



Sponsorship Opportunities – #HSMADay 2026

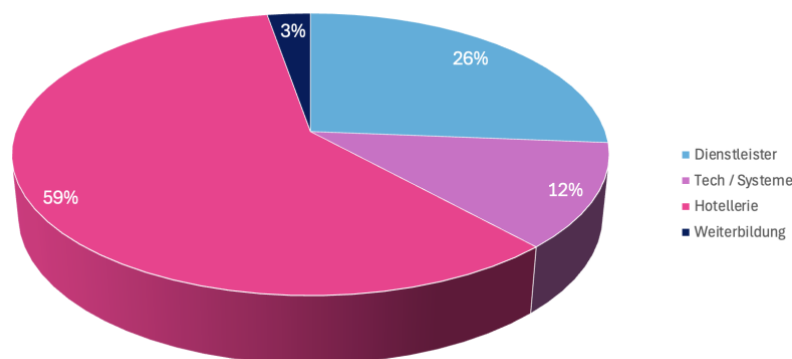
September 02–03, 2026 | Vienna House by Wyndham Andel's Berlin

About us

The HSMA (Hospitality Sales & Marketing Association) Germany e.V. is the professional association for specialists and executives from all areas of expertise within the hospitality and tourism industries. The association's goal is to promote the professional interests of its more than 1,600 members. It is the HSMA's mission to foster close connections among its members in order to maintain and share knowledge and skills through the exchange of information and experience. The focus lies on our nine specialist areas: Distribution, HR & People and Culture, MICE, Marketing & Communications, Online Marketing & E-Commerce, Revenue Management, Sales, Technology, and Sustainability. The association operates on a non-profit basis and does not pursue any commercial objectives. In addition to a wide range of educational events, such as professional congresses, roadshows, and barcamps on current industry topics, HSMA members particularly value the high-caliber network and direct personal connections that are essential in the hospitality industry.

www.hsma.de

Member Structure



Communication Channels



- [Newsletter](#) (approx. 8.000 recipient)
- [Facebook Page](#)
- [LinkedIn Page](#)
- [Instagram Account](#)
- [Webseite \(www.hsma.de\)](http://www.hsma.de)

Specialized Departments

These nine specialized departments form the core focus of HSMA's work as an association.

1. Distribution
2. HR & People and Culture
3. MICE
4. Marketing & Communications
5. E-Commerce & Online Marketing
6. Revenue Management
7. Sales
8. Sustainability
9. Technology

For each of the above departments, there is an active panel of experts who meet regularly and exchange views on current topics. The goal for the selected expert teams is to actively advance their respective areas of expertise and provide with valuable knowledge content to all HSMA members and the entire industry.

#youngrockstars

We launched the #youngrockstars 2022 with the aim of promoting young talents from the hotel industry by enabling them to participate in HSMA events. A #youngrockstarsponsor covers the costs for one or more #youngrockstars and receives corresponding sponsorship benefits in return.

What effects do you achieve as a #youngrockstarsponsor?

- **Encourage young talents** - Give a youngster the chance to learn about the hotel industry from a new perspective, further their education and build a network for themselves
- **Perception of your company** as a supporter of a #youngrockstar
- **Exchange about current trends** - further education opportunity for a #youngrockstar
- **Contact with #youngrockstar** through direct approach at the camp or exchange of contact details afterwards



Sponsoring packages

You can choose from three core sponsorship levels and upgrade with additional options:

#HSMAday Sponsor L || (max 3 Sponsors)

|| 9500€ (plus VAT)

- 1 free ticket
- Option to book additional tickets at 459€ (plus VAT)
- Partner presentation on event website (logo, contact, link)
- Social media visibility through a video statement
- Sponsor video on Main and 2nd Stage during breaks (provided by sponsor)
- Logo on main stage banner
- Roll-up banner in 2nd Stage room
- Brochures placed on main hall seats
- Recap email "powered by 3 main partners" incl. banner
- Logo display during coffee/lunch breaks and on name tags (size based on package)
- Logo on sponsor wall

#HSMAday Sponsor M || (max 5 Sponsors)

|| 5500€ (plus VAT)

- Option to book tickets at 459€ (plus VAT)
- Partner presentation on event website
- Grouped social media visibility
- Brochures in event foyer (self-service)
- Roll-up banner in workshop room
- Logo during coffee/lunch breaks, on name tags, and sponsor wall

#HSMAday Sponsor S

|| 3000€ (plus VAT)

- Option to book tickets at 459€ (plus VAT)
- Grouped social media visibility
- Roll-up banner in foyer/networking area
- Logo during coffee/lunch breaks, on name tags, and sponsor wall



Add Ons

Exhibition space (networking/foyer)

Exhibition space available

On request: 1 standing table including power supply

Additional booth equipment available upon request

In addition to sponsor packages S, M, or L || 1500 € (plus VAT)

Stand-alone || 3500 € (plus VAT)

Giveaway distribution || 700 € (plus VAT)

Organized via partner, note: only in combination with sponsor package S, M, or L

#YoungRockstar Sponsoring:

Visualization of the logo & company name on the #YoungRockstars T-shirt

Contact with #YoungRockstar through direct approach at the camp or exchange of contact details afterward

In addition to sponsor packages S, M, or L || 850 € per #youngrockstar (plus VAT)

Stand-alone || 1300 € per #youngrockstar (plus VAT)

Exclusive Add-On Options (Upon Request)

Room drop || 30 € per Room (plus VAT)

Or giveaways in the participants' rooms

Note: Only possible for 1 partner maximum

Eventvideo „powered by PARTNER“ || costs + 2500 € (plus VAT)

Note: Only possible for 1 partner maximum

Organized by the HSMA team. Event video with a short statement from the partner and logo display.

Afterparty „powered by PARTNER“ || 8000 € (plus VAT)

Note: Only possible for 1 partner maximum

Branding & co-hosting of the evening event on 03.09.2026

Presentation as After-Party co-host on the event website (logo, contact details, and website link), promotion through HSMA communication channels, welcome speech by the partner (5 minutes), includes party with drinks & food for participants, etc.

KeyNote Sponsoring || 4500 € per Keyonote (plus VAT)

Opening or After-Lunch

or both as a package: 8000 € (plus VAT)

Includes video presentation (max. 3 minutes) before the keynote (Video produced by the sponsor)

~~**FOTO BOX „powered by PARTNER“** || 800 € (plus VAT) or exclusive 2500€ (plus VAT)~~

(max. 3 Partners)

*already taken

Branding of the prints

Photo album powered by PARTNER on the HSMA Deutschland e.V. website

Custom branding of the photo booth area by the partner



Booking Form

#HSMAday Sponsorpackage (please select)

- S
- M
- L

Add Ons (please select)

- Exhibition Space
- Give Away Distribution

Exclusive options (upon request) / (please select)

- Room drop
- Event video
- Afterparty
- Keynote (AM or PM)
- Both keynotes
- ~~FOTO BOX „powered by PARTNER“~~ *already taken

Young Rockstar Sponsoring (please select)

- With S/M/L package | Number: ____
- Stand-alone | Number: ____



Billing Information

I, _____ (first and last name),

as authorized representative of (Company)

Billing Address:

confirm our support for HSMADay 2026 in the amount stated above.

This declaration is revocable within 14 days.

With your signature, you agree to be responsible for the payment and accept these terms.

Location, Date

Signature & Company Stamp

Please return this declaration via email to: office@hsma.de