



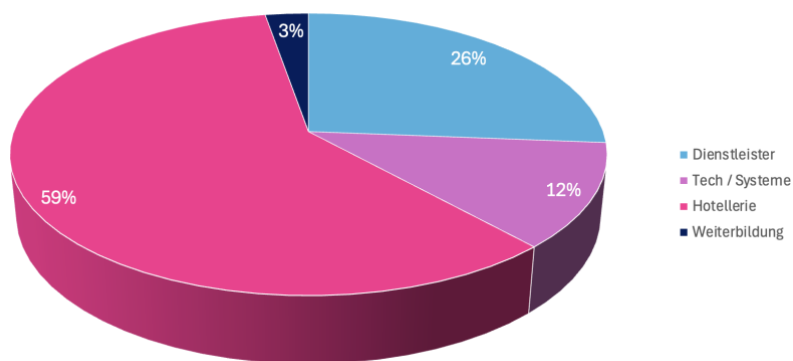
Sponsorship Opportunities – #HSMADay 2026 September 02–03, 2026 | Vienna House by Wyndham Andel's Berlin

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 & Employer Branding, 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 & Employer Branding
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) || € 9,500

- 1 free ticket
- Option to book additional tickets at € 459
- 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) || € 5,500

- Option to book tickets at € 459
- 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 || € 3,000

- Option to book tickets at € 459
- 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):

- € 1,500 with sponsorship package
- € 3,500 stand-alone

Giveaway distribution: €700 (only in combination with a sponsorship package)

#YoungRockstar Sponsoring:

Includes name/logo on T-shirt, contact exchange opportunity

- €850 (with S/M/L package)
- €1,300 (stand-alone)

Exclusive Add-On Options (Upon Request)

Room drop (materials/giveaways) || € 30 € per Room

Eventvideo „powered by PARTNER“ || costs + € 2,500
includes partner statement and logo

Afterparty „powered by PARTNER“ || € 8,000
Branding, 5-min welcome speech, website/social visibility, drinks & food for guests

KeyNote Sponsoring || € 4,500 per Keynote
Opening or After-Lunch **both as a package: € 8,000**
Includes up to 3-min video in advance (produced by sponsor)



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

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