


## SPONSORSHIP PROSPECTUS



“The future of short-term rentals in Asia will not be built on noise or blame—it will be built on data, collaboration, and shared responsibility.”

Keith Cowarn, Founder of STRA

#stra2025

**Short-Term Rentals Asia (STRA)** is the first dedicated regional platform empowering the short-term rental (STR) industry across Asia. Founded by Keith Cowarn, STRA champions independent leadership, regional representation, and the professionalization of the STR sector.

As Asia’s STR market rapidly expands and gains significant share within the accommodation landscape, STRA serves as a collaborative hub for hosts, property managers, technology providers, and policymakers to engage, learn, and lead the way forward.

### What’s Coming:

- **STRA Conference 2026 — Gather. Connect. Grow.** — February 2026, Bangkok
- **Knowledge Hub** — Data, case studies, insights, and policy updates tailored for Asia
- **The Art of STR Podcast** — Authentic stories and STR-first leadership voices from across the region
- **Community & Advocacy** — Driving stronger standards, trust, and growth opportunities

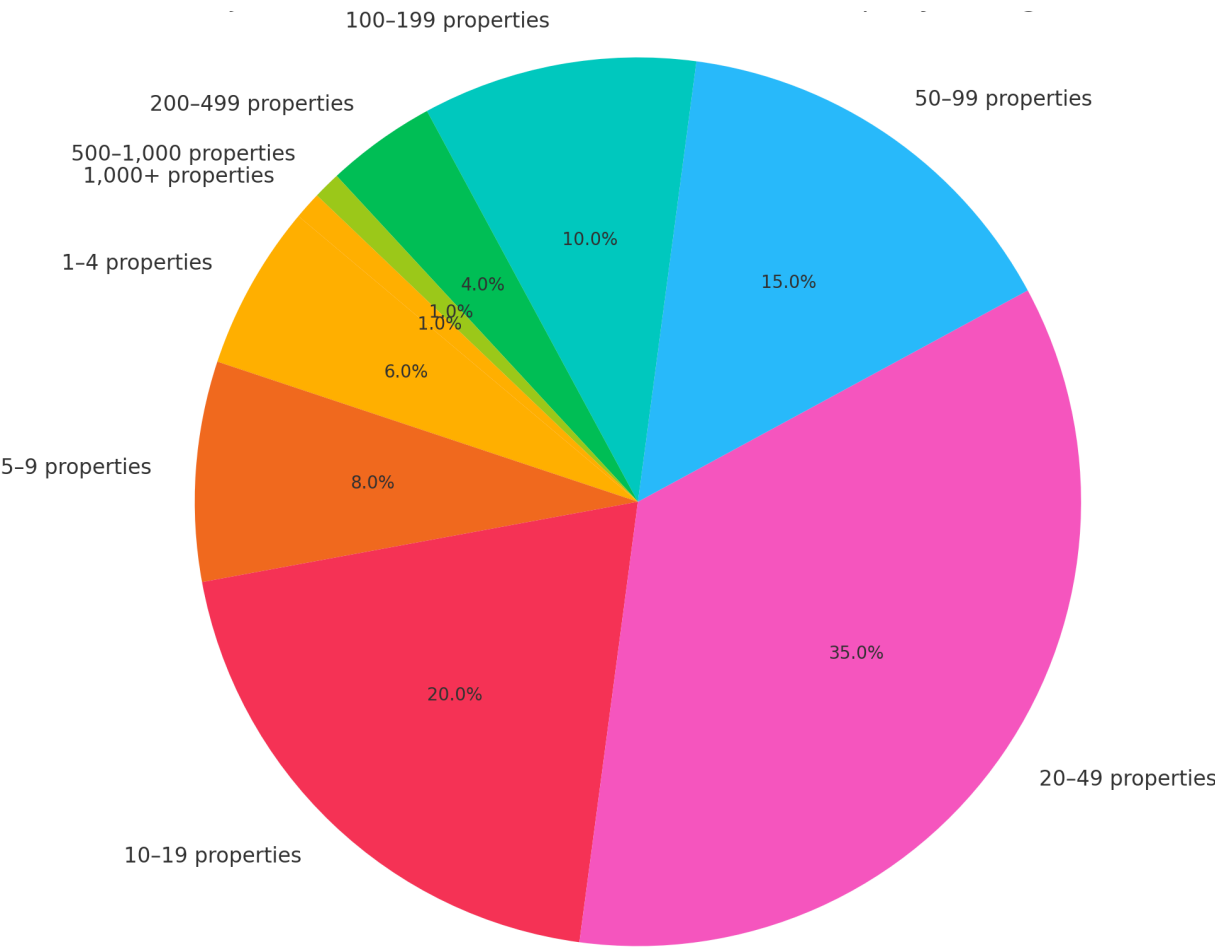
Founder-led, independent, and purpose-driven, STRA is committed to building an informed, connected, and respected STR ecosystem throughout Asia.

Learn more: [www.shorttermrentalsasia.com](http://www.shorttermrentalsasia.com) | Contact: keith.cowarn@popup-travel.com

## Sponsorship & Exhibitor Packages

Benefit	Platinum x 1 On request	Gold x 2 \$USD25,000	Silver X 3 \$USD12,500	Exhibitor \$USD 6,000
<b>3-Year</b> Naming Rights	✓	✗	✗	✗
Premium branding on all materials	✓	✓	✓	✓ (Booth Branding)
Speaking opportunity (Keynote or Panel)	✓	✓	✗	✗
VIP Networking Access (Private Leadership Dinner, C-Level Roundtable)	✓	✗	✗	✗
Exhibition Booth	✓ (Prime)	✓ (Standard)	✓ (Standard)	✓ (Standard Booth)
Logo on Main Stage	✓ (Largest)	✓	✓	✗
Feature in Pre Event Marketing	✓	✓	✓	✓ (Directory Listing)
Inclusion in Post-Event Report	✓	✓	✗	✗
Complimentary Passes	10	5	2	1
STRA Website Benefits	Home Page Logo Position Logo in All Emails Newsletter Blog Social Media Campaigns Highlighted Directory Listing <b>All for 3 years</b>	Blog Social Media Campaigns Directory Listing with Logo	Directory Listing with Logo	Basic Directory Listing

**STRA Database Portfolio Breakdown: 7,426 Property Managers Across the Southeast Asia Ecosystem**



Based on current early registrations, we anticipate 300 delegates, each managing 10 or more properties.

<b>Portfolio Size</b>	<b>% of Delegates</b>	<b>Estimated Number of Delegates</b>
<b>10–19 properties</b>	27%	81
<b>20–49 properties</b>	47%	141
<b>50–99 properties</b>	20%	60
<b>100–199 properties</b>	13%	39
<b>200–499 properties</b>	5%	15
<b>500–1,000 properties</b>	1%	3
<b>1,000+ properties</b>	1%	3

## Why Sponsor Gather | Connect | Grow 2026?

- **Exclusive Access:** Engage directly with key decision-makers, including high-net-worth individuals and leading property management firms.
- **Premium Positioning:** Limited sponsorship opportunities ensure high visibility and meaningful interactions.
- **Targeted Audience:** Connect with the fastest-growing STR markets in Asia.
- **Long-Term Value:** The Foundation Sponsors will have a lasting impact on the industry's development in the region.

**Immersive Experience:** Move beyond transactional interactions—our event is designed for deep engagement and transformative discussions

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