

ALSD

INTERNATIONAL

2023

Conference & Exhibition

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

Sponsor 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



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 sports, hospitality and entertainment scene, home to Premier League sides Manchester City and Manchester United as well as AO Arena and Emirates Old Trafford. With the highly-anticipated Co-op Live set to

open in the coming months, the city is the ideal location to host ALSD International 2023.

Suppliers and vendors wanting to maximise not only their exposure but also opportunities for networking and doing business at **ALSD International** events and throughout the year via our new year-round membership community, should choose from one of the following sponsor packages.

All sponsors receive on-site branding, optimised exposure on the website, event app and e-Bulletin, as well as within the printed Show Guide, with additional exposure across the **Sports Venue Business** platform. Sponsors can also provide leaflets, brochures or promotional gifts for inclusion within the Delegate Bags.

NB: Sponsorship packages can be tailored to best suit your needs.



Headline sponsor

A bespoke, top-tier package, ensuring optimised exposure.
Price on Application.



Presenting Partner Sponsor

- Session sponsorship/ownership (i.e. a speaker position and input towards the topics for discussion, plus your choice of panellists)
- Coffee/Breakfast/Lunch/Networking/Venue Tour sponsorship
- Pre- and post-event marketing
- On-site signage (top-tier billing)
- Web exposure
- Banner advert in the e-Bulletin
- Full-page advert in the printed Show Guide
- Filmed or written interview
- Up to 5 x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 5x event passes
- Annual membership to ALSD International for 2x personnel

£6,000

Solution Session

A 25-30 minute 'solution session/thought-leadership' presentation alongside a venue client, describing a specific challenge and the solution, along with best practice and key learnings.

£2,750

Exhibiting Sponsor

- Recognition as a sponsor, including on-site signage, web exposure etc.
- An exhibition space 3x2m, with the option of a table and 2x stools/chairs
- Up to 3x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 3x event passes
- Annual membership to ALSD International for 2x personnel

£4,250

Networking Sponsor

- Recognition as a sponsor, including on-site signage, web exposure etc.
- 1x speaker/panelist allotment on a relevant panel session
- A coffee/lunch/tour/networking event 'sponsored by...'
- Up to 3x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 3x event passes
- Annual membership to ALSD International for 2x personnel

£3,500

Tour Sponsor

- Recognition as a Tour Sponsor, including on-site signage, web exposure etc.
- 1x speaker/panelist allotment on a relevant panel session
- Up to 2x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 2x event passes
- Annual membership to ALSD International for 2x personnel

£2,500

Networking Plus Sponsor

- Recognition as a sponsor, including on-site signage, web exposure etc.
- 1x speaker/panelist allotment on a relevant panel session
- A coffee/lunch/tour/networking event 'sponsored
- Up to 3x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 3x event passes
- Annual membership to ALSD International for 2x personnel

£5,000

"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."

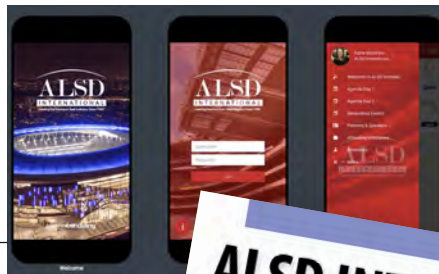


CHRISTIAN LAU, LOS ANGELES FOOTBALL CLUB & BMO STADIUM

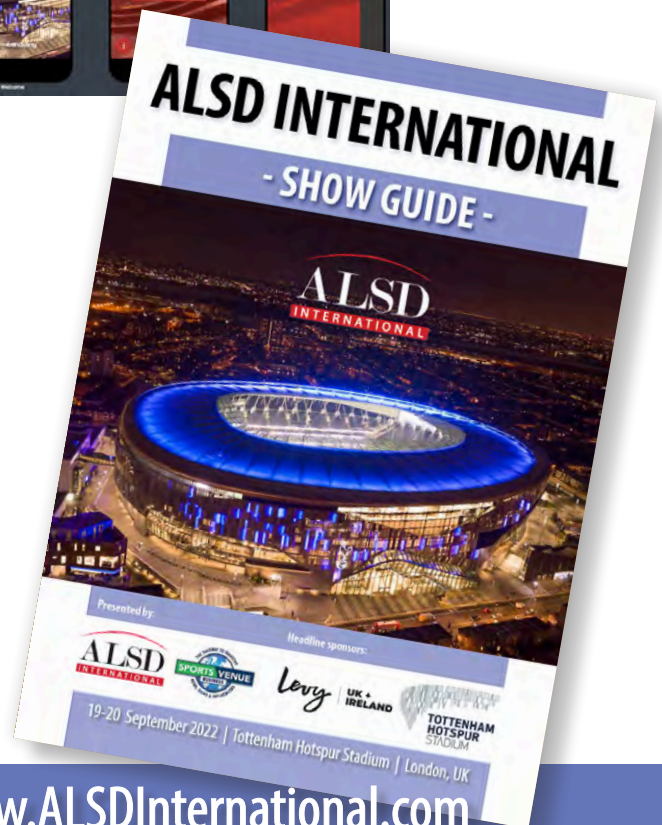
Brand Activation / Demo Sponsor

- Recognition as a sponsor, including on-site signage, web exposure etc.
- 1x speaker/panelist allotment on a relevant panel session
- A coffee/lunch/tour/networking event 'sponsored by' or use of a VIP Suite for demo space/brand activation usage
- Up to 3x 1-on-1 bullseye meetings at ALSD International
- Inclusion of press releases, news articles, case studies, etc., within the weekly e-Bulletin and also published to the website and across all social media channels, including the ALSD International group on LinkedIn
- Up to 3x event passes
- Annual membership to ALSD International for 2x personnel

£3,500



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



“it’s all connected”

ALSD INTERNATIONAL:

...a 365 community

ALSD International is ushering in a new era, with an enhanced membership and conference platform designed to embrace your organisation as a whole, bringing everyone into the ‘premium ecosystem’. We work 365 days a year on your behalf to provide you with year-round content and engagement with your peers in sports and live entertainment in Premium, Design & Build and Technology. ALSD International brings it all together in a platform where our members can share best practices and stay ahead of industry trends.

To learn about all the benefits of membership, email: cassandra@alsd.com



Quick Fire Networking - Bronze Package

- One-to-One Meeting Program
- Three (3) Meetings
- 12-minute meetings with pre-qualified prospects
- One Year ALSD International Membership
- Up to four (4) members
- 100-Word Product/Company description in Conference Program
- ALSD International Conference registration
- Up to four (4) attendees
- Product Information sent to attendees with invitation to meet

£1,500

Quick Fire Networking - Silver Package

- One-to-One Meeting Program
- Five (5) Meetings: 12-minute meetings with pre-qualified prospects
- One Year ALSD International Membership for up to four (4) members
- 100-Word Product/Company description in Conference Program
- ALSD International Conference registration for up to four (4) attendees
- Product Information sent to attendees with invitation to meet

£3,500

Additional Sponsorship Opportunities

There are many more potential sponsorships, including:

- Gift Bag Sponsor
- Credential Sponsor
- Alcohol Sponsor
- Catering Sponsor



**INTERNATIONAL
CONFERENCE & EXHIBITION**

Etiihad Stadium • Manchester • UK • October 9-10

All sponsoring companies receive:

- Three complimentary passes with additional passes available at the reduced rate of £245 + VAT.
- NB: The Presenting Sponsor and Founding Partner Sponsors are eligible for four (4) complimentary delegate passes
- 100-word company and/or product description in the 2023 Show Guide and on the ALSDI website
- Pre, during and post-event publicity
- Banner adverts within the e-Bulletin
- ALSD International membership for your attendees for 12 months

PAYMENT

All sponsor applications must be accompanied by full payment for sponsorship. In addition, 25% of the sponsorship application fee is a non-refundable deposit (see cancellation policy for additional information).

CANCELLATION OF SPONSORSHIP

Cancellations are not accepted after July 1, 2023, and refunds are not given..

SPONSORS:

Email Katie McIntyre (katie@alsd.com) a brief company description (100 words or less) of your company's product or service. This will be published in the 2023 ALSD International Conference Program. Deadline August 1, 2023. Additionally, please send a copy of your official company logo via email to Amanda@alsd.com.

Please complete and email

Sponsor Application to:

ATTN: Katie McIntyre

katie@alsd.com

T: +353 (0)44 9335212

Sponsoring Company Sign-Up:

Name _____
 Company _____
 Address _____
 City/State _____
 Postal Code/Zip _____
 Phone _____ Fax _____
 VAT Number/Tax Code _____ Email _____

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

 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 International holding your data, as per GDPR regulations.

ALSD International 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

Sponsor Package required (see pages 2 to 4)	_____	= £ _____
Additional Attendees	£245 x _____ attendees	= £ _____
Guest(s)	£140 x _____ guests	= £ _____
	Grand Total	£ _____
	Plus VAT @20%	£ _____

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

Credit Card

American Express MasterCard Visa

Card No. _____ Exp. _____ CVV _____

Cardholder Name (printed) _____

Cardholder Signature _____

Bank Wire Transfers

For those wishing to make payment via an International Bank Wire Transfer, please provide your full invoicing details, including your VAT/Tax Code and any Purchase Order reference. NB: Please quote 'ALSDInt' on the transfer.

VAT/Tax Code _____
 P/O Number _____
 IBAN _____
 BIC _____