

EXHIBITING OPPORTUNITIES 2022

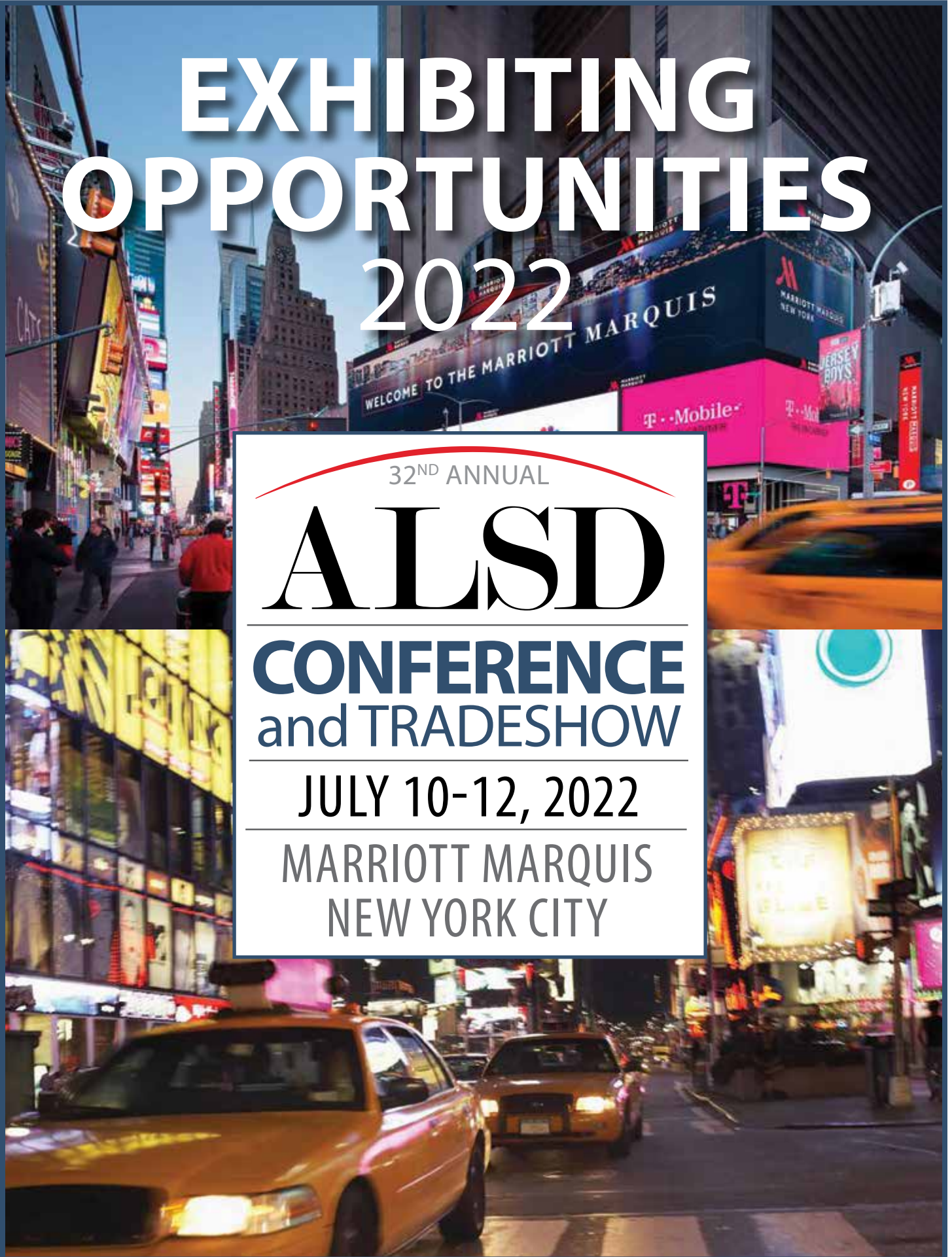
32ND ANNUAL

ALSD

CONFERENCE and TRADESHOW

JULY 10-12, 2022

MARRIOTT MARQUIS
NEW YORK CITY





6K Marketing Partnership Program



Your ads will appear in e-newsletters, the annual conference program and the Winter Spotlight Edition of SEAT magazine..



Become a year-round partner with a \$10 billion industry.

We are a value-buy in a luxury marketplace.

The **ALSD 6K Marketing Partnership Program** has remarkable reach to the entire Premium Seat and Venue Marketplace.

The annual 6K Program benefits include:

- **The ALSD “Select Your Own Booth Location” Program***
- One (1) 10x10 Exhibit Space at the Tradeshow
- Four (4) Passes to the ALSD Conference and Tradeshow
- One (1) Four-Color, Full-Page Advertisement Insertion in the Conference Program
- One (1) Four-Color, Full-Page Advertisement Insertion in the Winter Spotlight Edition of SEAT Magazine
- Choice of One (1) of the below options in ALSD’s monthly e-newsletter:
 - One (1) Partner Solution Article
 - Two (2) Native Advertisements, two separate months
 - Two (2) Leaderboard Advertisements, two separate months
- One Year ALSD Membership – Up to four (4) members
- One (1) Online Buyers Guide Listing
- 100 Word Product/Organization description in the Conference Program

If you are serious about doing business in the premium seat industry or overall venue landscape, this is the one way to reach the marketplace. You will have access to the entire premium seat marketplace including the Association of Luxury Suite Directors’ 1,200-member directory.

Total Cost: \$6,000

To become part of the ALSD’s all-inclusive package, contact:

Scott Hinzman
 Vice President of Sales
 P: 513-674-0555 x101 C: 859-409-2192
 F: 513-674-0577
 scotth@alsd.com

*** Select your own booth space -- sign up now for the best available space.**

Who should exhibit and sponsor?

- **Suppliers and vendors** to the premium seating and overall facility marketplace, in any part of the world
- **Concessionaires** who supply this most upscale segment of the facility business
- **Ticketing companies** that have clients in sports and entertainment venues
- **Architectural firms** who design stadiums and arenas
- **Contractors** who build stadiums and arenas
- **Food and beverage product purveyors** that supply facility concessionaires
- **Facility management companies** that require in-depth demographics on the premium seat marketplace
- **Merchandising and entertainment companies** that sell products or design spaces for venues across the world
- **Manufacturing companies** that wish to be specified by major architectural companies and F&B firms
- **Consulting firms** that conduct stadium and arena feasibility studies
- **Companies that sell naming rights** and/or require information about alternative revenue streams for venues
- **Technology and Analytics firms**, who outfit stadiums with solutions or provide and manage data

Sponsorship Information

Sponsorships are available. All sponsorship packages are custom designed to meet the individual needs of the event as well as the budgets of the sponsor(s). Ask for a copy of our Partnership Prospectus.

For more information, please contact:

Scott Hinzman
Vice President of Sales
P: 513-674-0555 x101
C: 859-409-2192
F: 513-674-0577
scotth@alsd.com

Amanda Verhoff
President
C: 937-620-0926
amanda@alsd.com



Host Hotel: Marriott Marquis New York City, Times Square



Networking, prize giveaways, food and drink draw attendees into the exhibit hall.



2022 Exhibit Only Application Form

All Exhibit Levels include:

- **Four (4) complimentary registrations (Additional registrations \$400)**
- **100-word company and/or product description in 2022 Conference Program**

Early Bird Pricing

Exhibit Only: Level One

- **10x10 ft. exhibit space** **After Oct. 1**
- [] ALSD Member: \$3100* \$4000
- [] Non-Member \$3300 \$4300

Exhibit Only: Level Two

- **10x20 ft. exhibit space** **After Oct. 1**
- [] ALSD Member: \$4200* \$5000
- [] Non-Member \$4700 \$5500

Exhibit Only: Level Three

- **20x20 ft. exhibit space** **After Oct. 1**
- [] ALSD Member: \$7500* \$9000
- [] Non-Member \$9500 \$12000

*Includes Membership

PAYMENT

All booth applications must be accompanied by full payment for exhibit space requested on the Exhibitor Prospectus. In addition, 25% of the exhibitor application fee is a non-refundable deposit (see cancellation policy for additional information).

CANCELLATION OF EXHIBIT SPACE

All cancellations must be in writing to the tradeshow coordinator. Written notification received by June 1, 2022 will result in a 75% refund; payable 30 days after the conference and tradeshow. After June 1, 2022, no refund will be returned.

FAILURE TO OCCUPY EXHIBIT SPACE

Booth exhibitor space not occupied by the close of exhibit set-up time will be forfeited by the exhibitor. If the exhibitor is on hand, show management may assign labor to set up any display that is not in the process of being set up by the given deadline. The exhibitor is responsible for all costs and expenses incurred.

INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibitor agrees to provide all labor, materials and tools required for the installation and dismantling of exhibits. Shipping, installation, storage and dismantling of exhibits are paid for by the exhibitor to show decorator. The exhibitor will perform this action during the allotted times of exhibitor set up and dismantling. Exhibitor also agrees to arrange for the removal of its freight from the exhibit hall at the conclusion of the conference and tradeshow. Removal of freight must be in accordance with local union guidelines. Failure to remove exhibit material will result in the exhibitor being charged for cost and expense of any clean-up or removal.

TRADESHOW FLOOR PLAN

Exhibit floor space is limited and allotment is determined on a first-come, first-served basis. Premium booth locations will be based on the number of factors including number of years exhibiting at ALSD, size of booth and relative time of space commitment.

EXHIBITORS:

Email Amanda Verhoff (amanda@alsd.com) a brief company description (100 words or less) of your company's product or service. This will be published in the 2022 ALSD Conference Program. Deadline June 1, 2022. Additionally, please send a copy of your official company logo via email to Amanda@alsd.com.

Exhibiting Company Sign-Up:

Tradeshow Coordinator (please check):

Tradeshow Coordinator will attend
ALSD Conference

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Authorized Signature _____

Tradeshow Coordinator should receive:

(please check):

Drayage / Shipping information

If no, please state appropriate (or additional)

contact: _____

ALSD Conference Announcements

If no, please state appropriate (or additional)

contact: _____

Four (4) Complimentary Attendees:

*Attendees MUST be submitted no later than June 1, 2022. Include contact person above if that person is attending.

Name _____

Title _____

Email _____

Phone _____

Name _____

Title _____

Email _____

Phone _____

Name _____

Title _____

Email _____

Phone _____

Name _____

Title _____

Email _____

Phone _____

Additional Attendees:

\$400 Per Additional Attendee. Inquire with ALSD.

ALSD Guest/Spouse Program:

If you bring a guest(s), that person(s) will need credentials. Extra credentials are \$250 each and will grant guests access to receptions/tours. Inquire with ALSD.

Join ALSD today and save on exhibit space.

Membership benefits include, but are not limited to:

- ALSD Tradeshow Discounts
- ALSD Reference Manual, including Member Database and Industry Statistics
- Monthly e-Newsletters

Yes, I would like to join the Association of Luxury Directors. Contact Amanda Verhoff at amanda@alsd.com for more information.

PAYMENT

Exhibit Space/Package (see details at left) = \$ _____

Additional Attendees \$400 X _____ attendees = \$ _____

Guest(s) \$250 X _____ guests = \$ _____

Grand Total \$ _____

Credit Card

American Express MasterCard Visa

Card No. _____ Exp. : _____

Cardholder Name (printed) _____

Cardholder Signature _____

Checks made payable to: Association of Luxury Suite Directors

Please complete and fax or mail Exhibitor Only Application to:

ATTN: Scott Hinzman
10017 McKelvey Road
Cincinnati, OH 45231
513-674-0555 x101
C: 859-409-2192
scotth@alsd.com

Host Hotel:

Marriott Marquis
1535 Broadway
New York City, NY 10036
Reservation information coming.