



35th ANNUAL
PREMIUM EXPERIENCE
CONFERENCE & TRADE SHOW

PHILADELPHIA • JUNE 22-24, 2025

THE PREMIUM EXPERIENCE NETWORK

2025 PARTNERSHIP OPPORTUNITIES



IT'S ALL CONNECTED

Join the industry's leading global community of sports and entertainment professionals dedicated to the development and delivery of world-class premium hospitality experiences.

CORE AREAS OF FOCUS

- ▶ PREMIUM EXPERIENCES
- ▶ SALES | SERVICE | ACTIVATION
- ▶ CORPORATE PARTNERSHIPS
- ▶ HOSPITALITY DESIGN
- ▶ FOOD & BEVERAGE
- ▶ TICKETING SOLUTIONS
- ▶ TECHNOLOGY & AI
- ▶ SAFETY & SECURITY

NETWORK REACH

Capitalize on year-round engagement opportunities with the live event industry's leading teams, venues, and premier organizations.

1,500+
GLOBAL MEMBERS

30+
YEARS OF
ENGAGEMENT

\$15B+
PREMIUM
MARKETPLACE

SAMPLE MEMBER ORGANIZATIONS



WHAT OUR PARTNERS ARE SAYING

“ALSD has provided an important platform for our business to **connect with the decision makers at teams and venues across every league and geography**. The insights gleaned at the show are important inputs that help shape our strategy for the year ahead. There are lots of great conferences out there, but if you’re in the premium seating industry, this is the **one you can’t afford to miss!**”

— *Scott Spencer, President, Suite Experience Group*

“For any leader who is or will be responsible for the management or direction of a new facility or major renovation, ALSD 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*

“Hunden Partners has had a long and fruitful history with ALSD for nearly a decade. The exposure and relationships we have developed during that time have helped to make our firm top-of-mind for decision makers in the industry. We **couldn’t be more thrilled to continue to invest in ALSD’s future**, as we know the value their amazing team and platform provides us.”

— *Rob Hunden, President & CEO, Hunden Partners*

“ALSD has been instrumental in Bartesian's rapid growth and adoption within the Sports & Entertainment space, providing us a **rare opportunity to interface with the vast majority of F&B leaders across all major US sports**. Having been a regular attendee since 2019, we continue to develop valuable relationships that not only help our business grow, but also gives us the opportunity to become a key stakeholder in the success of our F&B partners' operations... **ALSD is truly one of a kind!**”

— *Casey Cline, National Director of Commercial Partnerships, Sports, Entertainment, and Foodservice, Bartesian*

PREMIUM EXPERIENCE CONFERENCE + TRADE SHOW

The 35th annual Premium Experience Conference, powered by ALSD, is the largest and most dynamic gathering of premium decision-makers in the world.

Get business done, meet new partners, and engage with industry thought-leaders.

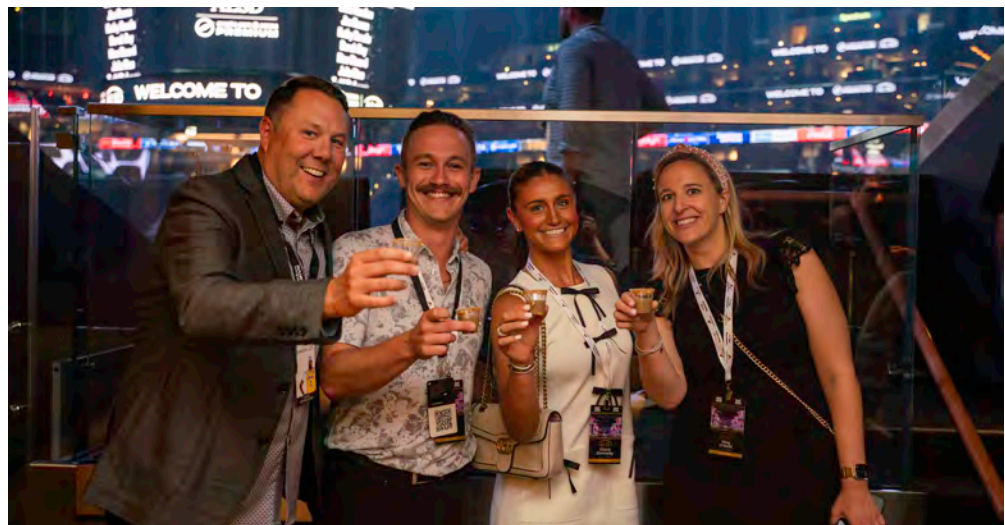
PHILADELPHIA
DOWNTOWN MARRIOTT
JUNE 22-24, 2025

INCLUDING MULTIPLE PREMIER
VENUE TOUR EXPERIENCES

1,200+
ATTENDEES

100+
SPEAKERS

50+
SESSIONS



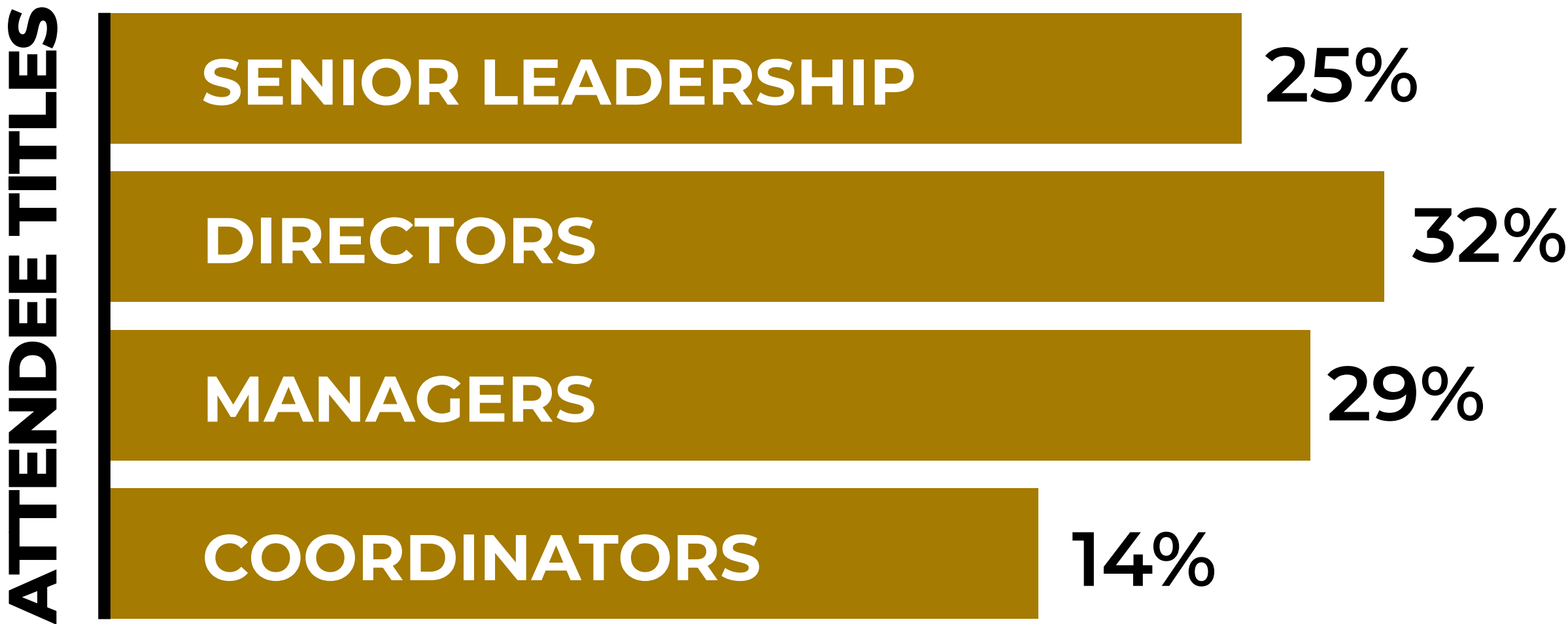
ATTENDEE SNAPSHOT

Gain exposure across the entire network of major professional sports leagues, teams, and premier venues.

PRO TEAM & VENUE ATTENDEES



REPRESENTING MAJOR & MINOR LEAGUE TEAMS, COLLEGES, RACING, ENTERTAINMENT, & EVENTS



PARTNERSHIP OPPORTUNITIES

Access customized branding, experiential assets, and thought-leadership opportunities to fit your specific business development needs and objectives.

KEY BUSINESS BENEFITS

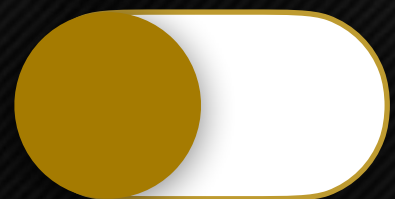
- ▶ **LEAD GENERATION:** Connect with new sales leads and decision-makers seeking innovative solutions
- ▶ **BRAND RECOGNITION:** Leverage memorable touch-points to increase visibility, credibility, and trust
- ▶ **UNPARALLELED NETWORKING:** Forge valuable connections and engage with potential clients
- ▶ **THOUGHT LEADERSHIP:** Showcase industry expertise within panel discussions and solutions sessions
- ▶ **PRODUCT SHOWCASE:** Demonstrate how your solution solves for sports and entertainment challenges



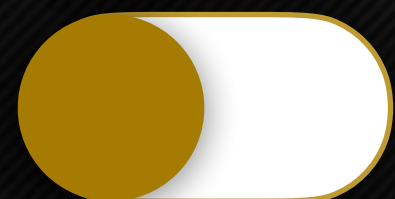
ALLIANCE PARTNER



PLATINUM



GOLD



SILVER

PARTNERSHIP ASSETS

Develop a Customized Partnership, beginning with the enclosed core components for successful integration and activation across the ALSD premium network.

CORE ASSETS INCLUDED IN ALL PARTNERSHIP PACKAGES:

ASSOCIATION MEMBERSHIP

- ▶ One (1) Year Corporate Membership (for up to 10 executives)

BRAND ACTIVATION

- ▶ One (1) Buyers Guide Listing
- ▶ One (1) Four-Color, Full-Page Conference Program Ad

CONFERENCE ACTIVATION

- ▶ One (1) All-Access Pass to the Premium Experience Conference
- ▶ Opportunity to Exhibit at the Trade Show (various sizes available)

DIGITAL/SOCIAL ACTIVATION

- ▶ Partnership Presence on the ALSD Website
- ▶ Social Media Asset of Choice

PREMIUM+ PARTNERSHIP

CORE ASSETS INCLUDED... PLUS:



Exhibit Booth

\$6,000-\$14,000

- ▶ Three (3) additional conference passes (\$7,200 value)
- ▶ Discounted additional passes
- ▶ Premier exhibitor listing in program
- ▶ 100-word organization description in program

| | | | |
|----------|-------------|-------------|-------------|
| No Booth | 10x10 Booth | 10x20 Booth | 20x20 Booth |
| \$6,500 | \$7,500 | \$9,000 | \$14,000 |

Loge Booth

\$4,750

- ▶ High cocktail round & stools in trade show or foyer
- ▶ One (1) additional conference pass (\$3,600 value)
- ▶ Exhibitor listing in program

ALLIANCE PARTNERSHIP

— LIMITED EXCLUSIVE OPPORTUNITIES —

The ALSD Alliance provides a year-round platform for your brand to engage prospects, build relationships, and drive business opportunities.

STARTING AT

\$35,000

CORE ASSETS INCLUDED... PLUS THE FOLLOWING:

- ▶ Database Access to all Association Members
- ▶ Customized on-site brand signage
- ▶ Up to Ten (10) All-Access Conference Passes *(\$18,000 value)*
- ▶ One (1) Exhibit Suite or Private Meeting Room
- ▶ One (1) Co-Branded Webinar for Association Members
- ▶ Company Video Interview Feature
- ▶ Featured eBlast on Product or Thought-Leadership
- ▶ Rolling Bullseye e-Introductions
- ▶ Exclusive Social Media Posts

PRESENTING PARTNERSHIPS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

Conference Presenting Partner

Inquire about details and pricing

- 45-minute conference session
- Prime speaking position
- Dedicated breakout session
- Virtual or conference interview turned video feature, produced and published by ALS D
- Social media posts
- Attendee welcome bag insert

** Exclusive and joint options available.*

Official Signage Partner

\$10,000, plus design, fabrication, & shipping

- Show off your branding capabilities, in front of the whole conference

Venue Activation Partner

Inquire about pricing (only ALS D partners)

- Activate your product in a host tour venue

Stage Sponsor

\$5,000, plus cost of staging elements

- Showcase your seating and staging elements

Registration Sponsor

\$5,000, plus initial marketplace booth pricing

- Secure a spot near registration, where all guests check in for the conference

THOUGHT LEADERSHIP ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Breakout Presentation Opportunity

\$10,000 // Limit of 4 per conference

- ▶ 45-minute integrated breakout presentation
- ▶ Option to supply giveaways and incentives
- ▶ Recommended session in conference program
- ▶ Advance promotion of session on website, e-mail, and social channels
- ▶ Three (3) add'l conference all-access passes

Partner Pitch Presentation

\$6,500 // Limitations apply; inquire with ALS D

- ▶ Five (5) minute on-stage or recorded 'Partner Pitch'
- ▶ Advance promotion on website, e-mail, and social channels

League Meeting Happy Hour

\$9,000 // Limitations apply; inquire with ALS D

- ▶ 15-minute welcome integrated into respective league meeting

NETWORKING ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Networking Lounge

\$8,500

- Opt for a cushier space, in either of the ballroom foyers with ample networking space
- Designated furniture available
- Space & activation available by request

Work Room Sponsor

\$5,000

- Create a welcoming space for attendees to check e-mails, network, and make calls
- Designated furniture available

Private Meeting Room

- Dedicated meeting room at host hotel
- F&B available for purchase

1 Day
\$2,000

2 Days
\$4,000

Full Conference
\$5,000

Bullseye e-Introductions

\$7,500 for up to five (5) year-round e-Introductions

- Warm e-introductions by ALSD on behalf of clients to teams and venues

BRANDING ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Official Wi-Fi Provider

Inquire about pricing

- Company logo and listing as 'Official Wi-Fi Partner' on print and digital materials
- Customized bag insert and signage
- Customization of a co-branded conference landing page for Wi-Fi users

Bus Sponsorship

\$5,000 per trip

Quantity: 1,000 per trip (collateral/swag/cards)

- Option to hand out business cards, collateral, or swag on bus trip to host sports venue
- Branded signage at bus boarding location

Conference Lanyards

\$10,000, plus design, fabrication, & shipping

- Corporate brand ID on all attendee lanyards

Conference Credentials

\$10,000, minus cost to design & ship

Quantity: 1,500-2,000, dynamically printed

- Corporate brand ID on all attendee credentials

Hotel Key Cards

\$10,000, plus design, fabrication, & shipping

- Corporate brand ID on host hotel guest keycards

FOOD & BEVERAGE ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Keynote Breakfast Sponsor

\$15,000 // Available: Monday (1) and Tuesday (1)

- ▶ Up to 5-minute speaking or immersive experience opportunity
- ▶ Introduction of keynote or 'State of the Industry' speaker
- ▶ Opportunity to distribute collateral, giveaway, or branded cups
- ▶ Opportunity for hosted table or preferred booth in marketplace

Tap Room Sponsor

\$10,000 (plus hotel corkage)

- ▶ Activate your branded Tap Room or Bar within the trade show marketplace to engage attendees and sample one or more of your beverages.

Coffee or Snack Break Sponsor

\$5,000 // Available: Monday (1) and Tuesday (1)

- ▶ Coffee or snack break stations outside meeting rooms for 2 hours
- ▶ Opportunity for branded wares, napkins, provided by partner
- ▶ Opportunity for partner to use equipment or goods for coffee or snack service, per hotel approval
- ▶ Opportunity to distribute collateral or giveaway to attendees

Tradeshow Reception Sponsor

\$10,000 // Available: Sunday (1) and Monday (1)

- ▶ Announcements by trade show partner throughout reception
- ▶ Opportunity to distribute collateral, giveaways, or branded cups
- ▶ Opportunity for hosted table during trade show

FOOD & BEVERAGE ACTIVATIONS

(CONTINUED)

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Private Reception or Meal

\$15,000 // (\$5,000 F&B credit included)

- ▶ ALSD as event co-host, as desired
- ▶ Private event in hotel Presidential Suite or exclusive outlet
- ▶ Invitations, through ALSD channel, to specified guests
- ▶ Opportunity to distribute samples or swag
- ▶ Opportunity to provide welcome or introductions

Beverage Sponsor

Inquire for host hotel corkage and bartender information // Available for trade show happy hours (2), host sports venue tours, and private functions

- ▶ Opportunity to provide branded wares, napkins, in addition to product
- ▶ Opportunity to participate in educational session on beverage trends and/or research

GIFT/AWARD ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Board Advisor Gifts

Cost of Gift Creation & Shipping // Quantity: 75

- Treat our leaders to an exclusive thank you gift for their annual work and efforts

Speaker Gifts

Cost of Gift Creation & Shipping // Quantity: 100

- Reward speakers' time spent creating compelling content for the conference

New Attendee Gifts

Cost of Gift Creation & Shipping // Quantity: 150

- Help us welcome a new era of leaders to the industry

Host Venue Gifts

Cost of Gift Creation & Shipping // Quantity: 50-75

- Thank our host venues for quintessential hands-on learning experiences

Conference Bags

Cost of Bag Creation & Shipping // Quantity: 1,000

- Gift attendees with a chic, sustainable conference bag

Bag Inserts

Cost of Insert Creation & Shipping // Quantity: 1,000

- Showcase your brand via collateral or giveaways

In-Room Hotel Gifts

\$1,500, plus Cost of Gift Creation & Shipping // Quantity: TBD

- A 'surprise and delight' warm welcome

Spotlight Awards

Cost of Award Creation & Shipping // Quantity: 10

- A deserving prize for our prestigious award winners

Conference Staff Attire

Cost of Attire Creation & Shipping // Quantity: 50

DIGITAL ACTIVATIONS

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Featured Webinar or Virtual Roundtable

\$5,000

- 45-minute webinar for association members
- Registration promotion e-mail to 15,000 database
- Registrant data shared

Featured Email Blast to Members

\$5,000

- Dedicated e-mail to 15,000 database
- Post to ALS D social media channels

Solution Interview or Article

\$5,000

- Virtual or conference interview turned into video feature, produced & published by ALS D
- E-mail and social media post

Video Feature

\$5,000

- Up to 5-minute video feature, played before a major session at the ALS D Conference

ON-SITE ENTERTAINMENT

CORE ASSETS INCLUDED... PLUS:

The Gallery // Private Reception

\$15,000+ (\$5,000 F&B credit included)

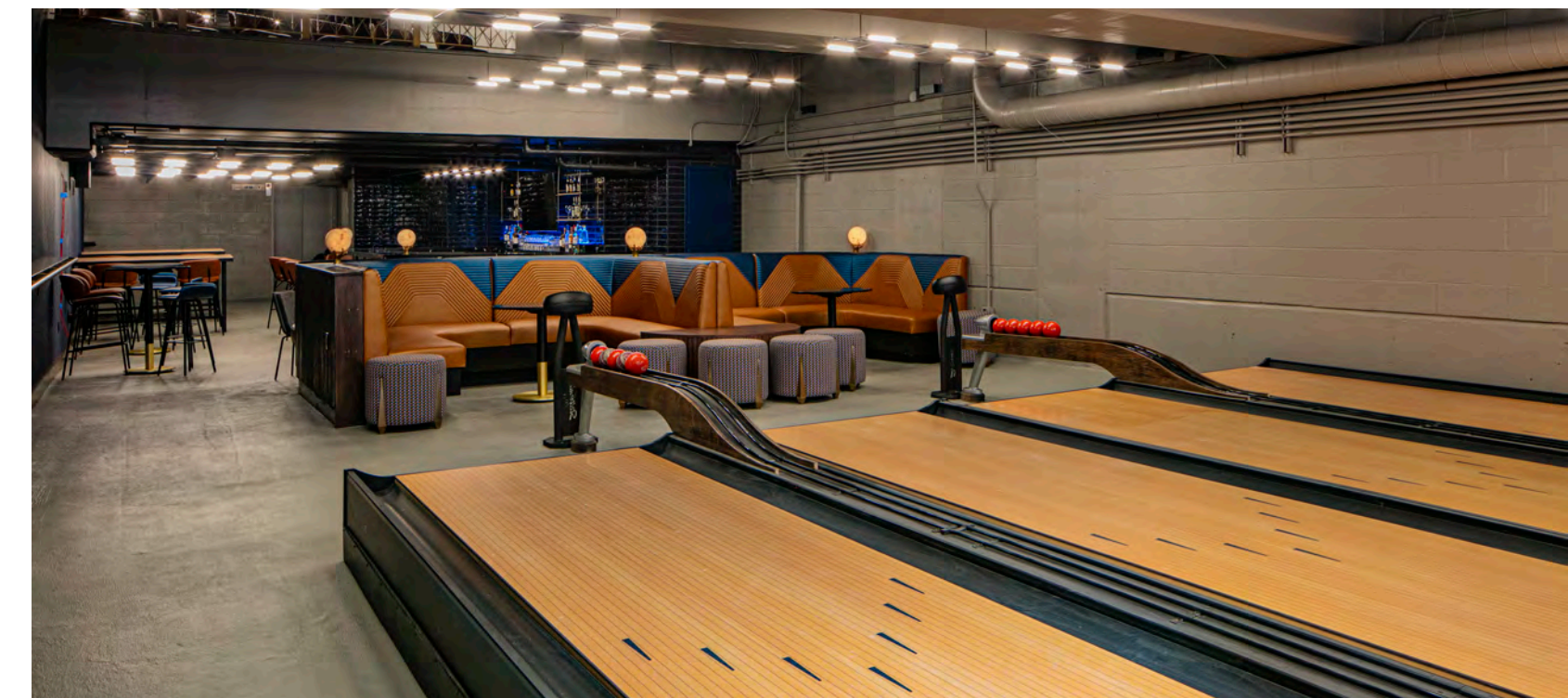
- ▶ The Philadelphia Marriott Downtown boasts a curated art gallery, as an extension of the city's celebrated art scene, showcasing local artists. With a colossal, brandable LED screen and floor-to-ceiling windows, this upscale outlet is the perfect showcase for Philly and your private networking event at ALSD.



Liberty Lanes // Entertainment & Networking Reception

\$15,000+ (\$5,000 F&B credit included)

- ▶ When was the last time your hotel had its own duckpin bowling alley? Liberty Lanes at Philadelphia Marriott Downtown is your opportunity to invite your clients to cut loose, knock a few back and another couple down.



ON-SITE ENTERTAINMENT

(CONTINUED)

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

Private Upscale Dining

\$10,000, plus cost of F&B

- ▶ The Philadelphia Marriott Downtown has perfect options for private dining events for your groups. Catering menus are curated to create just the atmosphere you desire in stunning, reserved areas that provide unique spaces for your group to bond over a delicious dining experience.



Circ Bar // After Hours Partner

\$10,000+

- ▶ On the lobby level, Circ Bar is a perfectly convenient and lively destination to unwind. Capture the opportunity to be the presenting sponsor of the bar festivities, and put your name front and center.



A TASTE OF PHILADELPHIA

PREMIUM EXPERIENCE NETWORK
2025 PARTNERSHIPS

CORE ASSETS INCLUDED... PLUS:

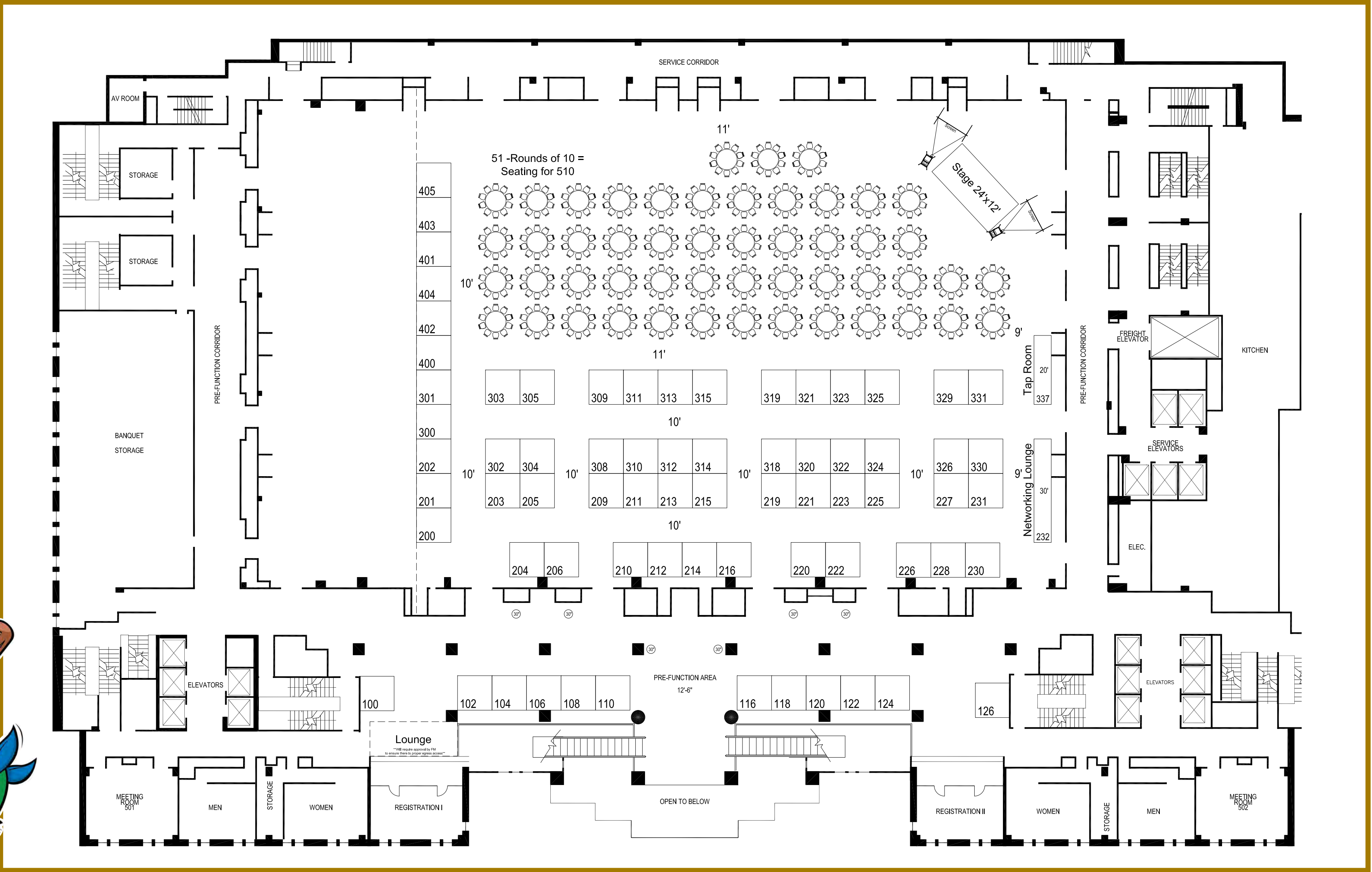
Reading Terminal Market Experience

Gift Cards for Attendees in the Number and Denomination of Choice

- ▶ Help attendees explore Philly's oldest public market, just steps from the Philadelphia Marriott Downtown, with over 75 diverse, family-owned businesses providing local food and beverages, including cheeses, baked goods, and confections, along with an array of prepared gifts.



2025 EXHIBIT MAP





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WE LOOK FORWARD TO PARTNERING!

