



**Serviced  
Apartment**  
Summit Europe

**RECHARGE**

Aparthotels • Extended Stay • Short-term Rental

## Event Prospectus SAS Europe Recharge

23-24 January, 2018  
Zoku Amsterdam,  
The Netherlands







# RECHARGE

From its humble beginnings as a 13th-century fishing village on a river bed to its current role as a major hub for business, tourism and culture, Amsterdam has had a strong tradition as a centre of culture and commerce, making this city the perfect location for **SAS EUROPE RECHARGE 2018**.

And we think there's no better place to host the first Recharge than the multi-award winning **Zoku Amsterdam** venue.

Get up to speed on what's happening in the regional European markets at this unique start-of-the-year forum - a focus on the latest developments and markets in the region. **SAS EUROPE RECHARGE 2018** is a two-day serviced apartment, apart-hotel, extended stay and short term rental business event, featuring a prestigious line up of attendees.

Forget speed business card swaps, panel sessions and dinners in soulless function rooms.

Clearly differentiated from London's annual Serviced Apartment Summit and limited to 140 attendees max, most sessions will be curated in debate, workshop and problem solving formats to help stimulate conversation, collaboration, innovation and value creation to help drive your business and the sector forward.

Join us in this unique setting which promises to provide a great environment for creating engaged business relationships and stimulating thoughts and ideas!

**George Sell, Serviced Apartment News editor**  
george@servicedapartmentnews.com



## WHO SHOULD ATTEND?

- Architects
- Brokers
- Contractors
- Corporate travel buyers
- Developers
- Interior designers
- Investors / Lenders
- Operators
- Owners
- Other professional service providers / suppliers

## PROVISIONAL AGENDA (SUBJECT TO CHANGE)

### DAY ONE

- Optional tours around the city to experience ground breaking hospitality concepts and future development opportunities
- Tour of Zoku Amsterdam, more tbc
- Shower, change and refresh
- Boat tour
- Private evening event

### DAY TWO

- Yoga wake up
- Mind nourishment sessions
- Breakfast buffet
- Welcome
- Workshop: the future of cities, the future of real estate
- Data spotlight
- Battle of the brokers: property experts take to the stage to fight for specialist verticals, making the case why a particular segment offers the best opportunities.
- The changing face of the international traveller
- Investment hub
- Lunch buffet
- Debate: European regional market performance – what's hot?
- Tribe discussion
- Debate: Artificial intelligence v humanity
- Speed deal making session
- Debate: Hotels v Serviced Apartments
- The end of alternative: How private accommodation is transforming global accommodation

## HOST SPONSOR

Z O K U



**Serviced  
Apartment**  
News

  
**INTERNATIONAL  
HOSPITALITY**  
• MEDIA

**#SASRECHARGE**



## SPONSORSHIP

Please note this is a gathering of industry leaders,  
with limited 'invite only' sponsorship opportunities available:  
email [info@servicedapartmentnews.com](mailto:info@servicedapartmentnews.com) or telephone **+44(0)20 8340 7989**  
[www.servicedapartmentsummitrecharge.eu](http://www.servicedapartmentsummitrecharge.eu)

**Sponsorship of Recharge is by invite only and different to other events - only offered to leading companies in their respective fields.**

Of course your branding will feature on all our marketing and material distributed to guests. But the value of your financial commitment is not measured in how many times we feature your logo on a screen, how many emails we send out, or how many meetings we have arranged on your behalf.

Instead we offer sponsors exclusive access to key industry figures, at the cutting edge of contemporary serviced apartment, aparthotel, extended stay and short term rentals.

Our programme promises to provide the time for you to build long-lasting business friendships - not simply contacts, combining the ideal setting with great opportunities for getting deals done within a busy social and activities agenda.

Brands sponsoring Recharge stand out and are associating themselves with a progressive approach to thought leadership in the hospitality industry.

**Other benefits include:**

- Two attendee places at the event
- Sponsor's logo on all relevant marketing material
- Sponsor's logo on all relevant material distributed / displayed at the event
- Editorial mentions in coverage of the event on [www.servicedapartmentnews.com](http://www.servicedapartmentnews.com)
- Exclusive meeting room access on the conference day (only 3 available)
- Option to recommend invitees
- Access to a full contact list of those who attend
- The opportunity to donate a gift or complimentary item to distribute to guests at the event\*

*\*By arrangement with the organisers.*

## Sponsorship Fee **£6,500**

Attendance at Recharge is strictly by ticket only.

A limited amount of no cost tickets are available to pre-qualified hotel and apartment investors and travel buyers.

Please note restrictions apply to the number of attendees per company

email [info@servicedapartmentnews.com](mailto:info@servicedapartmentnews.com)  
or telephone **+44(0)20 8340 7989**  
[www.servicedapartmentsummitrecharge.eu](http://www.servicedapartmentsummitrecharge.eu)

## SPONSORSHIP BOOKING FORM

Company Name:	Telephone:
Contact Name:	Email:
Position in Company:	Invoice Contact:
Address:	
	Postcode:

Attached are our terms and conditions. Please read and tick box to accept them.

I confirm that I am authorized by my company to sign this contract.

Signed:

Dated:

Please return this form via email to:

**[info@servicedapartmentnews.com](mailto:info@servicedapartmentnews.com)**

Please also include company logo in high definition, a brief company profile, website URL and Twitter handle.

# 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 "Summit" means the event detailed online at <http://www.servicedapartmentsummitrecharge.eu> 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 Summit. In the event of a decision to postpone the Summit, 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 summit 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 Summit 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 Summit and the benefits outlined in the Contract will be withdrawn, if any Summit 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 Summit venue before the exhibition portion of the Summit ends unless otherwise agreed.

## 6. Delegate Lists

In the event that the Organisers provide delegate lists to Sponsors, use of any such delegate lists will be at the Sponsor's sole risk and Sponsors must comply with all applicable laws, rules and regulations. Use of the delegate list is for Sponsor's sole use and they may not provide the delegate list to any third party, nor should it be copied or reproduced in any way for other uses. The Sponsor acknowledges and agrees that such delegate lists are the proprietary and confidential information of the Organisers.

## 7. 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.

## 8. Video rights, Licences and Electronic messages

8.1 From time to time, photographs and video recordings may be made at the Summit 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.

8.2 To the extent necessary to fulfil Serviced Apartment Summit'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.

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

## 9. 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.

## 10. 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 Summit venue are at the Sponsor's own risk.