

32ND ANNUAL
ALSD
CONFERENCE
and TRADESHOW

9TH ANNUAL
THE SPORTS VENUE
**DESIGN
& BUILD**
FORUM

JULY 10-12, 2022
MARRIOTT MARQUIS • NEW YORK CITY

PARTNERSHIP OPPORTUNITIES 2022

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ALSD SPONSORSHIP: THE WHO, WHAT, WHY



“For any leader who is or will be responsible for the management or direction of a new facility or major renovation, ALSD’s Design & Build Forum is a critical piece to solving the puzzle of making sure all areas are recognized and addressed. You will make better decisions as well as being more informed by attending.”

— Russ Simons,
Chief Listening Officer,
Venue Solutions Group

What sponsors can anticipate:

1. **Year-round Exposure and Brand Awareness**
2. **Leads:** Generate leads via digital campaigns, networking, and member-only content
3. **Existing and New Partnerships** with ALSD/Design & Build attendees and exhibitors
4. **Thought Leadership**
5. **Cost and Time Savings:** Reach all ALSD/Design & Build attendees at one time
6. **Interactive, Real-Time Advertising:** New ways for attendees to experience your brand
7. **Credibility:** ALSD is a leading resource for venue professionals
8. **Product Launch and Placement**

Tell me more:

- Attendance of 1,400 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, service, or case study
- Networking at tradeshow events, sports venue tours and receptions
- Year-round digital opportunities

Who attends the ALSD Conference & Tradeshow, Design & Build Forum?

Premium Seating Professionals from:

- National Football League
- Major League Baseball
- National Hockey League
- National Basketball Association
- Major League Soccer
- International Soccer Clubs
- 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
- Third Party Foodservice

Vendors and Suppliers from:

- Venue Technology Firms
- Premium Gift & Amenity Providers
- Outfitting & Equipment Providers
- Food & Beverage Presentation Wares
- Professional Service Firms



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.

WHAT ARE YOUR OBJECTIVES?



● Meet with Buyers

Guarantee face-to-face interaction with qualified leads.

● 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 through our various channels.

● Engage Buyers with Your Product

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

Options on the following pages are color-coded to match objectives.



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
- **Technology companies** transforming the fan experience
- **Architectural firms and contractors** in the sports venue market
- **Food and beverage product purveyors** that supply facility concessionaires
- **Facility management companies** 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
- **Ticketing companies** that have clients in professional sports



Sponsorship Levels

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

Alliance *

\$25,000 and up

Gold

\$15,000 - \$24,999

Silver

\$7,500 - \$14,999

Bronze

\$5,000 - \$6,999

Partner

Less than \$5,000

*Alliance partnerships are bespoke for clients to meet specific year-round objectives. Inquire with ALSD.

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.



EXHIBITING, ADVERTISING



Exhibit Booth Package ● ●

- 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

PRICING THROUGH OCT. 1, 2021	
BOOTH SIZE	PRICE
10x10	\$3,100
10x20	\$4,200
20x20	\$7,200

PRICING AFTER OCT. 1, 2021	
BOOTH SIZE	PRICE
10x10	\$4,000
10x20	\$5,000
20x20	\$9,000



“Loge” Booth ● ●

\$2,000

Partners who may not need a 10x10 booth get a high cocktail round and stools in the tradeshow or foyer, as a meeting and display hub. Includes:

- ALSD Conference registration – Up to two (2) attendees
- High cocktail round in foyer of tradeshow or foyer
- 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 at the Tradeshow
- One (1) Four-Color, Full-Page Ad in the Conference Program
- One (1) Four-color, Full-Page Ad in the Winter Spotlight SEAT Magazine
- Choice of One Partner Solutions Article, Two Native Ads, or Two Leaderboard Ads in BTS
- One (1) Buyers Guide Listing
- One Year ALSD Membership – Up to four (4) members
- 100 Word Product/Organization description in the Conference Program
- Conference registration - Up to four (4) attendees to ALSD Conferences



“As a 20+ year attendee, host, and now sponsorship partner of ALSD, I can say that the benefits of this conference are experienced year-round. The connections, best practices, and new ideas help me professionally, as well as highlight the ways my company can grow and innovate.”

— Annemarie Hastings, EVP Marketing, Fund Raisers Sports

1-TO-1 MEETINGS, NETWORKING



\$4,000

As a seller in ALSD's sixth annual one-to-one meeting program, your company will be paired with pre-qualified prospects (venue, team, and premium seating executives) actively seeking to learn about products in specific categories. As a seller, you complete a brief survey providing a list of criteria for "targets" you would like to meet and ALSD then sends this list of seller profiles, including yours, to all attendees, who each request to speak with vendors they are interested in. Consider this speed dating for deal making.

- 12-minute meetings with pre-qualified prospects
- One Year ALSD Membership – Up to four (4) members
- 100-Word Product/Organization description in the Conference Program
- ALSD Conference registration – Up to four (4) attendees



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 an 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) Buyers Guide listing

Local Area Event Sponsor ● ●

\$10,000

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



THOUGHT-LEADERSHIP, CONTENT



“The Solutions” Session Presentation ● ●

\$5,000

25-minute presentation on product or company, co-presenting with team or venue (mandatory) as case study or thought-leadership. Includes:

- 25-minute team case history on how product proved ROI/ROO for team or venue
- 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



Breakout Presentation ● ●

\$6,500

Company exclusively creates and presents a 45-minute breakout session as part of both the ALSD and Design & Build Forum programs. Includes:

- One (1) Four-Color, Full Page Ad in Conference Program
- One (1) Buyer’s Guide Listing
- 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



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)



“The sports & entertainment industry is huge, with thousands of moving parts and individuals moving them. Outside of retail, there are many needs that an organization or venue may have at any given time and the ALSD Conference and Tradeshow has been the best mechanism we have found that brings all of these impactful people and channels together for the positive exchange of the most relevant industry information.”

— Curt Robison, Key Account Executive, The Highland Mint

CONFERENCE, YEAR-ROUND BRANDING



Naming Rights ● ● ● ●

ALSD Conference
Sports Venue Design & Build Forum
Sports Sales & Service Training Forum

Exclusive and Joint Options Available. Email for Pricing, Options

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) 10x20 Exhibit Space for the Tradeshow
- One (1) Four-Color, Full Page Ad in Conference Program
- One (1) Four-Color, Full-Page Ad in the Winter Spotlight SEAT Magazine
- One (1) Buyer's Guide Listing
- 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



ALSD Alliance Partner ● ● ● ●



It's not just a 3-day event, it's a year-round partnership.

The ALSD Alliance provides a year-round, 365-day platform for your brand to engage prospects, build relationships, and drive business. The ALSD provides Alliance Partners a competitive advantage by using multiple channels and 30 years of relationships to put our partners top-of-mind with teams and venues.

\$25,000 and up; Payment plans available.

Email for pricing and options



"ALSD is a one-of-a-kind event that allows decision-makers at the biggest venues to have candid conversations about real issues facing them day-to-day. The people are friendly and the experience is unforgettable."

— Stephan Hodges, Sales Specialist, Malcolm DeMille

MORE BRANDING



Host Hotel Key Cards ●

\$7,500

Includes:

- Company Logo/Image on all host hotel key cards for ALSD booked guests
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration - Up to six (6) attendees to ALSD Conferences
- Exhibit booth program: option to purchase; inquire with ALSD

Official Wi-Fi Partner ●

\$10,000

Includes:

- Logo and listing as official Wi-Fi Partner at the Conference on print and digital materials
- Customized Bag Insert and Signage with Login
- Work with ALSD to customize a co-branded conference landing page for Wi-Fi users



Bus Trip Sponsor ● ●

\$5,000

Includes:

- Option to hand out business cards, collateral, or swag on bus trip to host sports venue
- Branded signage at bus boarding location
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration - Up to four (4) attendees to ALSD Conferences

Conference Credentials ● ●

\$5,000, plus company prepares, covers all shipping costs to hotel

Includes:

- Company-branded credentials
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration – Up to four (4) attendees to ALSD Conferences



Conference Lanyards ●

\$7,500, plus company prepares, covers all shipping costs to hotel

Quantity: 1,500

Includes:

- Company-branded lanyards
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration – Up to four (4) attendees to ALSD Conferences

Bag Insert or collateral material distribution ● ●

\$1,200, plus company prepares, covers all shipping costs to hotel

Quantity: 1,000

BRANDING, AWARDS, GIFTING



Conference Bags ● ●

\$1,200, plus company prepares, covers all shipping costs to hotel
Quantity: 1,000

Board of Advisors Gifts ● ●

\$1,500, plus company prepares, covers all shipping costs to hotel
Quantity: 50-75
*option for Conference Gift or Holiday/Seasonal Gift

New Attendee Gifts ● ●

\$1,500, plus company prepares, covers all shipping costs to hotel
Quantity: 100
*Option to Update to 6K package for 7K and receive all assets



Speaker or VIP Gifts ● ●

\$1,500, plus company prepares, covers all shipping costs to hotel
Quantity: 15-20
*Option to Update to 6K package for 7K and receive all assets

In-Room Hotel Gifts ● ●

\$1,500, plus company prepares, covers all shipping costs to hotel
Quantity: TBD, based on desired recipients
*Option to Update to 6K package for 7K and receive all assets



ALSD Awards: Visionary, Spotlight ● ●

\$1,500, plus company prepares, covers all shipping costs to hotel or recipient offices
Quantity: 1 Visionary; 10-12 Spotlight
*Option to Update to 6K package for 7K and receive all assets

FOOD & BEVERAGE, NETWORKING



Private Reception or Dinner ● ●

\$15,000

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
- One (1) Four-Color, Full Page Ad in Conference Program
- One (1) Buyers Guide listing
- One year ALSD Membership – Up to six (6) members
- Conference registration – Up to six (6) members to ALSD Conferences
- 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 2022 Host Hotel offers multiple F&B outlets on property for a reception or dinner. Inquire with ALSD about onsite restaurants with private rooms available.



Meal Sponsor ● ●

(Available for co-sponsorship)

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

Includes:

- Signage and/or logo on screen or signage 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
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration - Up to six (6) attendees ALSD Conferences
- 100-Word Product/Organization description in Conference Program



Tradeshow Opening Reception or Tradeshow Happy Hour ●

Opening Reception: \$10,000 Happy Hour: \$5,000

Includes:

- Signage and/or logo on screen or signage during meal function
- Logo on printed, digital, and social materials as reception sponsor
- Option to brand collateral placed on tables during meal function
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration - Up to six (6) attendees ALSD Conferences
- 100-Word Product/Organization description in Conference Program

MORE FOOD & BEVERAGE, NETWORKING



Coffee or Snack Break Sponsor ●

Multiple days and breaks available

Coffee Break: \$5,000 Snack Break: \$5,000

Includes:

- Signage and/or logo on screen or signage 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
- Conference registration - Up to four (4) attendees ALSD Conferences
- 100-Word Product/Organization description 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
- One (1) Four-Color, Full Page Ad in Conference Program
- Conference registration - Up to six (6) attendees ALSD Conferences
- Option to participate in educational session on beverage trends and research



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



"It's important for us to attend because many of the teams, leagues, and venues we work with are in attendance. Also hearing the State of the Industry, what new things are coming, and best practices is very important for us, as we're able to use that information to identify new venues and partners in the future."

— Jeff Douville, Director of Sports Partnerships, Cambria

YEAR-ROUND THOUGHT-LEADERSHIP



August 2021
ALSD
Between the SEATs
Monthly Members-Only Newsletter

ALSD Conference and Tradeshow
Get Hyped, ALSD! The ALSD Conference Returns August 15

ALSD 2021 features educational sessions, networking, tradeshow exhibitions, and an opportunity to start to get back an entire lost year in three days. Explore all that awaits at the ARIA Resort & Casino in Las Vegas.

Partner Solution
Luxury and Conscientious Consumption

Conspicuous consumption may be a negative for luxury clients who look for high levels of sustainability and moral clarity around their purchases. The new state of luxury is one where extremes of choice must always be made available.

Webinars

How UBS Arena Will Boost Experiences with Flexible Foodservice Solutions

Explore some of the latest F&B solutions, how these innovations result in revenue opportunities, and why these investments are critical in the next era of venues.

Using Technology to Supercharge Your Suite Business

Discuss the strategic investments organizations are making in technology to support the growth and efficiency of per-event suite sales.

Eliminate Wobbly Tables and Improve Guest Experiences

FLAT's award-winning table bases stabilize automatically on uneven surfaces and allow users to perfectly align adjoining tabletops. For your existing tables, add FLAT Equalizers and stabilize them easily with a press on the tabletop.

Request a **FREE** trial today.

FG
Integrated marketing & printing solutions
FRANKLIN
the partner you always needed

DRAFT US TODAY.
partner@franklingroupusa.com

One Time Rates:

Between the SEATs E-Newsletter

Distributed monthly to our 1,300-plus members

Partner Solution (A) \$2,400

A company's opportunity to illustrate a case history or solution in ALSD editorial.

Webinar (B) \$5,000

Year-round webinars are hosted by ALSD and enhance a company's thought-leadership and explanation of case histories and venue solutions.

Native Advertisement (C) \$1,200

An opportunity for a company to introduce and illustrate a product or service.

Leaderboard Advertisement (D) \$500

A branding opportunity for a company to stand out in the marketplace.

ALSD.com

Visited monthly by 11,000 site users

Partner Solution (Native Article) \$2,400

Partner Solution (Native Video) \$4,000

ALSD Webinar \$5,000

ALSD Demo \$5,000

**All sponsored content published on ALSD.com will also be distributed in the Between the SEATs e-newsletter.*

More information on the above opportunities in ALSD's Media Kit.