



Leading the Premium Seat Industry Since 1990

# MEMBERSHIP

## 2020 – 2021



*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 and Service Training Forum, now allowing ALS D 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, ALS D

Association of Luxury Suite Directors  
10017 McKelvey Road  
Cincinnati, OH 45231  
937-620-0926 amanda@alsd.com www.alsd.com





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## MEMBERSHIP BENEFITS

- **Membership within a niche group in the sports industry focused on 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**
- **Virtual Sports Sales and Service Training Forum:**
  - 2-day virtual training forum
  - Covering Sales, Service, Leadership, Partnerships
  - Presented by Trainers, Teams, Peers
  - Includes Peer-to-Peer Roundtables
  - Up to 10 attendees from Member organizations attend for FREE
- **Peer-to-Peer Subject Matter Roundtables:**
  - Multiple small group roundtables throughout the year
  - Discussing premium seating topics
  - Inviting team and venue members from across the industry
  - Designed for best practice/idea sharing
- **Sales, Service, and Leadership Trainer Directory:**
  - An assemblage of industry trainers and executive coaches
  - Contact information for each trainer
  - Areas of expertise for each trainer
- **Interviews & Demos with Product & Service Partners:**
  - Published on ALSD.com and in monthly e-newsletter

- **Invitations to Live Webinars and Panels:**
  - Members-only access to live panels
  - Archives posted on ALSD.com and social media
- **The ALSD Reference Manual, which includes:**
  - Venue and premium seating statistics from professional, minor league, racing, college, and entertainment venues
  - Member venue contact information
- **SEAT Magazine Archives, which include:**
  - Venue and premium seating case histories, member highlights, sales and service training, research, and new member listings
  - Vendor solutions for premium seating, F&B, and technology products and services
- **Between the SEATs e-Newsletter, which includes:**
  - Current events and news in premium seating
  - Research studies and results
  - Special premium and F&B features
  - Partner Solutions
  - Video Interviews and Venue Highlights
  - Sent monthly
- **Exclusive video content, which includes:**
  - Member Interviews
  - Team, Venue, F&B Interviews
  - Venue and Renovation Features
  - Behind-the-Scenes Venue Access Features
  - Training Center: sales, leadership, service, and F&B articles, podcasts, and interviews
- **Member Questions and Answers:**
  - Questions submitted by ALSD on behalf of members to team and venue members
  - Answers published 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 Archives
  - Member Questions
  - Between the SEATs
  - Research Studies
  - Private Member Surveys
- **Assistance from ALSD headquarters for contacts in the industry and general premium seating consulting**

December 2020  
**ALSD**  
Between the SEATs  
Monthly Members Only Newsletter

ALSD Spotlight 2020  
**A Clear Focus for the Sports Venue Marketplace**

In this year of extraordinary uncertainty the ALSD's annual design contest demonstrates a vision ahead of doubt that especially in times of great duress must strive to improve our venues.

Partner Solution  
**F&B Programs That Provide Elevated, Safe Experiences**

Are you prepared to welcome fans back to the stadium? Here, we will continue to help...

Between the SEATs e-Newsletter, delivered monthly

Invitations to Live Webinars and Panels

**ALSD**

How are team, property, and event sales teams addressing the current ticketing and premium sales landscape? Each panelist will discuss strategies and tactics for selling and servicing with limited capacity, now and in the future. In addition, Vidyard will share key best practices and examples on how to integrate video as part of your selling strategy.

**Innovating Premium, Ticket Sales and Service in 2021 and Beyond**

Date: Thursday, December 10  
Time: 1:00 PM EST / 12:00 PM CST / 10:00 AM PST  
Duration: 40 minutes





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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 Partnership, 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:

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

**“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,  
STAPLES Center, AEG



# 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:

Amanda Verhoff, President

10017 McKelvey Road

Cincinnati, OH 45231

M: 937-620-0926

F: 513-674-0577

Amanda@alsd.com

**Use this form or join online at [alsd.com/join](http://alsd.com/join).**