel Marketing Conference | 27th May 2027
Hilton at St George's Park, Staffordshire

www.hotelmarketingconference.co.uk

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