



Leading the Premium Seat Industry Since 1990

MEMBERSHIP

2021 – 2022



*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





Leading the Premium Seat Industry Since 1990

MEMBERSHIP

We Bring People Together. By Association.

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**

- **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
- Member Tips and Highlights
- Sent monthly

- **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

- **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**

- **Follow us on:**



Between the SEATs e-Newsletter, delivered monthly

Invitations to Live Webinars and Panels



Leading the Premium Seat Industry Since 1990

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 and Events Business
STAPLES Center, AEG



ALSD MEMBERSHIP

Leading the Premium Seat Industry Since 1990

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 _____

Street Address: _____

Billing Zip: _____

Cardholder Name: _____

Cardholder Signature: _____

For more information or to submit forms or renewal, contact:
Amanda Verhoff, President
10017 McKelvey Road
Cincinnati, OH 45231
937-620-0926
Amanda@alsd.com

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