

MEMBERSHIP

We Bring People Together. By Association.

MEMBERSHIP BENEFITS

- **Membership within a niche group in the sports industry focusing 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**

- **The ALSD Reference Manual, which includes:**

- Venue and premium seating statistics and information from hundreds of professional, minor league, racing, college and entertainment venues
- Member venue contact information

- **SEAT Magazine, which includes:**

- Current venue and premium seating case histories, member highlights, sales and service training, research studies, and new member listings
- Advertisements for premium seating, food & beverage specific, and technology products and services
- Published three times a year

- **Between the SEATs e-Newsletter, which includes:**

- Current events and news in premium seating
- Research studies and results
- Special food and beverage and premium seating features
- Exclusive videos of member interviews and venue tours
- Sent monthly

- **Member Questions and Answers**

- Questions submitted by ALSD on behalf of members to team and venue members
- Answers are published in SEAT Magazine and in our online members only website archives

- **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
- 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:**



SEAT magazine, published three times a year



Between the SEATs e-Newsletter, delivered monthly

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 Sales and Service, STAPLES Center



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, F&B, Venue, Design, and Supplier Personnel from:

- National Football League
- Major League Baseball
- National Hockey League
- National Basketball Association
- Major League Soccer
- 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 ALS D Membership, offers ALS D Conference highlights, such as:

- Host Venue Tours
- Networking
- Educational Sessions
- Keynote Speakers
- League Day for Teams and Venues
- Tradeshow

