

..... EVENT PROSPECTUS

URBAN LIVING FESTIVAL 2022

STAY • LIVE ▶ WORK



6-7 July 2022
LONDON



..... MEDIA PARTNERS



Powered by:



#urbanlivingfestival

URBAN LIVING FESTIVAL (ULF) 2022

Spark your innovation, challenge your perspective at the festival of ideas.

The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.

Changing demographics, social and economic drivers are fuelling investor decisions across broader Urban Living asset classes. The 'age of convergence' blended across hospitality and real estate is happening at pace as we emerge, re-set and focus on the future different.

Covid-19 has shown the resilience of the 'Living' sector and fundamentally changed investor's perspectives.



ULF places the spotlight directly on investment, development, supply, operations, brands, distribution, technology and demand generators.

Curated with an intense focus on collaboration and debate, the festival brings CEO's, 'best of breed' speakers and attendees, sponsors and solution providers to collectively share best practice, network, map the industry's future and do business within:

STAY

- Hotels and serviced apartments
- Aparthotels / extended stay hotels
- Hybrid accommodation
- Short-term rentals

LIVE

- Co-living
- Build-to-rent (BTR) and student accommodation
- Senior living

WORK

- The future of the office
- Co-working
- Sustainable Buildings
- PropTech

Incorporating IHM events: Boutique and Lifestyle Hotel Summit; Serviced Apartment Summit Europe; and the ENGAGE corporate travel buyer forum.

“

Having hosted numerous webinars and events discussing co-working, co-living, hostels, BTR, PBSA, hotels and serviced apartment over the last few years, we are seeing and witnessing the convergence of urban hospitality and real estate - it makes sense to bring everybody together for this unique experience of doing business.



George Sell, Editor-in-Chief, International Hospitality Media

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THE MARKET

- 85% of investors are expecting to increase or maintain their portfolio allocation towards the 'living' sector over the next 10 years (Investec, Future Living II report, July 2021)
- 55% of the world's population lives in urban areas, this is expected to reach 68% by 2050
- In 1950, 79% of the UK population lived in cities; this will rise to 92.2% by 2030.
- 40% of the urban areas required by 2030 are not yet built.

Hosted over two days, London will have the opportunity to showcase its status as a "living and breathing" world-class metropolitan hub for real estate investors, developers, owners and operators.



WHO SHOULD ATTEND?

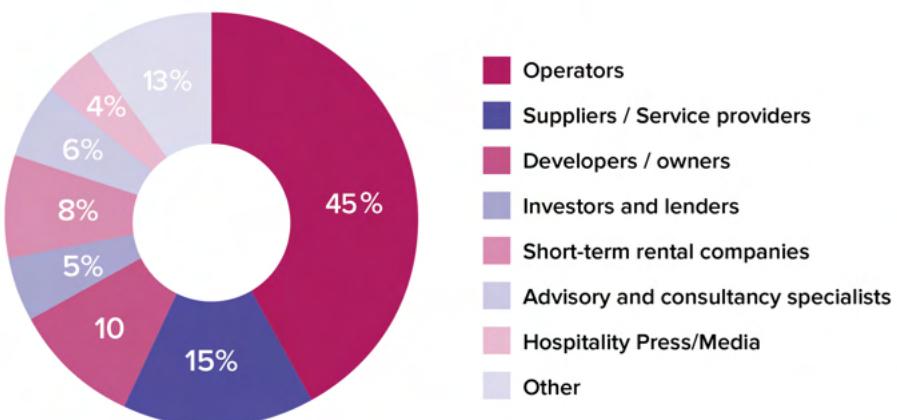
URBAN LIVING FESTIVAL 2022 is designed to bring together leaders from across this fascinating and growing sector of the real estate industry to learn, share best practice and map the future.

As well as numerous opportunities to network with owners, operators, investors, buyers and sellers in the market, there is an action packed agenda to help you engage, discover and learn how to incorporate cutting edge business practices into your organisation to drive your business forward.

Types of attendee include:

- Operators and brands
- Owners and developers
- Corporate and HNWI hospitality and real estate investors
- Bankers, private equity funds and other lenders
- Advisory and consultancy specialists
- Real estate brokers
- Real estate support services
- Architects and designers
- Lawyers
- Travel management companies
- Suppliers / Service providers
- SME and corporate travel buyers

Urban Living Festival Audience Profile:



URBAN LIVING FESTIVAL 2022

Each year the IHM series' welcomes 1,000+ hospitality leaders from across the globe to its property tours, networking receptions, conferences and exhibitions. These include operators, developers, investors, lenders, service providers, travel management companies, and more.



Selected Sponsors / Exhibitors and Attendees from 2021

AKA | Hypnos | Laundry Heap | Noiseaware | Nook | Properly | Quality in Tourism | Realpage | Remotelock | Salto | ServicedApartments.nl | Styled Interior Design | The Gate | Ciel Capital | Colliers | Hines LyvInn | Show House | Gleeds | Brookfield | UKAA | Ekkist | ARCO | New Dog PR | JLL | Ennismore | Bridging Commercial and Development | Finance Today | Dezeed | The Embassies | Public Sector Social Impact Fund | AirDNA | Denizen | Hotels Christie & Co | Lively | WeWork | PLP Architecture | LaSalle Investment Management | HoCoSo | Anglo Educational Services | Zoku | Canary Wharf Group | Cervus Leadership Consulting | LIV Consult | C1 Capital | Revolt Ventures | Present Made | Hearts and Minds | BNP Paribas | Real Innovation Academy | BrandFull | Fast Future | Noisecake | POHA House | Savills | Adagio Aparthotels | Heden | CBRE | Dexter Moren Associates | DWS | Stay The Night | Vonder | Round Hill Capital Operating Companies | Bold | Cairn Group | Mason & Fifth | Reloquest | IMS | Zeevou | H+G | RMS | StayCity | WeWash | Yardi | YAYS | ResHarmonics | Digivalet | International Hospitality Investment Forum | Lavanda | Stasher | CityPop | AHV | Beyond | Central London Alliance | Guesty | Gunners | CoStays | OakNorth Bank | T5 Strategies | Benihana | STR Global | Altovita | Cap Worldwide | The Collective | Edyn | Flying Butler | The Residence | Operto | Furniture from Crisis | Chill&Charge | Loft | EHL | Adido Digital | Avvio | CityRelay | Corporate Housing Factory | Freemotion from iFIT | Haynes Marcoms | Hypnos | Laundry Heap | Silentnight, and many many more...

2021 Attendee stats*

85%

8/10

82%

90%

would attend again

would recommend attending to a colleague

of attendees were extremely satisfied with the Expo Hall

of attendees rated the content and quality of speakers as Excellent

“

It's been a brilliant day so far. There's a real buzz here in the room and it's an amazing venue. There's lots of little nooks and spaces you can go in to, as well as the stages. I'm having a great day and really enjoying it.”

Alastair Mullens, MD, Canary Wharf Group

The top 3 reasons for attending in 2021

- Making New Business Contacts
- Increasing brand awareness/personal profile
- Learn more about the market and future trends

80% of the audience surveyed were really satisfied that their objectives were well met during the festival!

*Statistics taken from a post-event survey sent to all attendees, sponsor, exhibitors and speakers.

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2021 SPONSORS AND SUPPORTING PARTNERS

IN PARTNERSHIP WITH

aka.



HOUSE + GARDEN



YARDI

YAYS

FESTIVAL PARTNERS

TECHNOLOGY PARTNERS



CharlesHope



LOFT®

citipop

ENGAGE SPONSORS

SUPPORTING PARTNERS

CHARITY PARTNER



AHV BEYOND CoStays

Furniture from Crisis

odyn



CENTRAL LONDON ALLIANCE



The Residence



OakNorth Bank
Lending for entrepreneurs, by entrepreneurs

T5 Strategies
BUSINESS ARCHITECTS AND ADVISORS



CHARGING PARTNER



BREAKFAST SPONSOR

RESTAURANT PARTNER

COFFEE SPONSOR

EDUCATION PARTNER



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www.urbanlivingfestival.com

SPONSORSHIP PACKAGES

Sponsorship Benefits	Headline Sponsor	In Partnership With	Festival Partner	Tech Innovation Partner
Press announcements across the IHM network, including quote from sponsor	✓	✓	✓	✓
VIP passes	x8	x5	x4	x3
Advisory board participation x 1	✓	✓	✓	✓
Invite to sponsors dinner	x3	x2	x1	x1
Priority exhibitor space	3x2m	2x2m	2x2m	2x2m
Opportunity to participate, host or lead a session	✓	✓	✓	X
Invite to attend all venue tours and drinks reception	✓	X	X	X
QR Swapping session (30 mins)	x2 people	x1 person	x1 person	x1 person
Branding, links and logo on website	✓	✓	✓	✓
On-site press interview	✓	✓	✓	X
Discount on all digital marketing campaigns	No cost to the value of £3,000, 50% thereafter	50%	25%	X
Branding on main stage and around event	✓	✓	✓	X
Branding on festival app + early access	✓	✓	✓	✓
Attendee list (inclusive of email/phone number) 1 week prior to event	✓	✓	✓	✓
No cost tickets for prospective clients	x6	x4	x3	x2
Prize for activation during event	✓	✓	✓	✓
Social media support	✓	✓	✓	✓
Advert within festival app	✓	✓	✓	✓
HTML email	x3	x2	X	X
Discount on ULF webinar series sponsorship	x2 webinars included	20%	10%	20%
Sponsor to address attendees in main room	✓	X	X	X
Branding on Tech led sessions and/or Tech Hub branding	X	X	X	✓
Reserved seating for lunch	✓	✓	✓	✓
Access to VIP room	✓	✓	✓	✓
Price	£20,000	£15,000	£12,500	£10,000

“

I got the possibility to present on stage and it's really an honour to be here. I wanted to come

to the Urban Living Festival because it's so good to see that senior living gets increasingly more attention.

Christina Kainz, co-founder, Lively

“

It's a really unique event where you've got the stay, work and live elements, and it's been interesting to hear how they're all blending together. To be able to connect with people we know and make new connections after all this time locked down, it's been really good to have that face-to-face experience.

Rosie Willan, co-founder and director, Stay the Night

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SPONSOR BOOKING FORM

URBAN LIVING FESTIVAL

6-7 JULY 2022, LONDON

I/We confirm this contract to book a Headline Sponsor, In Partnership With, Festival Partner, Tech Innovation Partner sponsorship package.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Entertainment/DJ sponsor - £5,000 | <input type="checkbox"/> Chill out zone - £2,500 |
| <input type="checkbox"/> Networking app sponsor - £5,000 | <input type="checkbox"/> QR code swapping sponsor - £2,500 |
| <input type="checkbox"/> VIP lounge sponsor - £5,000 | <input type="checkbox"/> Roundtable/workshop sponsor - £2,000 (inc refreshments) |
| <input type="checkbox"/> Breakfast sponsor - £3,500 | <input type="checkbox"/> Drinks reception host venue or sponsor - £POA |
| <input type="checkbox"/> Lanyard sponsor - £3,500 + supply of branded lanyards | <input type="checkbox"/> Phone charging sponsor - £POA |
| <input type="checkbox"/> Lunch sponsor - £3,500 | <input type="checkbox"/> Furniture sponsor - £POA |
| <input type="checkbox"/> Badge sponsor - £3,000 | <input type="checkbox"/> Stage set sponsor - £POA |
| <input type="checkbox"/> Coffee sponsor - £3,000 | <input type="checkbox"/> Venue branding options - £POA |
| <input type="checkbox"/> Gaming zone - £3,000 | |

Other options on request.

Signature:

Date:

Thank you for sponsoring URBAN LIVING FESTIVAL, please ensure you've completed all information fields.

Company Name:

Telephone:

Contact Name:

Email:

Position in Company:

Invoice Contact:

Address:

Postcode:

I confirm that I accept the terms and conditions listed after this booking form.

Complete your event sponsorship with an online presence...

Contact Katie to discover how to engage and extend your reach.
Online rates start from £100.



Katie Houghton
Group Head of Sales: Media and Events
+44 (0)7535 135 116
Katie@internationalhospitality.media

MARKETING (NEXT STEPS)

Following confirmation of your booking, your online marketing campaign will start. To do this we require:

- High resolution logo in .eps or png format
- Brief company description (50-70 words)
- Online links for your website, social media channels and hashtags



Jo Cox
Marketing Manager
+44 (0)7765 890972 +44 (0)20 8340 7989
joanne@internationalhospitality.media

URBAN LIVING FESTIVAL 2022

EXPO HALL OPPORTUNITIES

2 X 2 M ALL INCLUSIVE FULLY BUILT STAND

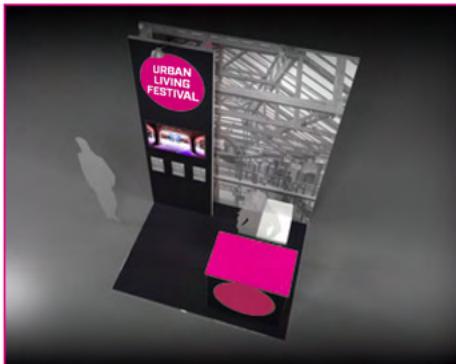
Includes 2 x stools, 1 x table, power, wifi connection.
Brand on website/event app.
x 2 tickets

Price: £5,595

3 X 2 M ALL INCLUSIVE FULLY BUILT STAND

Includes 2 x stools, 1 x table, power, wifi connection.
Brand on website/event app.
x 3 tickets

Price: £6,295



2.2 x 2M SPACE WITH BACK WALL BRANDING

Includes 2 x stools, 1 x table, power, wifi connection.
Brand on website/event app.
x 2 tickets

Price: £4,250

3.2 x 2M SPACE WITH BACK WALL BRANDING

Includes 2 x stools, 1 x table, power, wifi connection.
Brand on website/event app.
x 3 tickets

Price: £4,450



2X2M SPACE ONLY

Includes 2 x stools, table, power, wifi connection.
Brand on website/event app.
x 2 tickets

Price: £3,595

3X2M SPACE ONLY

Includes 2 x stools, table, power, wifi connection.
Brand on website/event app.
x 3 tickets

Price: £4,295



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EXHIBITOR BOOKING FORM

URBAN LIVING FESTIVAL

6-7 JULY 2022, LONDON

I/We confirm this contract to book a:

- 2x2m Fully built stand unit
- 3x2m Fully built stand unit
- 2.2x2m Back wall space
- 3.2x2m Back wall space
- 2x2m (space only)
- 3x2m (space only)



A great space, well laid out and highly interactive.

Signature:

Date:

Thank you for exhibiting at the URBAN LIVING FESTIVAL, please ensure you've completed all information fields.

Company Name:

Telephone:

Contact Name:

Email:

Position in Company:

Invoice Contact:

Address:

Postcode:

I confirm that I accept the terms and conditions listed after this booking form.

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Jo Cox
Marketing Manager
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joanne@internationalhospitality.media

URBAN LIVING FESTIVAL 2022

SPONSORSHIP TERMS AND CONDITIONS

1. Definitions

For these terms and conditions the conference organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Festival" means the event detailed online at <http://www.urbanlivingfestival.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 Conference

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

3.2 If the Festival 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 Festival and the benefits outlined in the Contract will be withdrawn, if any Festival 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. Exhibition Display Items

5.1 In the event the Sponsor provides articles, products and materials, ("the Exhibition/Display Items"), unless otherwise approved by the Organisers, the movement of such items in and out of the venue must be handled by nominated contractors.

The Exhibition/Display Items will not be allowed in or out of the venue without official clearance. All Exhibition/Display Items must at all times abide by the health and safety standards set out and monitored by the venue. The Sponsor shall make its own arrangements for transportation of the Exhibition/Display Items including packaging material. The Organisers cannot accept or sign for Exhibition/Display items on behalf of the Sponsor.

5.2 All displays shall be removed and cleared from the exhibition space and the Sponsor shall ensure that vacant possession of the exhibition space is delivered in good order and clean condition. The Sponsor will pay the cost of making good any

damage caused to the venue, whether by themselves and /or their contractors. Exhibition / Display items may not be moved by the Sponsor from the Festival venue before the exhibition portion of the Festival ends unless otherwise agreed.

6. Compliance with local legislation

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

7. Video rights, Licences and Electronic messages

7.1 From time to time, photographs and video recordings may be made at the Festival 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.

7.2 To the extent necessary to fulfil Festival's 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.

7.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial email 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.

8. 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.

9. 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 Festival venue are at the Sponsor's own risk.

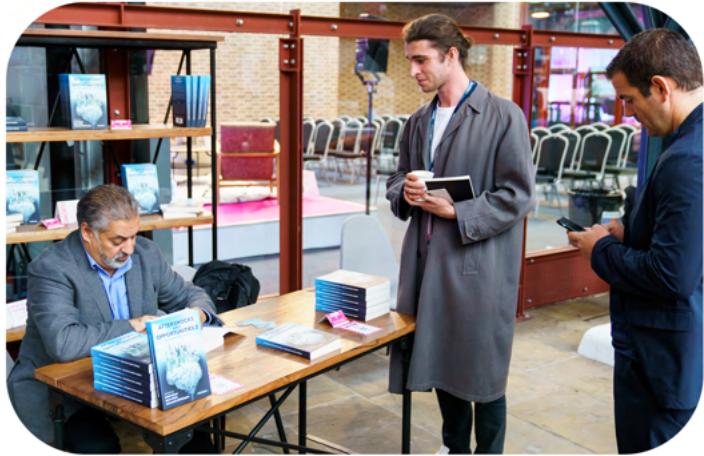
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“

We've seen the blurring of lines over the last few years, and it's been really interesting to see the underlining piece around technology and hospitality and where those synergies are. The investment piece was interesting - to see where all these different sectors are heading. For me, it really enhances what I'm trying to achieve as a company and where we were looking to go to anyway. It's been really informative.”

Deborah Heather, CEO, Quality in Tourism



I've come here to learn more about the urban living environment. In many ways this is a hotel industry that's morphing into hotel apartments, combined with coliving, experiences, sustainability... personally, I think everyone's still trying to figure it out. I'm seeing companies here from the short term rental industry also now moving into other sectors... it's been really educational.”

Richard Vaughton, Head of business development, Properly



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