



College Standalone Meeting

Monday, July 10

8:00 a.m. – 9:00 a.m.

All Attendee Tradeshow Breakfast
Bullseye One-to-One Meetings



9:00 a.m.

State of the Industry
Presented by: Rob Hunden, Owner,
Hunden Strategic Partners



9:30 a.m.

Visionary Award Presentation
2023 Recipient: Mel Raines, President & COO,
Pacers Sports & Entertainment

9:45 a.m.

Super Panel: Fieldhouse of the Future

- **Rick Fuson**, CEO,
Pacers Sports & Entertainment
- **Mel Raines**, President, Chief Operations Officer,
Pacers Sports & Entertainment
- **Todd Taylor**, President, Chief Commercial Officer,
Pacers Sports & Entertainment
- **Lori Miser**, Vice President, Engineering and Construction,
Pacers Sports & Entertainment
- **Barry Gibson**, Vice President, Ticket Sales Department,
Pacers Sports & Entertainment
- **Melody Park**, Owner's Representative,
Pacers Sports & Entertainment
- **Adam Stover**, Senior Principal, Populous

10:00 a.m. – 1:00 p.m.

Presentation Features
The Experience Economy
Fan Engagement: Driveway to Driveway
Customer Behaviors Influencing Buying Patterns
Fragmented Selling

1:00 p.m. – 2:00 p.m.

All-Attendee Tradeshow Lunch

2:00 p.m. – 4:00 p.m.

Roundtables with College Peers
New Premium Spaces
Single Game, Flex Plans, Lease Model
Buying Incentives and Membership Benefits
Who Buys Premium
The Multi-Use Building

4:00 p.m. – 5:00 p.m.

All League and Team Roundtable and Feature Presentations

5:00 p.m. – 6:30 p.m.

All-Attendee Tradeshow Happy Hour
Bullseye One-to-One Meetings

6:30 p.m.

All-Attendee Tour and Reception of Gainbridge Fieldhouse

What else

will you see and hear at the ALSD Conference?

Sunday, July 9

New Attendee Meeting
Indianapolis Keynote Speaker
Indianapolis Placemaking Super Panel
Opening Night in the Tradeshow
All-Attendee Tour and Reception of Lucas Oil Stadium

Monday, July 10

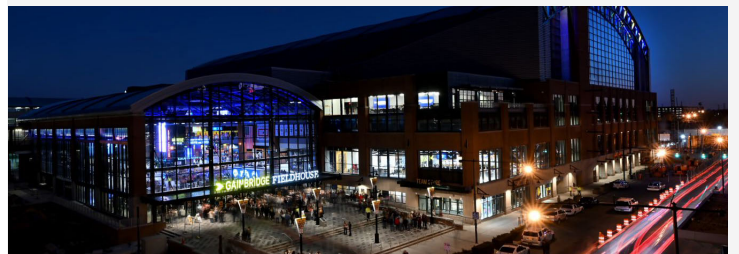
Visionary Award: Mel Raines, President & COO, Pacers Sports & Entertainment
Fieldhouse of the Future Super Panel
State of the Industry
League and Standalone Meetings, detailed to left
Design & Build Forum, sessions and workshops
Technology Symposium, sessions and workshops
Tradeshow Lunch and Happy Hour
All-Attendee Tour and Reception of Gainbridge Fieldhouse

Tuesday, July 11

ALSD and Design & Build Super Panels
Tradeshow and Solutions Sessions
Premium, Design, and Tech Super Panels:

- The Mega Trends Shaping Premium Seating
- Revenue Cross Training
- Evolution & Education of New Premium Seating Spaces
- In the Black: The Convergence of the Game and Gaming
- Enhancing Guest Experience by Focusing on Staff Experience
- The Premium Pitch: A Showcase of New Ideas
- Is the Lease Model Endangered?
- Small Budget, Big Experience

All-Attendee Tour and Reception of Indianapolis Motor Speedway



Monday, July 10, attendees can also attend:

- ▶ Sports Venue Design & Build Forum
- ▶ Technology Symposium
- ▶ Innovation Institute of Fan Experience

READY TO REGISTER?

[ALSD.com/register](https://alsd.com/register)

See Conference and Membership Bundles for best value
Contact Anne Hastings at Anne@alsd.com for more information

