



# THE PREMIUM EXPERIENCE NETWORK

2024 PARTNERSHIP OPPORTUNITIES

ALSD



# IT'S ALL CONNECTED

Join the industry's leading global community of sports and entertainment professionals dedicated to the development and delivery of world-class premium hospitality experiences.

## CORE AREAS OF FOCUS

- ▶ PREMIUM EXPERIENCES
- ▶ SALES | SERVICE | ACTIVATION
- ▶ HOSPITALITY DESIGN
- ▶ FOOD & BEVERAGE
- ▶ TICKETING & TECHNOLOGY
- ▶ SAFETY & SECURITY



# NETWORK REACH

Capitalize on year-round engagement opportunities with the live event industry's leading teams, venues, and premier organizations.

1,500+  
GLOBAL MEMBERS

30+  
YEARS OF  
ENGAGEMENT

\$15B+  
PREMIUM  
MARKETPLACE

## SAMPLE MEMBER ORGANIZATIONS





# PREMIUM EXPERIENCE CONFERENCE + TRADE SHOW

The 34th annual Premium Experience Conference, powered by ALSD, is the largest and most dynamic gathering of premium decision-makers in the world.

Get business done, meet new partners, and engage with industry thought-leaders.

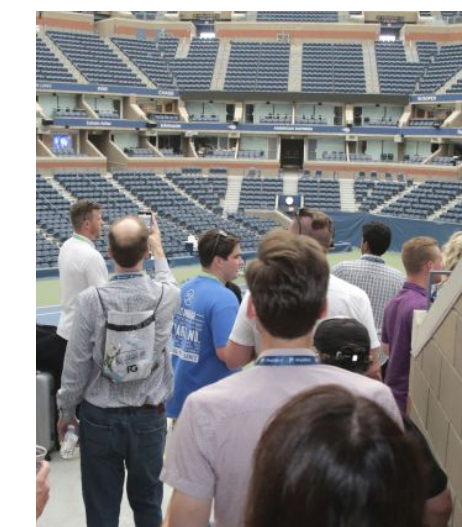
LOS ANGELES  
JW MARRIOTT AT LA LIVE  
JULY 14-16, 2024

*INCLUDING MULTIPLE PREMIER  
VENUE TOUR EXPERIENCES*

**1,200+**  
ATTENDEES

**100+**  
SPEAKERS

**50+**  
SESSIONS





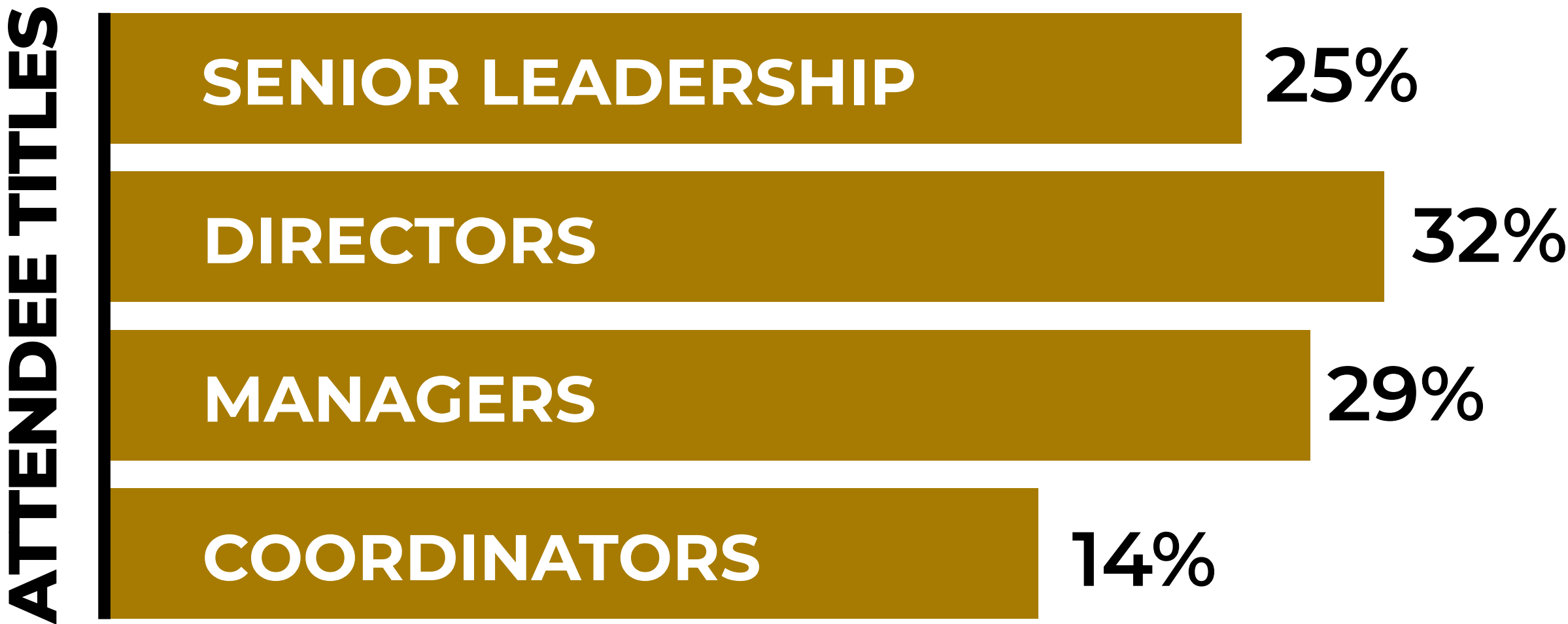
# ATTENDEE SNAPSHOT

Gain exposure across the entire network of major professional sports leagues, teams, and premier venues.

## PRO TEAM & VENUE ATTENDEES



REPRESENTING MAJOR & MINOR LEAGUE TEAMS, COLLEGES, RACING, ENTERTAINMENT, & EVENTS





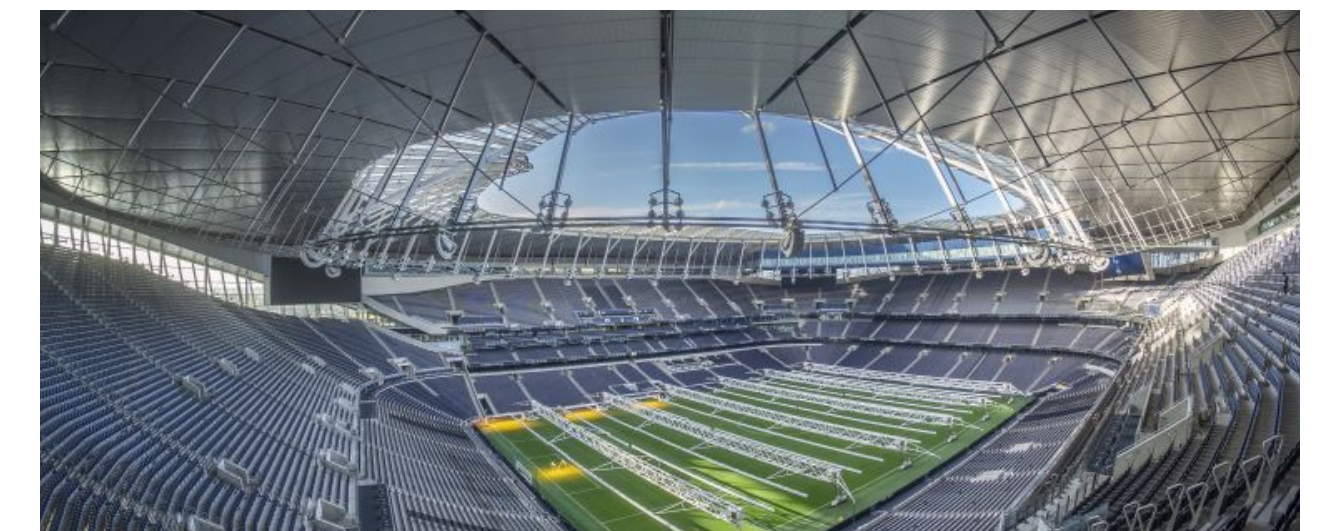
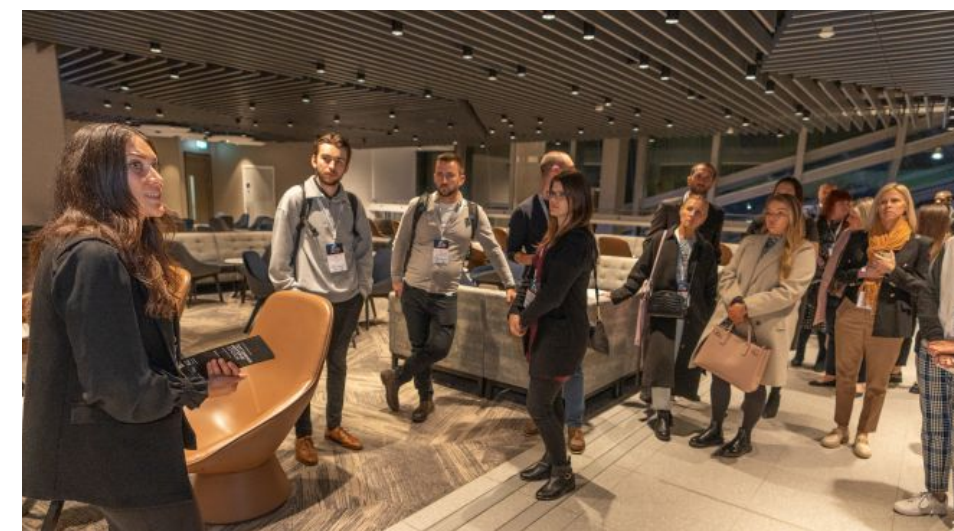
# ACCESS OUR GLOBAL REACH

The International Premium Conference and Trade Show, powered by ALSD, has been the premier showcase of worldwide premium trends since 2018 and will return to Europe in 2024.

## PAST HOST CITIES:

MANCHESTER  
LONDON  
DUBLIN  
LIVERPOOL

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS





# PARTNERSHIP OPPORTUNITIES

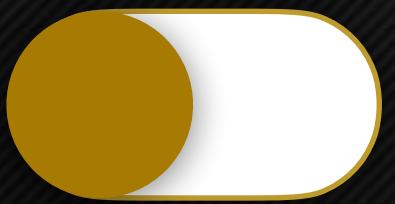
Access customized branding, experiential assets, and thought-leadership opportunities to fit your specific business development needs and objectives.

## KEY BUSINESS BENEFITS

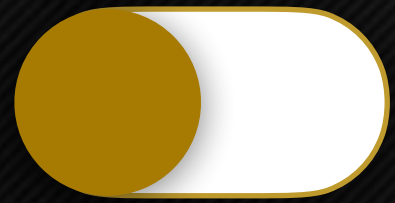
- ▶ **LEAD GENERATION:** Connect with new sales leads and decision-makers seeking innovative solutions
- ▶ **BRAND RECOGNITION:** Leverage memorable touchpoints to increase visibility, credibility, and trust
- ▶ **UNPARALLELED NETWORKING:** Forge valuable connections and engage with potential clients
- ▶ **THOUGHT LEADERSHIP:** Showcase industry expertise within panel discussions and solutions sessions
- ▶ **PRODUCT SHOWCASE:** Demonstrate how your solution solves for sports and entertainment challenges



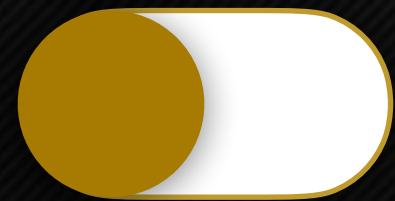
**ALLIANCE PARTNER**



PLATINUM



GOLD



SILVER



# PARTNERSHIP ASSETS

Develop a Customized Partnership, beginning with the enclosed core components for successful integration and activation across the ALSD premium network.

## THE FOLLOWING BASE ELEMENTS ARE INCLUDED IN ALL ALSD PARTNERSHIP PACKAGES:

### ASSOCIATION MEMBERSHIP

- ▶ One (1) Year Corporate Membership

### BRAND ACTIVATION

- ▶ One (1) Buyers Guide Listing
- ▶ One (1) Four-Color, Full-Page Conference Program Ad

### CONFERENCE ACTIVATION

- ▶ One (1) All-Access Pass to the Premium Experience Conference
- ▶ Opportunity to Exhibit at the Trade Show (various sizes available)

### DIGITAL/SOCIAL ACTIVATION

- ▶ Partnership Presence on the ALSD Website
- ▶ Additional Digital Marketing Asset of Choice



# ALLIANCE PARTNERSHIP

— LIMITED EXCLUSIVE OPPORTUNITIES —

The ALSD Alliance provides a year-round platform for your brand to engage prospects, build relationships, and drive business opportunities.

STARTING AT

**\$30,000**

In addition to Base Elements, fuel your business growth with access to exclusive year-round, value-added benefits, including:

- ▶ Database Access to all Association Members
- ▶ Customized on-site brand signage
- ▶ Up to Ten (10) All-Access Conference Passes
- ▶ One (1) Exhibit Suite or Private Meeting Room
- ▶ One (1) Co-Branded Webinar for Association Members
- ▶ Company Video Interview Feature
- ▶ Featured eBlast on Product or Thought-Leadership
- ▶ Rolling Bullseye e-Introductions
- ▶ Exclusive Social Media Posts



# PRESENTING PARTNERSHIPS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Conference Presenting Partner

**\$15,000-\$75,000**

- ▶ 45-minute conference session
- ▶ Prime speaking position
- ▶ Dedicated breakout session
- ▶ Virtual or conference interview turned video Feature, produced, & published by ALSD
- ▶ Social media posts
- ▶ Attendee welcome bag insert

*\* Exclusive and joint options available.*

## Official Signage Partner

**\$10,000, plus design, fabrication, & shipping**

- ▶ Show off your branding capabilities, in front of the whole conference

## Venue Activation Partner

**Inquire about pricing (only ALSD partners)**

- ▶ Activate your product in a host tour venue

## Stage Sponsor

**\$5,000, plus cost of staging elements**

- ▶ Showcase your seating and staging elements

## Registration Sponsor

**\$5,000, plus initial marketplace booth pricing**

- ▶ Secure a spot near registration, where all guests check in for the conference



# PREMIUM+ PARTNERSHIP



ALL PACKAGES ALSO INCLUDE CORE  
PARTNERSHIP ASSETS ([Link](#)): Association  
Membership, Brand Activation, Conference + Trade  
Show Exposure, and Digital/Social Activation

## Exhibit Booth \$6,000-\$12,000

- ▶ Three (3) additional conference all-access passes
- ▶ Discounted additional passes
- ▶ Premier exhibitor listing in program
- ▶ 100-word organization description in program

// MOST POPULAR //

No Booth \$6,000	10x10 Booth \$7,000	10x20 Booth \$8,000	20x20 Booth \$12,000
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## Loge Booth \$4,750

- ▶ High cocktail round & stools in trade show or foyer
- ▶ One (1) additional conference all-access pass
- ▶ Exhibitor listing in program



# THOUGHT LEADERSHIP ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Breakout Presentation Opportunity

**\$10,000 // Limit of 4 per conference**

- ▶ 45-minute integrated breakout presentation
- ▶ Option to supply giveaways and incentives
- ▶ Explanation of session in conference program
- ▶ Advance promotion of session on website, e-mail, and social channels
- ▶ Three (3) add'l conference all-access passes

## Lunch & Learn Presenter

**\$6,500 // Limit of 6; Available: Monday (1)**

- ▶ Six (6) minute 'Partner Pitch' during lunch
- ▶ Advance promotion of session on website, e-mail, and social channels

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## League Meeting Happy Hour

**\$7,500 // Limitations apply; inquire with ALS D**

- ▶ 15-minute welcome integrated into respective league meeting



# NETWORKING ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Networking Lounge

**\$8,500**

- ▶ Opt for a cushier space, in either of the ballroom foyers with ample networking space
- ▶ Designated furniture available
- ▶ Space & activation available by request

## Work Room Sponsor

**\$5,000**

- ▶ Create a welcoming space for attendees to check e-mails, network, and make calls
- ▶ Designated furniture available

## Private Meeting Room

- ▶ Dedicated meeting room at host hotel
- ▶ F&B available for purchase

1 Day  
\$2,000

2 Days  
\$4,000

Full Conference  
\$5,000

## Bullseye e-Introductions

**\$4,000 for up to five (5) year-round e-Introductions**

- ▶ Warm e-introductions by ALS D on behalf of clients to teams and venues



# BRANDING ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Official Wi-Fi Provider

### Inquire about pricing

- ▶ Company logo and listing as 'Official Wi-Fi Partner' on print and digital materials
- ▶ Customized bag insert and signage
- ▶ Customization of a co-branded conference landing page for Wi-Fi users

## Bus Sponsorship

**\$5,000 per trip**

**Quantity: 1,000 per trip (collateral/swag/cards)**

- ▶ Option to hand out business cards, collateral, or swag on bus trip to host sports venue
- ▶ Branded signage at bus boarding location

## Conference Lanyards

**\$10,000, plus design, fabrication, & shipping**

- ▶ Corporate brand ID on all attendee lanyards

## Conference Credentials

**\$10,000, minus cost to design & ship**

**Quantity: 1,500-2,000, dynamically printed**

- ▶ Corporate brand ID on all attendee credentials

## Hotel Key Cards

**\$10,000, plus design, fabrication, & shipping**

- ▶ Corporate brand ID on host hotel guest keycards



# DIGITAL ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Featured Webinar or Virtual Roundtable

**\$5,000**

- ▶ 45-minute webinar for association members
- ▶ Registration promotion e-mail to 15,000 database
- ▶ Registrant data shared

## Featured Email Blast to Members

**\$5,000**

- ▶ Dedicated e-mail to 15,000 database
- ▶ Post to ALS D social media channels

## Solution Interview or Article

**\$5,000**

- ▶ Virtual or conference interview turned into video feature, produced & published by ALS D
- ▶ E-mail and social media post

## Video Feature

**\$5,000**

- ▶ Up to 5-minute video feature, played before a major session at the ALS D Conference



# GIFT/AWARD ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Board Advisor Gifts

**Cost of Gift Creation & Shipping // Quantity: 75**

- ▶ Treat our leaders to an exclusive thank you gift for their annual work and efforts

## Speaker Gifts

**Cost of Gift Creation & Shipping // Quantity: 100**

- ▶ Reward speakers' time spent creating compelling content for the conference

## New Attendee Gifts

**Cost of Gift Creation & Shipping // Quantity: 150**

- ▶ Help us welcome a new era of leaders to the industry

## Host Venue Gifts

**Cost of Gift Creation & Shipping // Quantity: 50-75**

- ▶ Thank our host venues for quintessential hands-on learning experiences

## Conference Bags

**Cost of Bag Creation & Shipping // Quantity: 1,000**

- ▶ Gift attendees with a chic, sustainable conference bag

## Bag Inserts

**Cost of Insert Creation & Shipping // Quantity: 1,000**

- ▶ Showcase your brand via collateral or giveaways

## In-Room Hotel Gifts

**\$1,500, plus Cost of Gift Creation & Shipping // Quantity: TBD**

- ▶ A 'surprise and delight' warm welcome

## Spotlight Awards

**Cost of Award Creation & Shipping // Quantity: 10**

- ▶ A deserving prize for our prestigious award winners

## Conference Staff Attire

**Cost of Attire Creation & Shipping // Quantity: 50**



# FOOD & BEVERAGE ACTIVATIONS

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Keynote Breakfast Sponsor

**\$15,000 // Available: Monday (1) and Tuesday (1)**

- ▶ Up to 5-minute speaking or immersive experience opportunity
- ▶ Introduction of keynote or 'State of the Industry' speaker
- ▶ Opportunity to distribute collateral, giveaway, or branded cups
- ▶ Opportunity for hosted table or preferred booth in marketplace

## Mega Brainstorm Meal Sponsor

**\$20,000 // Available: Monday (1)**

- ▶ Up to 10-minute speaking opportunity during lunch, TBD
- ▶ Opportunity to distribute collateral or giveaways
- ▶ Opportunity for hosted table, which can be accessed before/after lunch for meetings

## Coffee or Snack Break Sponsor

**\$5,000 // Available: Monday (1) and Tuesday (1)**

- ▶ Coffee or snack break stations outside meeting rooms for 2 hours
- ▶ Opportunity for branded wares, napkins, provided by partner
- ▶ Opportunity for partner to use equipment or goods for coffee or snack service, per hotel approval
- ▶ Opportunity to distribute collateral or giveaway to attendees

## Tradeshow Reception Sponsor

**\$10,000 // Available: Sunday (1) and Monday (1)**

- ▶ Announcements by trade show partner throughout reception
- ▶ Opportunity to distribute collateral, giveaways, or branded cups
- ▶ Opportunity for hosted table during trade show



# FOOD & BEVERAGE ACTIVATIONS

(CONTINUED)

PREMIUM EXPERIENCE NETWORK  
2024 PARTNERSHIPS

**INCLUDING BASE ELEMENTS:** Association Membership, Brand Activation, Conference + Trade Show Exposure, and Digital/Social Activation

## Private Reception or Meal

**\$15,000 // min. depending on function/menu**

- ▶ ALSD as event co-host, as desired
- ▶ Private event in hotel Presidential Suite or exclusive outlet
- ▶ Invitations, through ALSD channel, to specified guests
- ▶ Opportunity to distribute samples or swag
- ▶ Opportunity to provide welcome or introductions

*\$5,000 F&B credit included in sponsorship*

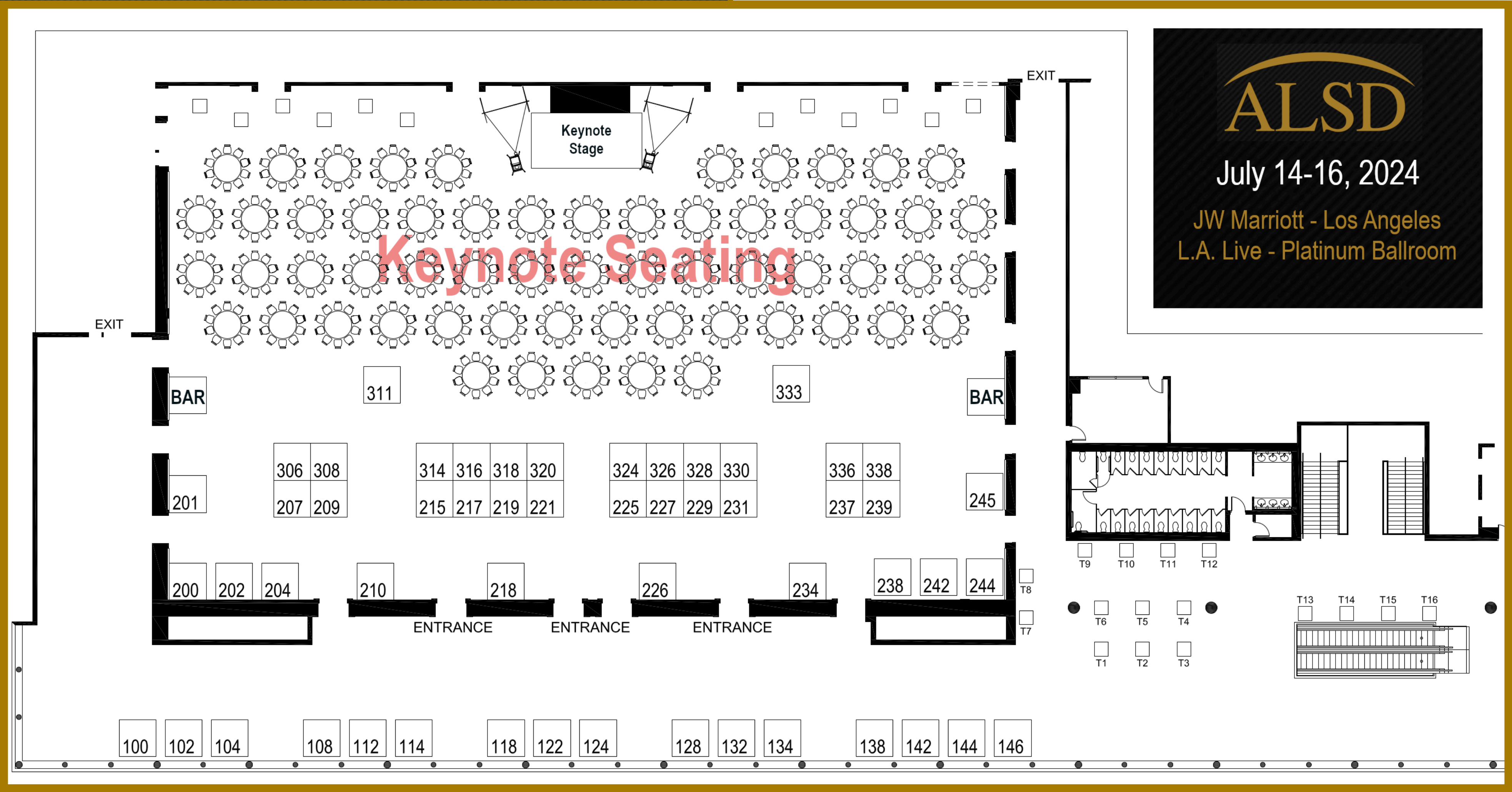
## Beverage Sponsor

**Inquire for host hotel corkage and bartender information // Available for trade show happy hours (2), host sports venue tours, and private functions**

- ▶ Opportunity to provide branded wares, napkins, in addition to product
- ▶ Opportunity to participate in educational session on beverage trends and/or research



# 2024 EXHIBIT MAP







WE LOOK FORWARD TO PARTNERING!

JEFF MORANDER, CEO

AMANDA VERHOFF, PRESIDENT

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