

# ALSD

## INTERNATIONAL

# 2023

### Conference & Exhibition

October 9-10, 2023 • Manchester City's Etihad Stadium • UK

# Exhibitor Prospectus



Presented by:



*"I found the event really interesting and efficient; an excellent opportunity for discussion and sharing ideas."*

MIRKO CUCCHIARELLI, AS ROMA



Focused on optimising revenue through New Builds, Renovations and Service Expansions, **ALSD International** is the preeminent entity for the Premium Seat and Hospitality sector outside of North America, where **ALSD** has been leading the industry for the last 30+ years.

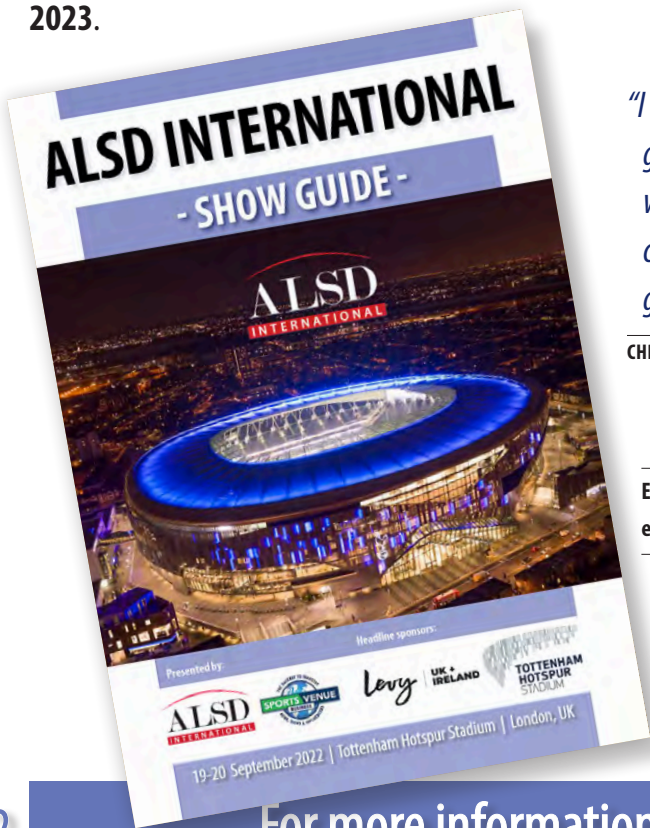
With 350+ industry professionals having attended ALSD International 2022, even larger numbers are expected to join us for **ALSD International 2023**, being hosted at **Manchester City Football Club's Etihad Stadium** on **October 9th** and **10th**.

1 For more information: [www.ALSDInternational.com](http://www.ALSDInternational.com)



The core pillars of **Architecture & design, Catering & concessions, Customer experience, Hospitality & interiors, Fit-out & procurement, Premium seating, Sales & service, Technology and Sustainability**, will be complimented by a **'Fan Experience'** breakout being delivered by IIFX and the new one-day **ALSD International Tech Symposium** which will bring visionaries and thought leaders together to share premium and technology innovations.

Manchester, as Britain's second city and the capital of the North, boasts a thriving football scene - home to both **Manchester City** and **Manchester United** - and iconic sports and entertainment venues, such as the **AO Arena** and **Emirates Old Trafford**. With the highly-anticipated **Co-op Live** set to open in December, the city is the ideal location to host **ALSD International 2023**.

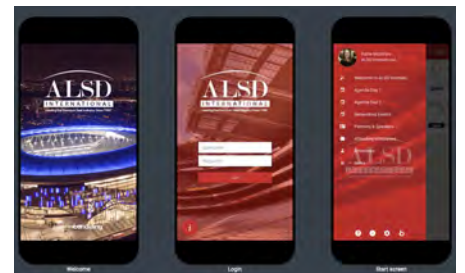


*"I love ALSD. For us, it's a competitive intelligence gathering process, we like to understand what other venues are doing. It offers compelling content and delivers lots of great conversations."*

CHRISTIAN LAU, LOS ANGELES FOOTBALL CLUB & BMO STADIUM



Exhibitor details are listed in both the event app and the printed Show Guide.



For more information: [www.ALSDInternational.com](http://www.ALSDInternational.com)



# 2023 Exhibit Only Application Form

## All exhibiting companies receive:

Three (3) complimentary passes. (Additional passes available at the reduced rate of £245 + VAT)

200-word company profile in the Show Guide, event app and on the website.

Regular inclusion of press releases, news stories, case studies, etc., across the ALSD International and Sports Venue Business platforms, plus annual membership for 2.

## EXHIBIT ONLY

Exhibit space, approximately 2m x 2m, with a table and 2x chairs optional. Access to power available on request. Contact [katie@alsd.com](mailto:katie@alsd.com) for details on AV and furniture rental: **£2,250 + VAT**

## PAYMENT

All applications for exhibition space must be accompanied by full payment. Stands cannot be guaranteed until payment has been made. Cancellations and refunds are not accepted.

## FAILURE TO OCCUPY EXHIBIT SPACE

Exhibitor space not occupied by the close of exhibit set-up time will be forfeited. If the exhibitor is on hand, show management may assign labour 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 & DISMANTLING OF EXHIBITS

Exhibitor agrees to provide all labour, materials and tools required for the installation and dismantling of exhibits. Shipping, installation, storage and dismantling of exhibits are to be paid for by the exhibitor. 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 event. 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.

## EXHIBITION 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 a number of factors, including number of years exhibiting, exhibitor package, size of booth etc.

## EXHIBITORS

Email Katie McIntyre ([katie@alsd.com](mailto:katie@alsd.com)) a brief company description (200 words or less) including details of your company's product or service, contact details and a hi-res company logo. This will be published in the 2023 Show Guide. Deadline September 1, 2023.

## Exhibiting Company Sign-Up:

Exhibition Coordinator (please check):

Exhibition Coordinator will attend ALSD International Conference

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_

Postal Code/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

VAT Number/Tax Code \_\_\_\_\_

Exhibition Coordinator should receive: (please check):

Drayage / Shipping information

If no, please state appropriate (or additional) contact: \_\_\_\_\_

ALSD International Conference Announcements

If no, please state appropriate (or additional) contact: \_\_\_\_\_

Please ensure to tick the box to opt-in to receive all important event information.

\_\_\_\_\_  
Authorised Signature

## Three (3) Complimentary Attendees:

\*Attendees MUST be submitted no later than October 1, 2023. Include contact person above if that person is attending.

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## Additional Attendees:

£245 + VAT Per Additional Attendee. Inquire with ALSD International.

Please ensure to tick the box to opt-in to receive all important event information and consent to ALSD holding your data, as per GDPR regulations.

Please email the details of the two (2) personnel to take up the membership slots to: [cassandra@alsd.com](mailto:cassandra@alsd.com)

## ALSD Guest/Spouse Program:

If you bring a guest(s), that person(s) will need credentials. Extra credentials are £140 + VAT each and will grant guests access to receptions/tours. Inquire with ALSD International.

## Payment

Exhibit Space/Package (see details at left) = £ \_\_\_\_\_

Additional Attendees £245 x \_\_\_\_\_ attendees = £ \_\_\_\_\_

Guest(s) £140 x \_\_\_\_\_ guests = £ \_\_\_\_\_

Plus VAT @20% £ \_\_\_\_\_

(NB: If you're VAT registered and based in Europe, please provide your VAT number.) Grand Total £ \_\_\_\_\_

## Credit Card

American Express  MasterCard  Visa

Card No. \_\_\_\_\_

Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder Name (printed) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Cheques made payable to: Association of Luxury Suite Directors, 549 S Fort Thomas Ave, Fort Thomas, KY 41075, United States. T: +1 513 674 0555

Please complete and email Exhibitor Only Application to:

ATTN: Katie McIntyre, [katie@alsd.com](mailto:katie@alsd.com). T: +353 (0)44 9335212