



Hotel Leadership Conference 2027 Sponsorship Opportunities

Presented by the Master Innholders



Support the Hotel Leadership Conference

11-12 January 2027, JW Marriott Grosvenor House London

The Hotel Leadership Conference is developed by hoteliers and is an annual event that attracts 500 hotel professionals for two days of networking and insight sharing from a variety of expert speakers from within hospitality and beyond.

The conference serves as a platform for hoteliers to gather for networking, knowledge sharing, and exploring innovative strategies to address current challenges and opportunities in the hotel industry.

Each year has a central theme that provides a focus for both days, helping to provide everyone in attendance with the latest insights and actionable takeaways to share with their teams.

On the evening of day one, attendees attend a black-tie dinner, allowing for additional networking opportunities and to celebrate the hotelier of the year and the GM of the Future the Neil Bannister Scholarship.

Although hosted by Master Innholders, with a number of current Master Innholders in attendance, the conference is open to leaders from across the whole industry and attracts a range of hoteliers from groups, brands and independent properties.

Who attends the conference?

500 hotel professionals attend the Hotel Leadership Conference. Below is a breakdown of attendee's positions from 2026:

11%

CEO/MD

25%

Director

34%

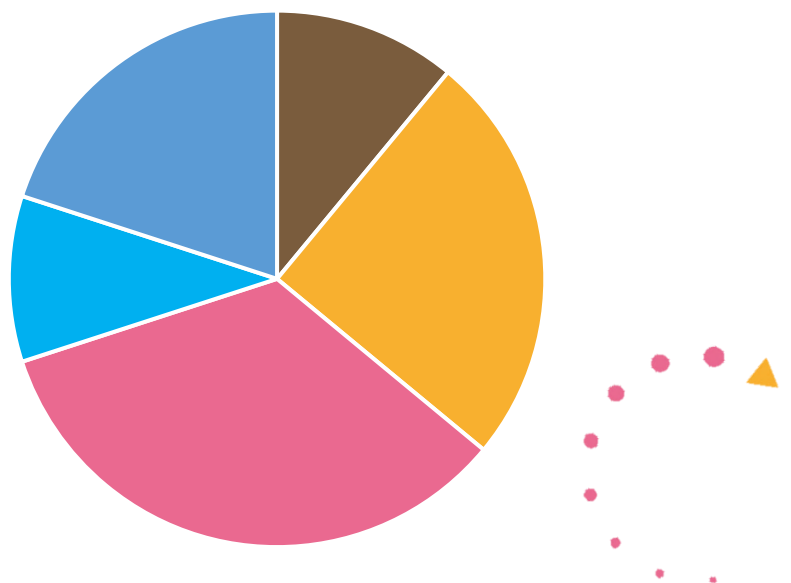
General Manager

10%

Head of Department

20%

Other





About the Master Innholders

The Master Innholders is a leading force within the hotel industry – recognised as a standard bearer for the industry offering career-changing training and support.

We inspire, develop, engage and retain hotel professionals through our four key pillars:

- Provide educational and professional development opportunities through our award-winning programmes
- Facilitate discussion and best practice through annual Master Innholder events: The Hotel Leadership Conference and Spring & Autumn meetings
- Undertake fundraising activities such as Walk for Wellbeing, Back To The Floor and cycle rides for our industry charity partners
- Work with hoteliers across the UK to help position the Master Innholders as the UK's leading hotel industry association

The MI community has over 750 senior hoteliers championing support for the industry and for career development. The Innholder Graduates and Innholder Scholarships are just two of the ways the Master Innholders provide access to leadership development for the hotel industry.

Businesses can support all of the efforts of the MI community by becoming a conference sponsor, partner or by supporting the GM of the Future the Neil Bannister Scholarship.



Introducing this year's Chair of the Conference, Tej Walia FIH MI

Firstly, I'd like to thank you for your interest in sponsorship of the 2027 Hotel Leadership Conference.

I am excited to take on the role as Chair for the 2027 Hotel Leadership Conference. Hospitality has been at the heart of my career from the very beginning, shaping me both professionally and personally.

Over the years, I've been inspired by communities such as the Master Innholders. It is imperative that we ensure that we can provide game-changing training to those looking for a career in hospitality through the Innholders Scholarship and Innholder Graduates (MIALD).

With the theme **Unbreakable, The Human Advantage** the 2027 conference is all about celebrating the people who make hospitality thrive, sharing ideas and experiences, and exploring how we can continue to build a resilient, people-first industry.

By sponsoring the 2027 conference, you'll not only be supporting the industry we all care so deeply about, but you'll also become part of a community that comes together every January, 500 hoteliers learning, sharing and leaving inspired to make their hotels even stronger and more successful.

Because in 2027 and beyond, the hotels that thrive will not simply be the most efficient; they will be the most human.



The key to successful sponsorship

Our sponsors are critical to our success and help us to deliver an outstanding conference attracting over 500 hotel professionals every year. That's why we work in tandem with each business to create valuable opportunities for networking/insight sharing and building awareness.

Our partnership categories provide sponsors with a valuable opportunity to meet hoteliers, promote their services and products and to connect with leading figures within the hospitality industry.

Plus, by supporting the Hotel Leadership Conference, you are helping to further the development of hotel talent of tomorrow and professionalism within the industry, with funds raised used for programmes including Innholder Scholarships, Innholder Graduates and the GM of the Future the Neil Bannister Scholarship.

Supporting the conference also ensures we can continue to innovate each year, allowing Master Innholders to attract even more innovative speakers, give attendees the best experience and share new approaches that the industry has to offer.



Hotel Leadership Conference: Headline Sponsor

Prices from
£20,000 plus VAT

AT THE CONFERENCE

- Status as headline sponsor
- Our largest exhibition space to promote your business
- Four tickets to the conference including the black-tie dinner
- Requests for seating at the dinner
- Logo on stage screens and digital signage
- Three images/promotional slides on stage screens OR a 30–60 second muted video on stage screens

ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE

- Company logo and image or video YouTube link embedded
- 150-word description
- Link to your website and inclusion of social media handles
- Opportunity to provide relevant thought leadership for the website

DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE

Inclusion in marketing email:

- Company logo on conference emails
- 150-word description
- Link to call to action
- One image
- x1 dedicated solus e-shot (HTML to be supplied)

SOCIAL MEDIA

- Announcement of sponsorship via graphic on LinkedIn
- Sharing relevant news via Master Innholders social media



Hotel Leadership Conference: Premium Sponsor

Prices from
£8,495 plus VAT

AT THE CONFERENCE

- Three tickets to attend the conference and dinner
- A large exhibition area
- Requests for seating at dinner*
- Logo on stage screens and digital signage
- One image/promotional slide on stage screens

ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE

- Company logo and image
- 75-word description
- Link to your website and inclusion of social media handles
- Opportunity to provide relevant thought leadership for the website

DIRECT MARKETING TO THE CONFERENCE AND MASTER INNOLDERS DATABASE

Inclusion in marketing email:

- Company logo
- 75-word description
- Link to call to action
- One image

SOCIAL MEDIA

- Announcement of sponsorship on LinkedIn
- Sharing relevant news via Master Innholders social media



Hotel Leadership Conference: Silver Sponsor

Prices from
£6,495 plus VAT

AT THE CONFERENCE

- A small exhibition space to promote your business
- Two tickets to the conference and dinner
- Logo on stage screens and digital signage
- One image/promotional slide on stage screens

ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE

- Company logo and image
- 50-word description
- Link to your website and inclusion of social media handles
- Opportunity to provide relevant thought leadership for the website

DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE

Inclusion in marketing email:

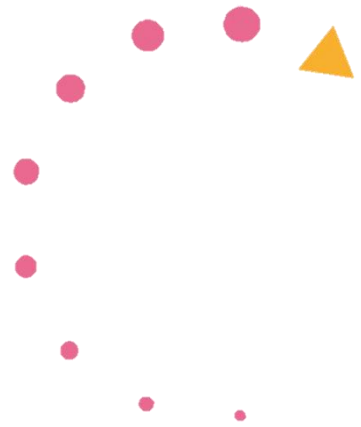
- Company logo
- 50-word description
- Link to call to action
- One image

SOCIAL MEDIA

- Announcement of sponsorship on LinkedIn
- Sharing relevant news via Master Innholders social media



Examples of marketing activities for conference sponsors



AT THE CONFERENCE



DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE



ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE



SOCIAL MEDIA



Hotel Leadership Conference: Add on packages*



**Prices from £1,000
plus VAT to be paid
in full prior to the
conference**

BEFORE AND AFTER DINNER DRINKS AREA SPONSOR

£3,000 plus VAT

- Allocated space for pop up bar or branding in the after-dinner hotel bar
- Appropriate promotional activity and branding included on the tables in the bar after dinner area
- Inclusion within the conference's social media coverage

REGISTRATION SPONSOR

£2,000 plus VAT

Allowing your brand to be at the forefront of the conference, located at our first physical touch point with attendees.

VIP DRINKS AREA

£1000 plus VAT (not including drinks – to be costed separately)

You will receive:

- An allocated space in the hotel bar to be held after the black-tie dinner to host up to 10 invited guests (that are already attending the conference dinner).
- Sight of the black-tie dinner guest list in advance
- Space in the bar reserved and branding included on the tables

DINNER SPONSOR

£3,000 plus VAT

- Brand name attached to black-tie dinner on website and outgoing communications 'Sponsored by xx'
- Brand name thanked as sponsor to room of over 500 diners at black-tie dinner
- 3-minute stage slot, to introduce your brand and do a welcome toast to start the black-tie dinner
- Inclusion within the conference's social media coverage

HOTEL BRANDING OPPORTUNITIES

There are several branding areas around the conference area such as the entrances, staircase and pillars available to sponsor.

Further details available on request.

*Available to Headline and Premium Sponsors only



Sponsor Feedback

Here is just a small selection of some of the feedback from our sponsors who attended The Hotel Leadership Conference:

- "It's always a pleasure to kick off the year at the conference, it was truly a fantastic event! Thanks again to the team. Looking forward to further discussions around 2027." – Dede Okpu, Brand Manager, Molton Brown
- "Thank you very much for your email and through your support for arranging everything for the event. I must say that it was pleasure to sponsor the conference and we all had a great time." - Rima Padharia, General Manager, Little Bill
- "For us, location and visibility are always the most important elements, and I thought this year, those aspects were very good. I also thought that the attention to detail and regular engagement with us as sponsors was excellent and that really does make a difference." – Chris Horn, Managing Director, Gold Key Media
- "It was a pleasure to be involved, and we appreciate the opportunity to support the Hotel Leadership Conference. We value the partnership and enjoyed working with you and the wider team throughout the event." – Hannan Khan, Sales Director UK&Ireland, Unifocus
- "I wish to thank you for the efficient organisation of the event. We attended all sessions and thought the speakers were excellent." – Paul Motzheim, Senior Account Director, Conde Nast Johansens



Terms & Conditions

*Please note that seating requests will be considered but cannot be guaranteed.

Hotel Leadership Conference 2027

Key deadlines:

The final date to supply all logos/artwork and copy for emails is **27 November 2026**.

Payment terms:

Payment must be received within 30 days of signing the contract. No marketing or communications will start until payment has been received in full.

Contact

To find out more about the sponsorship opportunities at the 2027 Hotel Leadership Conference and throughout the year or to enquire about securing your support, please email **mike@custardcommunications.com**