



**ALSD**  
**CONFERENCE**  
and TRADESHOW

THE SPORTS VENUE  
**DESIGN**  
& **BUILD**  
**FORUM**

**ALSD**  
**TECH**  
**SYMPOSIUM**

In Association With



July 9-11, 2023  
JW Marriott Indianapolis

**PARTNERSHIP  
OPPORTUNITIES  
2023**

For more information: Amanda Verhoff, President, Executive Director, ALSD 1-937-620-0926 [amanda@alsd.com](mailto:amanda@alsd.com)



# 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



## Sponsor Benefits and ROI:

1. Year-'round exposure and **brand awareness**
2. **Qualified leads** via digital campaigns, networking, and member-only content
3. New-found partnerships with **ALSD, Design, and Technology** attendees and exhibitors
4. **Thought leadership** across sports teams, leagues and venues
5. Efficiencies in reaching all **ALSD, Design, & Technology** in one place, at one time
6. Interactive, **real-time marketing** where attendees experience your brand
7. **Credibility** in association with ALSD, the **leading resource for venue professionals**
8. Interactive **product launch and placement** opportunities

## And that's not all:

- In-person audience of 1,400 sports and entertainment professionals
- Hands on, experiential marketing to three sectors of the sports industry
- Customizable experiences to meet the moment
- Program and exhibit opportunities to showcase your product, service, or case study
- Networking at tradeshow events, sports venue tours and receptions
- Year-round digital marketing/content opportunities

## Who attends the ALSD Conference & Tradeshow, Design & Build Forum, and Technology Symposium?

### Premium Seating, Facilities, and Technology 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
- Entertainment and PAC Venues

### Sports Industry Executives from:

- Architectural & Facility Development Firms
- Ticketing Companies
- Third Party Foodservice
- Team & Venue Technology & BI Departments
- Food and Beverage Companies

### Vendors and Suppliers from:

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

## ALSD 2023 Held in Association with IIFX Attendees of IIFX include:

### Executive Sports & Entertainment Venue Personnel from departments such as:

- Fan Experience
- Staffing
- Security and Access Control
- Retail and Revenue
- Tech and Facility Infrastructure
- Communications
- Revenue, Retail, and Merchandise

### Executives from Events, Service Vendors, and Solution Providers from:

- Festivals
- Esports
- Talent Agencies
- Consultancies
- Compliance, SAFETY Act, Sustainability
- Access Control
- Data and Analytics

# WHAT ARE YOUR OBJECTIVES?



## ● Meet with Buyers

Guaranteed face-to-face interaction with qualified leads.

## ● Increase Brand Recognition

Leverage a memorable conference experience that attendees will associate with your brand.

## ● Share Your Success Story with Your Target Audience

Instant credibility with members who depend upon ALSD to bring them relevant content

## ● Engage Buyers with Your Products & Services

Highlight and demonstrate your products at well-attended, popular ALSD events

## You should exhibit and/or sponsor if you are:

- **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 can be customized to fit your needs. Higher tier sponsorships may garner additional benefits not listed herein.

### **Naming Rights \***

\$50,000 and up

### **Alliance \***

\$25,000 and up

### **Gold**

\$15,000 - \$24,999

### **Silver**

\$7,500 - \$14,999

### **Bronze**

\$5,000 - \$7,499

### **Partner**

Less than \$5,000

\*Naming Rights and Alliance partnerships are tailored to meet specific, year-long marketing objectives for our partners.

**Ask about customized sponsorship opportunities that will create the greatest impact for your unique business.**



# CONFERENCE, YEAR-ROUND BRANDING



## Naming Rights Partnerships ● ● ● ●

**ALSD Conference  
Sports Venue Design & Build Forum  
Technology Symposium**

Exclusive and Joint Options Available. Email for Pricing, Options

## 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



## 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

## Venue Activation Partner ● ● ●

### Inquire with ALSD

ALSD works with venue tour hosts on unique activations to showcase premium, technology, and facilities assets. If you have a product or service in a tour venue, inquire with ALSD about showcasing your in-venue experience or solution during ALSD 2023.



## By The Numbers

<b>50</b>	<b>100+</b>	<b>3</b>	<b>4</b>	<b>200</b>
Sessions	Speakers	Keynote Speakers	Venue Tours	Bullseye Meetings

# 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
- Additional pass & membership over four (4) (from your company): \$700/each

### EARLY BIRD PRICING PRICING THROUGH Dec. 16, 2022

BOOTH SIZE	PRICE
10x10	\$4,000
10x20	\$5,000
20x20	\$9,000

### STANDARD PRICING PRICING AFTER Dec. 16, 2022

BOOTH SIZE	PRICE
10x10	\$5,000
10x20	\$6,000
20x20	\$9,500

**\*Demo Booth** | Add \$1,00 to price point

- Featured booth on tradeshow map
- Ability to speak on product/service at tradeshow reception

## “Loge” Booth ● ●

**\$3,000**

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
- Include: One Year ALSD Membership – Up to two (2) members

\*Partners should outfit LogeBooth only with materials that can fit on cocktail round, such as collaterals. No drayage.

## Premium Marketing Partnership Program ● ●

**\$6,000 through Dec. 16, 2022 | After Dec. 16, 2022: \$7,000**

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 SEAT Magazine
- One (1) Leaderboard Ad in Monthly eNewsletter
- 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

### Did you know?

**Your partnership includes these asset values:**

Average Conference Pass: \$1,000

Average Membership: \$500

Average Networking Events: 6-10



# 1-TO-1 MEETINGS, NETWORKING



## Bullseye One-to-One Meeting Program

The Bullseye Meeting platform provides ALSD's vendor partners a series of short, in-person meetings with quality leads from venues, teams, and tech looking for solutions in the premium seating, facilities, design, technology, and fan experience marketplaces. As a seller in ALSD's one-to-one meeting program, your company will be matched with interested buyers actively searching for products and services in your specific category. This "matchmaking" initiative schedules buyers and sellers for 12-minute meetings during breaks in the conference sessions. We take care of the scheduling and details; you show up and sell. Think speed dating for deal-making!

- 12-minute meetings with pre-qualified prospects
- One Year ALSD Membership - Up to four (4) members
- 100-Word Product/Company description in Conference Program
- ALSD Conference registration - Up to four (4) attendees
- Product Information sent to attendees with invitation to meet

### PRICING

Up to Five (5) meetings:	\$4,500
Up to Eight (8) meetings:	\$6,500
Up to Ten (10) meetings:	\$8,000

## Rolling Bullseye, a 365 Introduction Platform

The Rolling Bullseye platform provides ALSD's vendor partners a series of e-introductions to venues, teams, and tech looking for solutions in the premium seating, facilities, design, technology, and fan experience marketplaces. Sellers provide a buyer profile and product or service description, and ALSD takes care of the warm introductions throughout the year.

### PRICING

Up to five (5) e-introductions:	\$3,000
Up to eight (8) e-introductions:	\$5,000

## Virtual Product Demo

**\$5,000**

The Virtual Product Demo is a 30-minute Zoom-style presentation and Q&A with 5-8 qualified members interested in learning more about the product or service on display. ALSD gathers the participants, and schedules and hosts the virtual meeting. The seller has 10-15 minutes to present before the virtual floor is open to members for Q&A about the product or service. Consider this a vetting meeting for deal making.

# NETWORKING, MEETINGS, EVENTS



## 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
- ALSD Conference registration – Up to four (4) attendees



## 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

## Private Meeting Room ● ●

ALSD can set up a host hotel meeting room for your company's use.

- One (1) Small Meeting Room within ALSD's Space

### PRICING

3 Days:	\$4,000
Daily Rate:	\$1,500
Hourly Rate:	\$200

\*Catering not included in above fee





# THOUGHT-LEADERSHIP, CONTENT



## **"The Solutions" Session Presentation** ● ●

**\$7,000**

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
- One (1) Four-Color, Full Page Ad in Conference Program
- One (1) Buyer's Guide Listing
- One Year ALSD Membership – Up to four (4) members
- Conference registration - Up to four (4) attendees to ALSD Conferences

\*Limit: 12 available for annual conference

## **Breakout Presentation** ● ●

**\$8,500**

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 four (4) members
- Conference registration - Up to four (4) 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

\*Limit: Two (2) available for annual conference

## **Dedicated Email Blast to ALSD Attendees and Members** ● ●

**\$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)



# 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
- 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 ● ●

**\*Inquire with ALSD for pricing** , 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: 1,500-2,000

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/bag**, plus company prepares, covers all shipping costs to hotel

Quantity: 1,000-2,000

# BRANDING, AWARDS, GIFTING



## Conference Bags ● ●

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

Quantity: 1,000 minimum

- One (1) Four-Color, Full Page Ad in Conference Program



## Board of Advisors Gifts ● ●

Pricing contingent on gift options. Full barter possible on certain gifts. Inquire with ALSD.

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

## Speaker or VIP Gifts ● ●

Pricing contingent on gift options. Full barter possible on certain gifts. Inquire with ALSD.

Quantity: 15-20

## In-Room Hotel Gifts ● ●

**\$1,500**, plus company covers shipping and per room drop cost at hotel

Quantity: TBD, based on desired recipients



## ALSD Awards: Visionary, Spotlight ● ●

**\$1,500**, plus company prepares, covers all shipping costs to hotel or recipient offices

Quantity: 1 Visionary; 10-12 Spotlight

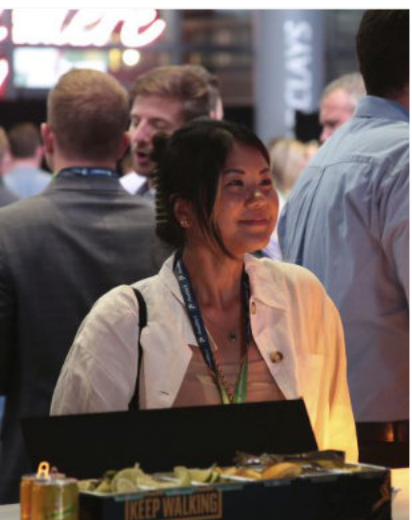
**Any of the options above may be combined into a larger, custom sponsorship. Ask us about packaging and pricing that work for you!**

"As a first time exhibitor and sponsor, we were amazed by the genuine sense of community and openness of networking across this industry. The positive response we received from the ALSD team, league and venue decision makers on our unique gifting products has opened exciting new opportunities immediately following the NYC event. We look forward to continuing to partner with members of this association to help raise the bar for the client gifting experience!"

Marlene Hulten, Director Partnerships / National Accounts, FlyWithWine



# FOOD & BEVERAGE, NETWORKING



## Private Reception or Dinner ● ●

**\$15,000\*** minimum, depending on meal function and menu

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 2023 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 four (4) 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 four (4) 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.**



"ALSD brings together the top premium, facilities, and foodservice giants of the Arena & Stadium industry for networking and it provides the platform to share innovations and insights. For six years, we've experienced the tangible sales results that occur after showcasing our ventless cooking action stations.

The annual interactions allow us to demonstrate the ways we can convert "dead concourse spaces" into F&B pockets of revenue. This is the conference to build your Arena & Stadium business."

Scott Heim, President, Middleby Ventless Cooking Solutions



# YEAR-ROUND THOUGHT-LEADERSHIP

June 2022
**ALSD**
Between the SEATs
Monthly Members-Only Newsletter

**Conference**  
**What Was and What Will Be**

In each of their superlative careers, Susan Cohig and Chris Granger have seen and been part of change and innovation with lasting effects. What was, what will be, and what has been the most fun? Take a seat to find out.

**ALSD Member Tip**  
**Two to Tango: UBS Arena's True Coordination**

Eboni Wilson and Caroline Shipp introduce ALSD to Sisters in Service: a bond, a promise, a delivery of exceptional experiences.

**Partner Solution**  
**3 Keys for a Future of Work Sales Team**

Today, only 15% of global workers wake up excited to go to work. What is the impact? Lost sales, poor customer service, high employee turnover. Reversing this trend of poor employee engagement requires a change of focus. A shift from a focus on workers to a different group. Managers. [Click here to read the article.](#)

**Virtual Panel**  
**Mission Critical: A Digital Transformation**

Dynamic digital experiences not only usher in a new level of entertainment, they have serious venue optimization and revenue implications.

**Forty Nine Degrees**

#DeliveringExperiences is what we do best. Partnering with universities, minor league and professional sports teams, Forty Nine Degrees focuses on creating experiences and building brands since 2005. We are a true in-house DESIGN + BUILD + INSTALL company. We build the designs we create, and we install the designs we build. Storytelling and branding is where we shine.

**DRAFT US TODAY.**  
partner@franklingroupusa.com

**FRANKLIN.**  
the partner you always needed

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.

A

**Leaderboard Advertisement (D)** **\$500**

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

## ALSD.com

B

Visited monthly by 11,000 site users

**Partner Solution (Native Article)** **\$2,400**

**Partner Solution (Native Video)** **\$4,000**

**ALSD Webinar** **\$5,000**

C

**ALSD Virtual Product Demo** **\$5,000**

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

## Social Media

**\$1,500/post**

D

- ALSD Social Media Post on LinkedIn, Twitter, Instagram
- Boosted Reach from ALSD
- Limit One (1) Sponsored Post per Month (12/year)

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