



SPONSORSHIP OPPORTUNITIES 2017-2018

5TH ANNUAL
THE SPORTS VENUE
**DESIGN
& BUILD
FORUM**

28TH ANNUAL
ALSD
CONFERENCE
and TRADESHOW

4TH ANNUAL
**SPORTS SALES
BOOT
CAMP**

JUNE 24 – 27, 2018 • ATLANTA MARRIOTT MARQUIS

THE REALIZATION OF IMAGINATION



Why sponsor?

1. **Exposure and Brand Awareness**
2. **Existing and New Partnerships** with ALSD attendees and exhibitors
3. **SWAG, Baby:** Get your product in their hands
4. **Leads:** Need we say more?
5. **Costs and Time Savings:** Reach all ALSD attendees at one time
6. **Interactive, Real-Time Advertising**
7. **Credibility:** ALSD is the only conference dedicated to premium seating
8. **Competition:** In a crowded venue marketplace, can you afford not to sponsor?
9. **Product Launch and Placement**
10. **Industry Insight Showcase**

What sponsors can anticipate:

- Attendance of 1,200 sports and entertainment professionals
- Hands on, experiential marketing to a niche sector of the sports industry
- Customizable experiences for the right people at the right time
- Program and exhibit opportunities to showcase your product or service
- Networking at tradeshow events and at sports venue tours and receptions
- Customized social media

Who attends?

Premium Seating Professionals from:

- National Football League
- Major League Baseball
- National Hockey League
- National Basketball Association
- Major League Soccer
- Minor Leagues
- College and Universities
- Racing Venues
- Performing Arts Centers
- Entertainment Venues
- Food and Beverage Companies

Sports Industry Executives from:

- Architectural and Design firms
- Facility Development firms
- Teams and Venues
- Ticketing companies

Vendors and Suppliers from:

- Venue Technology firms
- Premium Seating Gifting/Amenity providers
- Venue Outfitting and Equipment companies

All sponsorships are customizable.
 All sponsors will receive sponsor recognition in conference materials.
 Sponsor logos will be requested, based on sponsorship level, for use on conference materials.

**ALSD 2017
By The Numbers**

100
Sessions
including
16 Solutions Sessions

198
Speakers

3
Keynote Speakers

4
Venue Tours

240
Bullseye Meetings





Who should exhibit and sponsor?

- **Suppliers and vendors** to the suite, club seat and facility marketplace
- **Concessionaires** that supply this most upscale segment of the facility business
- **Ticketing companies** that have clients in professional sports
- **Architectural firms and contractors** in the sports venue market
- **Food and beverage product purveyors** that supply facility concessionaires
- **Facility management companies** that that require premium seating demographics
- **Merchandising and entertainment companies** that sell product or design spaces
- **Manufacturing companies** that wish to be specified by architectural or F&B firms
- **Consulting firms** that conduct stadium and arena feasibility studies
- **Companies that sell naming rights** and/or create alternative venue revenue streams
- **Technology companies** transforming the fan experience

Sponsorship Levels

Sponsorships are all customizable. When a sponsor reaches a certain dollar threshold, they are awarded a sponsor level affiliation, providing additional inclusions to those listed in the prospectus.

Platinum

\$25,000 and up

Gold

\$15,000 - \$24,999

Silver

\$7,500 - \$14,999

Bronze

\$5,000 - \$6,999

Partner

Less than \$5,000

What are your objectives?

● Meet with Buyers

Guarantee face-to-face interaction with qualified prospects.

● Increase Brand Recognition

Provide attendees with a memorable experience that they will associate with your brand.

● Tell a Success Story to Your Audience

Members trust us to provide relevant content into our various channels.

● Engage Buyers with Your Product

Incorporate your product into ALSD events that our members love to attend.

On the following pages, you'll see which sponsorship options meet your objectives. Options are color coded for your convenience.

Sponsors may create your own package option:

From the options listed and those you suggest to ALSD, we will work to create a memorable package at an agreeable price point.



Sponsorship Opportunities

Naming Rights ● ● ● ●

ALSD Conference Sports Venue Design & Build Forum Sports Sales Boot Camp

Exclusive and Joint Options Available

Call for pricing and options; customization recommended

Base includes:

- Dedicated email from ALSD to members and attendees
- Exhibit space available
- All 6K Package materials and inclusions:
 - The ALSD "Select Your Own Booth Location" Program
 - One (1) 10x10 Exhibit Space for the Tradeshow*
 - *Note: Speaker spot may be substituted for booth space, only at ALSD's discretion
 - Three (3) four-color, full page ad in *SEAT* magazine
 - One (1) four-color, full page ad in Conference Program
 - One (1) website banner advertisement
 - One (1) Buyers Guide listing
 - One year ALSD Membership – Up to six (6) members
 - Conference registration – See below for number of attendees
 - 100-Word Product/Organization description in Conference Program
- Signage at registration or banner hung at mutually agreed upon location
- Logo on printed, digital and social materials, including Naming Rights acknowledgement in Conference Program
- Logo on host sports venues video or ribbon boards, where possible
- Thank you or speaking introduction during Keynote Address
- Vendor Highlight, Innovation Lab or session opportunity
- Conference registration - Up to ten (10) attendees ALSD Conferences
- Private reception, if desired, at a mutually agreed upon time and location with ALSD
- Social media spotlight, with agreed upon postings
- Eight (8) One-on-One Bullseye Meetings

Note:

Naming Rights partnerships are customizable with inclusions not in the prospectus, to be discussed to meet sponsor objectives.

"Partnering with ALSD yielded great results for our firm, including the exposure of speaking opportunities, access to key industry data, not to mention our booth. However, one area where ALSD really exceeded expectations was with the Bullseye meetings. The value of meeting with the exact people we needed to meet to further our business and make new relationships was incredible."

— Rob Hunden, President, Hunden Strategic Partners

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As a seller in ALSD's new one-to-one meeting program, your company will be paired with pre-qualified buyers (venue, team and premium seating executives) actively searching for products in specific categories. As a seller, you complete a brief survey providing with a list of criteria for "targets" you would like to meet and ALSD coordinates meetings, allowing you to focus on customizing your sales pitch. Consider this speed dating for deal making.

- 12-minute meetings with pre-qualified buyers
- One Year ALSD Membership – Up to six (6) members, if doing standalone
- 100-Word Product/Organization description in the Conference Program
- ALSD Conference registration – Up to four (4) attendees, if doing standalone

NUMBER OF MEETINGS	PRICE
1-3	\$500 PER
4-7	\$2,000
8-11	\$4,000
12-15	\$6,000
16+	\$8,000

Exhibit Booth Package ● ●

\$2,900 Standalone

- One 10x10 Booth in the ALSD Tradeshow
- One Year ALSD Membership – Up to four (4) members
- One (1) Buyers Guide Listing
- 100-word Product/Organization/Contact description for the ALSD Conference Program
- Up to Four (4) Attendee Passes to ALSD Conferences

"Loge" Booth ● ●

\$1,800 Standalone

Newly ideated by ALSD for those who don't need a full 10 x10 booth. Partners get a high boy cocktail round to station at during tradeshow hours and any other time you deem fitting during the conference, as a meeting hub, in the foyer of the tradeshow. Includes:

- ALSD Conference registration – Up to two (2) attendees
- High boy round in foyer of tradeshow
- Listing as Exhibitor in Conference Program

**Partners should outfit Loge Booth only with materials that can fit on cocktail round, such as collaterals. No drayage.*

6K Marketing Partnership Program ● ●

\$6,000

Includes:

- The ALSD "Select Your Own Booth Location" Program
- One (1) 10x10 Exhibit Space for the Tradeshow*
- Three (3) ads in SEAT magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyer's Guide Listing (print and digital)
- One Year ALSD Membership – Up to six (6) members
- 100 Word Product/Organization description in the Conference Program
- Conference registration - Up to six (6) attendees to ALSD Conferences

**Note: Speaker spot may be substituted for booth space, only at ALSD's discretion*





Networking Lounge at ALSD Conference ●

\$10,000

ALSD, with sponsor approval, will designate a lounge area at the host hotel to be branded with sponsor marks to serve as the official networking lounge. Includes:

- Opportunity to custom brand lounge with sponsor marks or materials
- Optional signage
- One Year ALSD Membership – Up to six (6) members, if doing standalone
- 100-Word Product/Organization description in the Conference Program
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyers Guide listing

*Sponsor may station in Networking Lounge at logical times throughout the conference.

Branded Charging Station ● ●

\$2,500, in addition to booth or existing sponsorship price

If your company produces charging stations, brand them for the conference and ALSD will place them near meeting rooms for the duration of the conference. Includes:

- Opportunity to custom brand or logo charging stations with company marks
- Placement of charging stations near meeting rooms for duration of conference

Local Partner Welcome Table ●

\$2,000

Attendees love to experience our host cities. Local social, dining, and entertainment outlets are plentiful in a city like Atlanta. Stand out to ALSD attendees with a welcome table in the tradeshow foyer, where you can meet and invite attendees to your outlets. Includes:

- Welcome table provided by ALSD in tradeshow foyer
- Option to distribute swag or offer cards to attendees

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“The ALSD show is consistently the most productive three days of the year for Suite Experience Group. It allows us to meet face-to-face and build meaningful relationships with dozens of teams and venues. Additionally, Bullseye condensed a month worth of meetings into a few hours. Already looking forward to next year!”

— Scott Spencer, President, Suite Experience Group



Food & Beverage Options

Private Reception or Dinner ● ●

\$10,000

Package is customizable; base includes:

- Private reception or dinner in presidential suite or other private F&B outlet at host hotel.
- Invitations, through ALSD channel, to specified guests
- Mutually agreed upon date and time during ALSD Conference
- Option to distribute samples or swag
- Option to provide introduction during reception or dinner
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyers Guide listing
- One year ALSD Membership – Up to six (6) members
- Conference registration – See below for number of attendees
- 100-Word Product/Organization description in Conference Program

Note: Food & Beverage ordered will be additional cost to sponsor and shall be ordered through host hotel and through the ALSD Master Account.

The 2018 Host Hotel offers multiple F&B outlets on property for a reception or dinner. Inquire with ALSD about "Pulse" loft or other onsite restaurants with private rooms available.

Meal Sponsor ● ●

(Available for co-sponsorship)

Keynote Lunch: \$15,000 Tradeshow Brunch or Lunch: \$10,000 Breakfast: \$10,000

Includes:

- Signage and/or logo on screen during meal function
- Logo on printed, digital and social materials as meal function sponsor
- Thank you or speaking introduction during meal function, as possible
- Option to brand collateral placed on tables during meal function
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement

Tradeshow Opening Reception or Tradeshow Happy Hour ●

Opening Reception: Sunday, June 24

Happy Hour: Monday, June 25

\$10,000 Each

Includes:

- Signage and/or logo on screen during meal function
- Logo on printed, digital and social materials as reception sponsor
- Option to brand collateral placed on tables during meal function
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement

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Food & Beverage Options, cont.

Coffee or Snack Break Sponsor ●

Multiple days and breaks available

Coffee Break: \$2,500 Snack Break: \$2,500

Includes:

- Signage and/or logo on screen during meal function
- Logo on printed, digital and social materials as break sponsor
- Option to brand collateral placed on tables during meal function
- One (1) four-color, full page ad in Conference Program

Beverage Sponsor ● ● ●

Available for exclusive and non-exclusive sponsorship

Call for pricing and sponsorship availability

- Beer
- Wine
- Spirits

Provide product for all ALSD Conference and Tradeshow functions including: tradeshow receptions (corkage applies), host sports venue receptions, and private functions, as asked.

Includes:

- Signage or banner as requested for tradeshow bar area
- Logo on printed, digital and social materials as beverage/function sponsor
- Logo on host sports venues score or ribbon boards, where possible
- Three (3) four-color, full page ad in SEAT magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- Conference registration - Up to six (6) attendees ALSD Conferences
- Option to participate in educational session on beverage trends and research

Beverage Dispensing / Demonstrating ● ●

\$1,500

Dispense product from or demonstrate how your beverage system works for stadiums and arenas. Options in the tradeshow or in host sports venue.

- At ALSD discretion, opportunity to be part of speaking session on beverage trends

Note: for product served during functions held at host hotel, sponsor shall pay corkage detailed by ALSD within sponsorship package, in addition to sponsorship fee. Dispensed product must be beverage sponsor brand, unless otherwise noted.

For F&B functions, branded wares may be available. Please inquire.



“Our ALSD sponsorship is a true partnership in every sense. Each aspect of Fund Raisers Sports’ involvement with the conference has served us well, putting us in front of key potential customers. From the beneficial Bullseye program, to our standing-room-only Solutions Session, to the numerous, personal introductions by the ALSD team, we continue to reap the benefits of sponsorship on almost a daily basis.”

— Annemarie Hastings, Executive Vice President of Fan Engagement,
Fund Raisers Sports



Content Opportunities

Keynote Speaker or Sports Sales or Service Trainer ● ● ●

Contact ALSD for pricing and keynote speaker details

Keynote Speaker is exclusive presenter during ALSD-scheduled keynote address.

Sales or Service Trainers present in non-exclusive breakout timeslots within ALSD program.

Includes:

- Introduction of speaker before presentation
- Optional One (1) 10x10 Exhibit Space for the Tradeshow
- Optional Three (3) four-color, full page ad in *SEAT* magazine
- Optional One (1) four-color, full page ad in Conference Program
- Optional One (1) website banner advertisement
- Optional One (1) Buyer's Guide Listing (print and digital)
- One Year ALSD Membership – Up to six (6) members
- Optional 100-Word Company or Training program description in Conference Program
- Screen and projector available for session; presenters supply laptop
- Explanation of session in ALSD Conference Program

Innovation Lab Presentation ● ●

\$5,000

Company exclusively creates and presents an Innovation Lab at the Sports Venue Design & Build Forum. This is not a panel spot; company creates content and case history and selects presenter(s), all at ALSD discretion. Includes:

- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyer's Guide Listing (print and digital)
- One Year ALSD Membership – Up to six (6) members
- Conference registration - Up to six (6) attendees to ALSD Conferences
- 100 Word Product/Organization description in the Conference Program
- Screen and projector available for session; presenters supply laptop
- Explanation of session in ALSD Conference Program

“The Solutions” Session Presentation ● ●

\$5,000 standalone sponsorship

\$3,500 rolled into separate sponsorship package

20-minute presentation on product or company, co-presenting with team or venue (mandatory) as case study, showing ROI. Includes:

- 20-minute team case history on how company's product proved ROI for team
- Screen and projector available for session; presenters supply laptop
- Option for vendor to supply giveaways and incentives for attendance
- Explanation of session in ALSD Conference Program

State of the Industry Partner ● ●

\$5,000

Partner with ALSD to provide state of the industry data before and during the conference.

Includes:

- Panel position on State of the Industry session, kicking off the ALSD Conference
- Full report published in conjunction with ALSD in one of our media outlets:
SEAT Magazine, Between the SEATs e-newsletter, standalone email blast to membership





Content Opportunities, cont.

Venue Product Placement ● ●

\$2,500

If your product is used in one of the year's host sports venues, showcase that product during tour of that venue, with venue approval. Or suggest product placement at host hotel for use during conference.

Includes, at host sports venue and host hotel discretion:

- Interactive demonstration of product on tour, at venue discretion
- One (1) four-color, full page ad in Conference Program

*Note: can be bundled with Exhibit Booth or 6K Package

Monthly E-Newsletter: Between the SEATs ● ●

\$500 per insertion; multi-month campaigns available at discounted rate

Includes:

- Logo or artwork in Between the SEATs monthly e-newsletter
- Option to include 50-word product or case history description and logo

Mobile App Program ● ●

\$2,500

Includes:

- Sponsor company name and website on each text message, as desired
- Three (3) four-color, full page ad in SEAT magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyer's Guide Listing (print and digital)
- One Year ALSD Membership – Up to six (6) members
- Conference registration - Up to four (4) attendees to ALSD Conferences
- 100 Word Product/Organization description in the Conference Program
- Exhibit Booth Program: Option to purchase; inquire with ALSD

ALSD Video Sponsor ● ●

\$2,500

ALSD runs a series of videos throughout the year. Sponsor the entire series. Includes:

- Thank you before and after video
- Logo placement on home and end screen

Dedicated Email Blast to ALSD Conference Attendees ● ●

\$5,000

If your company has a product launch or demo, announcement, or hosted happy hour to take place at the ALSD Conference, let us send the information or invitation to our conference attendees. Includes:

- One (1) dedicated email blast prior to the conference at mutually agreed upon date
- One (1) social media post to all ALSD hosted pages (Twitter, Facebook, LinkedIn)



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Branding Opportunities

Host Hotel Key Cards ●

\$7,500

Includes:

- Company Logo/Image on all host hotel key cards for ALSD booked guests
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- Conference registration - Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Official Wi-Fi Partner ●

\$5,000

No Wi-Fi or paid Wi-Fi is a major pain point among conference attendees. Associate your brand with solving this problem and offset the cost of Internet at the host hotel for all meeting spaces. Includes:

- Logo and listing as official Wi-Fi Partner at the Conference on print and digital materials
- Bag insert containing logo and conference's official wi-fi password and log on information, customizable by you
- Work with ALSD to customize a co-branded conference landing page for Wi-Fi user

Bus Sponsor ● ●

\$5,000

Includes:

- Option to hand out business cards, collateral or swag on bus trip to host sports venue
- Option to play video reel on one bus trip to host sports venue
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- Conference registration - Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Official Parking Sponsor ● ●

\$3,500

- Exclusive opportunity to provide driving attendees parking options
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- Conference registration - Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Local Area Event Sponsor ● ●

\$5,000

Plan an offsite event or party through ALSD and invite ALSD guests.

- Option to work with ALSD on invitee list

No ancillary event may take place during pre-scheduled ALSD events, including sessions, tradeshow, or venue tours.





Branding Opportunities, cont.

Official Signage Partner ● ●

\$10,000, plus company prepares and provides signage and covers all shipping costs to ALSD Conference and Tradeshow. Includes:

- Display of signage throughout conference and tradeshow
- Option, at venues' discretion, to provide welcome signage during sports venue tours
- One (1) 10x10 Exhibit Space for the Tradeshow*
- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- One (1) Buyer's Guide Listing (print and digital)
- One Year ALSD Membership – Up to six (6) members
- 100 Word Product/Organization description in the Conference Program
- Conference registration - Up to six (6) attendees to ALSD Conferences

*Note: Speaker spot may be substituted for booth space, only at ALSD's discretion

Conference Credentials ● ●

\$2,500; company also prepares and provides credentials and covers all shipping costs to ALSD Conference and Tradeshow. Includes:

- Three (3) four-color, full page ad in *SEAT* magazine
- One (1) four-color, full page ad in Conference Program
- One (1) website banner advertisement
- Conference registration – Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Conference Bags ● ●

No monetary value; company prepares and provides bags and covers all shipping costs to ALSD Conference and Tradeshow

Quantity: 1,000

Includes:

- One (1) four-color, full page ad in Conference Program
- Conference registration – Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Conference Lanyards ●

\$2,500, plus company prepares and provides and covers all shipping costs to ALSD Conference and Tradeshow

Quantity: 1,000

Includes:

- One (1) four-color, full page ad in Conference Program
- Conference registration – Up to four (4) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Bag Insert or collateral material distribution ● ●

\$1,200, plus company prepares and provides collateral or swag item and covers all shipping costs to ALSD Conference and Tradeshow

Quantity: 1,000





Gifting Opportunities

No sponsorship fee to ALSD; company provides product and shipping of product to conference and tradeshow. Note: each option below can be coupled with the purchase of an exhibit booth. See details for each sponsorship below:

Board of Directors Gifts ● ●

Quantity: 40

Includes:

Presentation of ALSD-branded gifts to Board of Directors during pre-conference meeting

- Sponsorship thank you by ALSD staffer during ALSD pre-conference meeting
- One (1) four-color, full page ad in Conference Program

New Attendee Gifts ● ●

Quantity: 100

Includes:

- Presentation of ALSD-branded gifts to New Members during pre-conference meeting
- Sponsorship Thank You by ALSD staffer during ALSD pre-conference meeting
- One (1) four-color, full page ad in Conference Program

Speaker or VIP Gifts ● ●

Quantity: 10-15

Includes:

- Presentation of ALSD-branded gifts to speakers or VIPs, as possible
- Sponsorship Thank You by ALSD staffer during ALSD pre-conference meeting, as possible
- One (1) four-color, full page ad in Conference Program

Visionary Award ● ●

Quantity: 1

Includes:

- Sponsorship thank you by ALSD staffer during ALSD Visionary Award presentation
- One (1) four-color, full page ad in Conference Program

In-Room Hotel Gift ● ●

Company provides product and shipping of product to conference and tradeshow, as well as hotel-regulated fee for in-room deliveries (typically \$2-3/item).

Branded gift in all ALSD sleeping rooms booked (typically 500-600 on peak night)

Includes:

- One (1) four-color, full page ad in Conference Program

Renewal or Holiday Gift ● ●

Quantity: 1,000

Includes:

- ALSD-branded gift item, plus shipping to members

Spotlight Awards ● ●

Quantity: 10

Includes:

Presentation of Spotlight Awards during programmed award show.

- Sponsorship thank you by ALSD staffer during ALSD Spotlight Award presentation
- One (1) four-color, full page ad in Conference Program



For more information, contact:

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