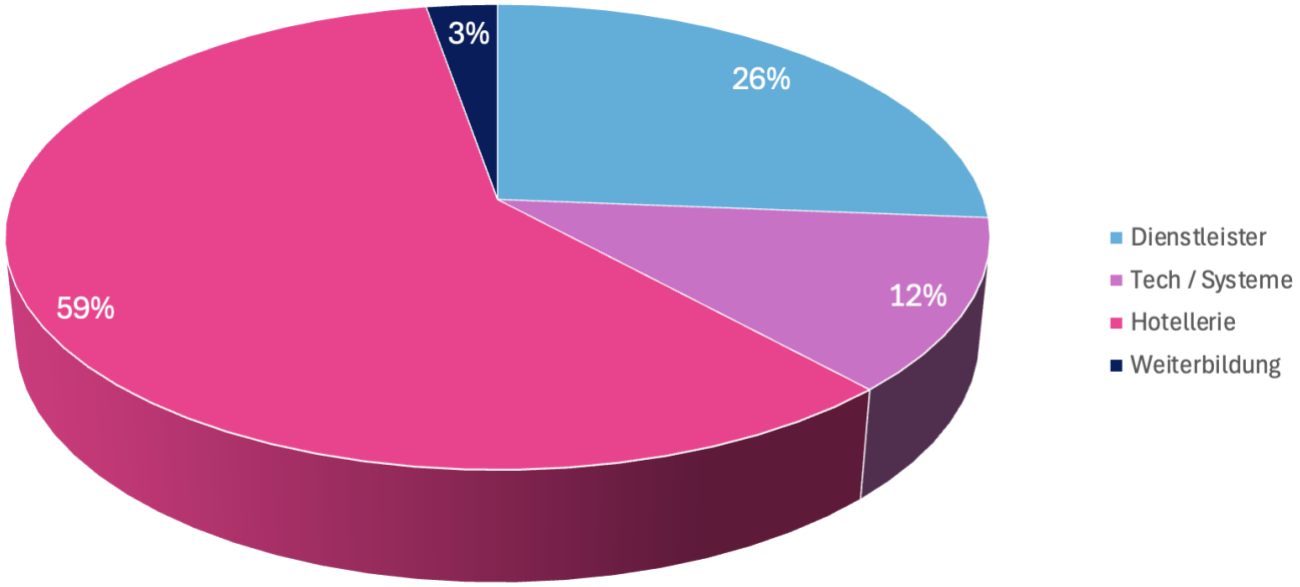
Sponsorship Opportunities – HSMA Hotelcamp 2026

05. – 07.11.2026

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)

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

Sponsoringpackages

Gold (5000 €)

- Logo displayed as a **poster in the event area (A2 format)**
- Placement of **2 roll-ups in the event area**
- **3 complimentary participant tickets** (without accommodation)
- **General sponsorship visibility** (display stands, name badges, etc.)
- Placement of **promotional items in the event area**
- **Mention as a sponsor on social media channels**
- **Logo placement including link on the camp website**
- **Mention as a sponsor in the HSMA press release** about the event (provided the sponsorship registration is completed **at least one month in advance**)
- **Branding of the session rooms**

Premium (2500 €)

- Logo displayed as a **poster in the event area (A3 format)**
- Placement of **one roll-up in the event area**
- **2 complimentary participant tickets** (without accommodation)
- **General sponsorship visibility** (display stands, name badges, etc.)
- Placement of **promotional items in the event area**
- **Mention as a sponsor on social media channels**
- **Logo placement including a link on the camp website**

Classic (1500 €)

- Logo displayed as a **poster in the event area (A4 format)**
- **1 complimentary participant ticket** (without accommodation)
- **General sponsorship visibility** (display stands, name badges, etc.)
- **Mention as a sponsor on social media channels**
- **Logo placement including a link on the camp website**

Additional Option: #youngrockstar sponsor (+ €600 per #youngrockstar)

In addition to the Gold, Premium, or Classic package, there is the opportunity to become a #youngrockstar sponsor and enable a #youngrockstar to participate in the camp.

- **Logo and company name** displayed on the **#youngrockstar T-shirt**
- Direct contact with the #youngrockstar during the camp or via exchange of contact details afterward

#youngrockstar sponsor (1300€)

- Logo displayed as a **poster in the event area (A4 format)**
- **General sponsorship visibility** (display stands, name badges, etc.)
- **Mention as a sponsor on social media channels**
- **Logo placement including a link on the camp website**
- **Logo and company name displayed on the #YoungRockstar T-shirt**
- **Special discount for your own participation in the event (15% off)**
- **Direct contact with the #YoungRockstar** during the camp or via exchange of contact details afterward

HSMA Deutschland e.V.
c/o Design Offices
Koppenstr. 93
10243 Berlin

I hereby declare that I, _____ (first name, last name),

as the authorized representative of the company

_____

Billing Address:

_____

_____

intend to support the **Hotelcamp** with the following amount:

☐ **Gold:** 5000 € (plus VAT)

☐ **Premium::** 2500 € (plus VAT)

☐ **Classic:** 1500 € (plus VAT)

☐ **Additional option: #youngrockstar sponsor:** €600 per #youngrockstar (plus VAT)

- ☐ I am happy to become a #youngrockstar sponsor for **one** #youngrockstar
- ☐ I am happy to become a #youngrockstar sponsor for **two** #youngrockstars 1200 € (plus VAT)

☐ **#youngrockstar sponsor only** 1300 € (plus VAT)

- ☐ I am happy to become a #youngrockstar sponsor for **one** #youngrockstar.
- ☐ I am happy to become a #youngrockstar sponsor for **two** #youngrockstars 2600 € (plus VAT)

This declaration to cover the specified service at the stated price can be revoked within 14 days.

By signing, you accept responsibility for payment of the invoice and confirm your acceptance of these terms.

_____ _____

Location, Date **Signature and Company Stamp**

Please send the declaration to confirm your sponsorship package via email to office@hsma.de