

11th February 2025 Pullman London St Pancras

SPONSORSHIP PROSPECTUS

One day in London, live and in-person www.hid-event.com







"For over a decade, Hotel Analyst has been hosting conferences which get into the granular details that matter for industry professionals,"

says Andrew Sangster, the owner and editorial director of Hotel Analyst.



Introducing HIDE

The Hotel Industry Development Event is for professionals wanting to maximise business opportunities from the growing hotel industry.

The conference will bring together all those involved in the ecosystem of generating investment returns from hotels. Investors, operators, brand companies, technology solution providers and advisers will attend to network and learn.

HIDE consolidates three events held prior to Covid lockdowns and adds in extra elements to create a new conference purpose-built to deliver insight and inspiration.

Behind HIDE is Hotel Analyst, the news analysis service that for over 20 years has been the leading news resource for the hospitality investment sector. HIDE will cover real estate, building on the learnings from the Hotel Alternatives Event; it will cover operations, amalgamating the Hotel Operations Conference; and it will cover technology, featuring aspects of the Hotel Distribution Event but also on-property technology too.

The recently enhanced relationship with Sleeper Media, the foremost global hospitality design and architecture journal and events business, will also enable HIDE to deliver best in class discussions on lifestyle and luxury. And, of course, design and architecture too.

Key features of HIDE

- ▶ Plenary & simultaneous spotlight sessions
- ► Five networking opportunities breakfast, morning break, lunch, afternoon break and cocktails
- ▶ Will feature more than 50 speakers from all aspects of hotel development design, technology and distribution, brand companies, operations and real estate investment
- ▶ Purpose-built auditorium (Shaw Theatre) to ensure excellent session experience for attendees and hotel facilities (Pullman London St Pancras) for enhanced networking
- ▶ Journalistic and education focused programming that delivers meaning and value to attendees





What makes HIDE different?

Bringing together real estate, operations and brand to discuss what has made hotels a leading real estate investment asset class.

The hotel industry has three key pillars of value creation: real estate, operations and brand. Participants in one or more of these pillars must work together to generate optimum returns. HIDE will be a bridge to understanding the most effective approaches.

"The brick, brawn and brain divide within the hotel industry is a useful way to bring management focus. But none can succeed in isolation,"

says Andrew Sangster, founder of HIDE.

HIDE's curated audience of investors will hear from brand companies, third-party operators, technology vendors focused on distribution and / or on-property solutions, and designers. In addition, the best advisers on property, corporate finance, law and talent management will be in the room.

"We have built our reputation on delivering conference programming that has meaning and purpose. With HIDE we will call on our decades of experience to produce a best-in-class agenda,"

says Andrew Sangster, founder of HIDE.

HIDE offers

- ▶ Density of the right people, based on previous Hotel Analyst events there will be a clear majority of C-suite and director level individuals most of whom will be either investors or operators
- ▶ High visibility for sponsor partners both on stage and within the networking room, not just a logo among dozens of your industry rivals
- ▶ Unique and highly regarded content that delivers meaning for attendees



Past speakers at Hotel Analyst events

Director, APG Asset Management

Founder & CEO, Uncle

Fund Strategist – Real Estate, Aberdeen Standard Investments

CEO, edvn Group

Partner, Head of Europe, KSL Capital Partners

Chief Executive, Birchwood Real Estate Capital

Founder, CEO, Lifestyle Hospitality Capital (LHC) Group

Managing Director & Chief Investment Officer, Aprirose

Partner, Strategy & Transactions, UK&I Head of Leisure, EY

Principal, KSL Capital

Head of Capital Solutions and UK Commercial, M&G Real Estate

Head of Hotels, Coutts & Co

Director, Cairn Group

Managing Director, Cendyn

Chief Operations Director, Cheval Residences

Managing Partner, Cogent Blue

Managing Partner, Considerate Hoteliers

Director of Hotels, CP Holdings

Managing Director, Credit Suisse

Head of Hotel Transactions, Cushman & Wakefield

CEO, Cycas Hospitality

CEO, Delata Hotel Group

Vice Chairman Real Estate Gaming and Lodging, Deutsche Bank

Chief Operating Officer, Deutsche Hospitality

Dorchester Collection Academy, Global Director

Head, Investments & Asset Management, Dorchester Group

Co-Founder, Duetto

Principal- Head of Hotels, ECE Real Estate

Chief People & Culture Officer, Ennismore

Director of Operations, EMEA, EQ Group Operations Director, Essential Living

Head of MICE & Groups, Expedia

CEO, FastPayHotels

chief executive of Malmaison and Hotel du Vin, Frasers Hospitality

Partner, Gerald Eve

Senior Industry Head, Google

chief commercial officer, CitizenM

Group Sales & Marketing Director, Guestline

Founding Partner, Hamilton Hotel Partners

SVP and Managing Director, UK & Ireland, Hilton Worldwide

Senior Director, Senior Director

Founder and CEO, Hostmaker

Chairman, HVS

Vice President Acquisitions and Development, Hyatt Hotels

Chairman, IDISO

Director, Development, UK&I, InterContinental Hotel Group

Senior Director Head of Hotel Transactions, Invesco

CEO EMEA, JLL

CEO, Jupiter Hotels

VP, Digital Strategy & Distribution, Kempinski Hotels & Resorts

Director, Asset Management and Acquisitions, Kew Green

Managing Director, Lapithus Hotels Management

Founder and Chairman, Lavanda

Head of Development, Leonardo Hotels

People Development Director, LGH Hotels Management

Director Portfolio Management & Investments, LIFE Europe

Chief Investment Officer, LRO Hospitality

Co-Founder & CEO, Magnuson Hotels

Senior Director - International Hotel
Development, Marriott

Founder & Director, Mews Systems

Partner & Managing Director, Midstar AB

SVP. Digital, Distribution & Revenue

Strategy, Millennium Hotels & Resorts

Chief Executive, Nadler Hotels

Global head secure access & digital identity, Natwest

Chairman, Neilson Active Holidays

Non Executive Director, NH Hotel Group

CEO, Nadler Hotels

Director, Lending, Oaknorth Bank

Senior Director Sales Consulting, Oracle

Managing Director, Orion Hospitality Asset Management

Global Director, OTA Insight

Senior Vice President of Transactions, Pandox

Managing Director, Peel Holdings

Head of Development UK&I, PPHE

UK Hotels Leader, PwC

Managing Director, PSD Hospitality & Leisure

Executive VP & chief development officer, Radisson

Founder & CEO, Rategain

CEO, RBH

Regional Director, RBS

Executive Managing Director, EMEA & APAC, Real Capital Analytics

Executive Chairman; Reardon Smith Architects

CFO, Redefine BDL

Operations IT Director: Rocco Forte Hotels

Founder and President, Room Mate Hotels

Director, Hotels & Healthcare Finance, Santander UK Corporate Banking

Board member, Scandic Hotels

Managing Director, Starboard Hotels

SVP, Head of European Hotels, Starwood Capital

Director, STR

Managing Director, Valor Hospitality Europe

Managing Director, Vastint Hospitality B.V

Executive Chairman, Village Hotel Club

Relationship Director, Virgin Money

Director of Acquisitions, Westmont Hospitality

Managing Director, Whitbread

President and Managing Director for the EMEA region, Wyndham

Senior VP Development & Strategy, Yotel

CEO, Zleep Hotels

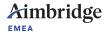
Co-Founder & Managing Director, Zoku



Past sponsors































































































































Sponsorship benefits

SPONSORSHIP BENEFITS (depending on venue specifications)	PATRON	SPONSOR	INDUSTRY SPONSOR
	4 Max	12 Max	Unlimited
An exhibition space (size subject to venue)	4x3m	3x2m	
Sponsor's name and/or logo on relevant publicity & promotional materials	✓	✓	✓
Branding included in on site materials	✓	✓	✓
Company description in delegate materials	100 words	50 words	50 words
Access to a private meeting room (subject to venue availability	✓		
Logo promotion on digital screen throughout the venue	✓	✓	✓
Complimentary delegate registrations to the event	5	3	1
Complimentary exhibitor passes to the event	2	1	
Discount to sponsors own staff/clients/contacts	25%	20%	20%
Complimentary delegate places for you to invite investors/owners	10	4	2
Membership to the Advisory Board	1	1	
Access to the attendee list	✓	✓	✓
Speaking position on the programme	2	1	1





"HIDE will create something unique that delivers unparalleled understanding of the most critical issues facing those engaged in hotel development."

Andrew Sangster, Owner and Editorial Director, Hotel Analyst

In partnership with Sleeper and THP

SLEEPER

The hotel industry is undergoing a period of unprecedented change. Design, technology, and the desire for local, authentic experiences have altered the landscape dramatically, resulting in a more diverse marketplace than ever before. Sleeper identifies the latest trends, giving our readers insights to ensure their business thrives in this fast-changing industry.

It is the only media brand to reach all individuals and disciplines involved in the delivery of new hotel projects worldwide.

We offer engaging editorial across a variety of platforms, including a beautifully presented print magazine (also available as an app and digital version), website, and social media channels.

THP.

THP is a leading data provider for the hospitality industry. Our focus is on providing valuable information to hotel suppliers, investors, developers, architects, and designers seeking to connect with new leads in the industry. Additionally, THP's database means clients can easily identify new business opportunities and make informed decisions that drive growth and success.

Our commitment to providing unmatched industry intelligence means that you can trust us to be your go-to partner for all things hotel related. Whether you're an established business or a dynamic start-up, THP is here to help you make your mark in this exciting and fast-paced industry.







hid-event.com

Contact the organisers



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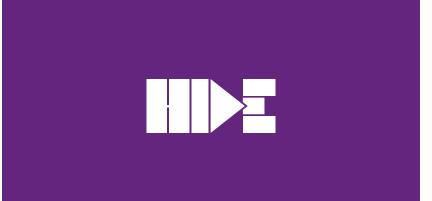


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