



Hotel Industry Development Event

11th February 2025
Pullman London St Pancras

SPONSORSHIP PROSPECTUS

One day in London, live and in-person

www.hid-event.com

Organiser



Partners

SLEEPER THP.





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

“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.





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, edyn 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



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.

"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



Contact the organisers



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