



Leading the Premium Seat Industry Since 1990

MEMBERSHIP

2019 – 2020



*We Bring People
Together.
By Association.*

“ALSD’s 30-year niche is premium seating. However, the recent reach has broadened, with the Design & Build Forum and Sports Sales Training Forum, now allowing ALSD to study and create a clearinghouse for and about the entire venue landscape. We aggregate content for premium seating, facilities, design, and ticketing personnel, to be sure.”

— Bill Dorsey, Chairman and Founder, ALSD

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MEMBERSHIP

We Bring People Together. By Association.

MEMBERSHIP BENEFITS

- **Membership within a niche group in the sports industry focusing premium seating and venue development.**

The ALSD is truly a community. You gain information from colleagues in the industry more than from any other source.

- **A substantial discount on ALSD Conference and Tradeshow registration**

- **The ALSD Reference Manual, which includes:**

- Venue and premium seating statistics and information from hundreds of professional, minor league, racing, college and entertainment venues
- Member venue contact information

- **SEAT Magazine, which includes:**

- Venue and premium seating case histories, member highlights, sales and service training, research studies, and new member listings
- Advertisements for premium seating, F&B, and technology products and services
- Published three times a year

- **Between the SEATs e-Newsletter, which includes:**

- Current events and news in premium seating
- Research studies and results
- Special premium and F&B features
- Sent monthly

- **Exclusive video content, which includes:**

- Member Interviews
- Team, Venue, F&B Interviews
- Venue and Renovation Features
- Behind-the-Scenes Venue Access Features

“ALSD creates a community of professional counterparts that focuses on innovating the premium seating and venue marketplace. To work successfully in the industry, it’s imperative to take advantage of the membership, the education, and the conference.”

— Michele Kajiwara, Senior Vice President, Premium Seating Sales and Service, AEG/STAPLES Center

- **Member Questions and Answers**
 - Questions submitted by ALSD on behalf of members to team and venue members
 - Answers published in SEAT Magazine and on ALSD.com members-only pages

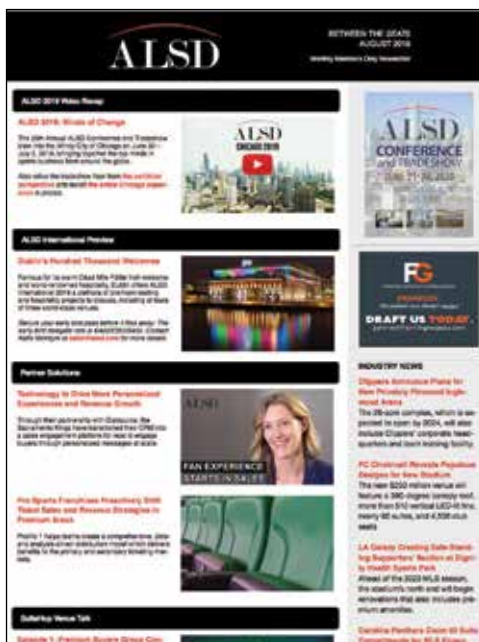
- **Premium Seating Job Postings, sent to all team, venue and vendor members**

- **Password protected, member only content on ALSD.com, including materials such as:**

- SEAT Magazine
- Member Questions
- Between the SEATs
- Research Studies
- Private Member Surveys

- **Assistance from ALSD headquarters for contacts in the industry and general premium seating consulting**

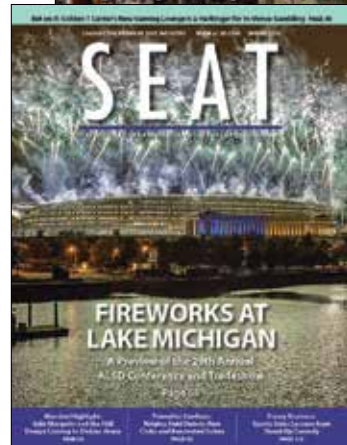
- **Follow us on:**



Between the SEATs e-Newsletter, delivered monthly

“The ALSD Conference has for years been a dynamic convergence of creativity, struggles, and solutions. In an industry that evolves and grows rapidly, it not only connects people and their imaginations, but offers some guidance on your path to personal and organizational success. And the venue tours are stuff of legend.”

— Kerry Vick, Director of Tickets - Premium Services & Events, Indianapolis Indians



SEAT magazine, published three times a year



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Who Belongs?

Who are our members? A few sample titles:

Director of Donor Services and Annual Giving
 Director of Business Development
 Senior Vice President Sports and Entertainment
Chief Revenue Officer Regional Vice
 President **Senior Vice President Ticket Sales
 & Premium Seating** Associate Director of
 Catering Executive Chef **Club Level Sales
 Manager** Premium Food & Beverage Manager
 Senior Ticket & Premium Services
 Manager Vice President - Sales and Service
**Director of Suite and Premium Seat Sales
 and Service** Manager of Fan Experience Vice
 President, Club Services Coordinator, Premium
 Partnerships **Vice President, Corporate
 Hospitality** Senior Manager, Premium Seat
 Services and Guest Relations Vice President,
 Sales and Marketing / Chief Marketing Officer
Manager of Retention Vice President of
 Sales, Customer Service and Ticketing Manager,
 Suites Food & Beverage and Finance
 Coordinator Director of Suites & Corporate
 Hospitality Senior Director, Suites & Premium
 Seating Sales Vice President & Director, Sports
 and Entertainment Vice President & Chief
 Operating Officer Director of Corporate Programs
Vice President - Premium Seat Sales

ALSD Members Include Premium Seating, Corporate Sponsorship, F&B, Venue, Design, and Supplier Personnel from:

- **National Football League**
- **Major League Baseball**
- **National Hockey League**
- **National Basketball Association**
- **Major League Soccer**
- **International Soccer Clubs and Venues**
- **Minor Leagues**
- **College and Universities**
- **Racing Venues**
- **Performing Arts Centers**
- **Entertainment Venues**
- **Food and Beverage Companies**
- **Architectural and Design Firms**
- **Facility Development Firms**
- **Venue Technology Firms**
- **Vendor and Supplier Companies**



ALSD Conference and Tradeshow

Your discounted rate, through **ALSD Membership**, offers **ALSD Conference highlights**, such as:

- **Host Venue Tours**
- **Networking**
- **Educational Sessions**
- **Keynote Speakers**
- **League Day for Teams and Venues**
- **Tradeshow**

“ After over 20 years in radio and TV broadcasting, leaving retirement, and entering in the facility corporate sales/advertising industry, I found the conference extremely educating. This was my first attendance at this unique conference. I highly recommend anyone who is venturing into the industry or beginning a new career to attend ALSD.”

— *Josh Houk, Corporate Sales, Rushmore Plaza Civic Center*



ALSD MEMBERSHIP

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What do you get? A value buy in a luxury market!

ALSD DUES STRUCTURE

Members:

- Renewals sent September 1 annually, invoiced

Join as a New Member:

- Join September 1 – December 31:
membership good until following September 1
- Join January 1 – August 31:
membership good until September 1 of following year

MEMBERSHIP CATEGORIES

Team, Venue, or In-Venue F&B Company:

Ex. Director, Premium Seating, Green Bay Packers

- ___ Charter Member: First Member from Team or Venue:
\$475/year
- ___ Affiliate Member(s): Additional Member(s) from Team
or Venue: \$160/year
- ___ Introductory Charter Member: First Member from a team
or venue that has not previously been a member of the
ALSD: \$250*.

*Subsequent years will be \$475

Food and Beverage:

Corporate or in-venue

- ___ Charter Member: \$475 for first member
from corporate or in-venue
- ___ Affiliate Member: \$160 per member,
for additional members from same F&B company,
corporate or in-venue

Vendor/Supplier Company:

Ex. ABC Supplier

- ___ Vendor/Supplier Group:
\$500/year total, for up to four members
- ___ Vendor/Supplier Member:
\$160/year per member, for additional members over four

Student/Educator:

- ___ \$50 per member

Renew Now:

___ See ALSD Invoice or Contact ALSD

Payment: TOTAL: \$ _____

Person Joining (Repeat form for additional members):

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Method of Payment:

___ Check made payable to:
ALSD or Association of Luxury Suite Directors

___ AmEx ___ MC ___ Visa ___ Discover

Card Number: _____

Expiration Date: _____ Security Code _____

Cardholder Name: _____

Cardholder Signature: _____

For more information or to submit forms or renewal, contact:

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Use this form or join online at alsd.com/join.