

Sponsorships:

Be part of Europe's leading event for the Premium Seat & Hospitality sector

ALSD INTERNATIONAL

March 15 -16, 2021 • Liverpool FC's Anfield Stadium • Liverpool, UK

"We're delighted to host the annual ALSD International conference at Anfield Stadium and showcase the home of Liverpool Football Club. We're looking forward to welcoming colleagues and delegates from across the premium seat and hospitality sector for what promises to be an exciting and informative event."

— Paul Cuttill, Vice President - Stadium Operations, Liverpool Football Club

Liverpool FC's
Anfield Stadium



Everton Football Club's
Goodison Park



ALSD International - Europe's one and only conference and exhibition dedicated to the Premium Seat & Hospitality sector - is coming to the iconic home of **Liverpool Football Club, Anfield Stadium**, in the beautiful city of Liverpool, March 15 - 16, 2021.

The event will be fully virtualised, with all conference sessions to be streamed, the exhibition and networking to be digitalised, plus there will be Organisers TV, running videos, presentations, interviews and more.

With sports projects aplenty and a variety of world-class sports venues, Liverpool offers the perfect platform to examine premium seating and how to increase revenue with new builds, renovations and service expansions, as well as via new F&B offerings and the latest innovations in technology.

Attendees will benefit from a comprehensive conference program delivered by the sector's leading experts, as well as unrivalled networking opportunities, behind-the-scenes tours of not only Anfield but also **Everton Football Club's Goodison Park** and **M&S Bank Arena Liverpool** and an exhibition showcasing the latest innovations, technologies and solutions.

Presented by:



◀ POWERED BY **ungerboeck** ▶

For more information: www.ALSDInternational.com

Conference & Exhibition

March 15 - 16, 2021
Anfield Stadium
Liverpool, UK

For more information:
Katie McIntyre
katie@alsd.com
T: +353 (0)44 9335212

Bill Dorsey
bill@alsd.com
T: +1 513 674 0555

"Sponsorship works best not as a numbers game but as a memory game. When done right, sponsorship creates lasting memories. Premium seating helps create what has become almost a cliché in the venue marketplace: Fan Experience."

— Bill Dorsey, Chairman, ALSD

All sponsors will be eligible for written &/or filmed interviews, branding and exposure across the ALSD, ALSD International and Sports Venue Business platforms. Sponsors will also be able to submit a video, filmed interview or presentation to run as part of the Organisers TV programming, which will be available to all registered attendees via the event microsite pre-, during and post event. In addition, sponsors will receive their own virtual networking lounge, where they can display e-brochures and contact details, and conduct virtual meetings.

Note: Many sponsorship opportunities are customised to meet the needs of the sponsor. The following are basic prices and amenities that can be supplemented.



"Kappture both exhibited and ran a panel session during the 2019 ALSD International conference and have nothing but positive feedback. Organised with precision and with the delegates in mind from start to finish, it was an absolute pleasure to be involved in, and we're looking forward to the 2021 event. The value of meeting industry experts and decision makers throughout the industry looks set to have a major impact on our development and growth over the coming months."

— David Robinson, Business Development Manager,
Advance IT/Kappture

Presenting Sponsor

(i.e. ALSD International presented by ...)

Naming rights sponsorship benefits and fee is customised to sponsor's needs. This package is available to one company only and includes branding exposure at the event, as well as across the ALSD International website and microsite, including Organisers TV.

Founding Partner Sponsors

Five available, three remaining. Founding partner sponsor packages include a speaker position and breakout session ownership, banner ads, pre-, during and post-event marketing, on-site signage, access to 1-on-1 meetings, attendee contact information, ALSD International membership and either a filmed or written interview.

€8,305 / £7,200 / \$10,000 + VAT

Session Sponsors

Certain sessions may be sponsored by an individual company relevant to the space category, including (but not limited to):

- Architecture & Design
- Engineering
- Fan Engagement/Experience
- Fit-Out
- Hospitality
- Premium Seat Sales
- Technology

€2,305 / £2,000 / \$2,635 + VAT

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Event/Tour Sponsorships

All event/tour sponsors will have the opportunity to address the attendees.

The available functions are as follows:

- Tour of Anfield
- Tour of Everton's Goodison Park
- Tour of M&S Bank Arena
- Opening reception
- Closing reception

€4,500 / £4,000 / \$5,000 + VAT

Exhibiting Sponsors

Exhibiting sponsors will optimise their exposure by securing both exhibitor and sponsor benefits.

€4,055 / £3,665 / \$5,000 + VAT

Additional Sponsorship Opportunities

Many potential sponsorships are not listed here.

Gift Bag Sponsor	Upon Request
Credential Sponsor	Upon Request
Alcohol Sponsor	Upon Request
Catering Sponsor	Upon Request

Virtual Only Sponsor Packages

There will be numerous opportunities for sponsors to secure virtual-only exposure. Please contact us direct for further information.

Sponsors are eligible for 3 physical and 3 virtual delegate passes, and many other value-added benefits.

"Just a quick note to thank you for organising an excellent conference – it was great to meet such a mixture of people from the industry and to have the opportunity to visit such iconic stadia."

— James Glover, Hospitality Sales Manager,
Marylebone Cricket Club/Lord's Cricket Ground

All sponsoring companies receive:

- **Three (3) physical and three (3) complimentary virtual delegate passes.** (Additional passes available at the reduced rate of €280 / £245 / \$350 + 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 2021 Conference Program and on the ALSDI website**
- **Pre, during and post-event publicity**
- **1-on-one meetings**
- **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

All cancellations must be in writing to the tradeshow coordinator: Katie McIntyre. Written notification received by February 15, 2021, will result in a 75% refund; payable 30 days after the conference and tradeshow. After February 15, 2021, no refund will be returned.

SPONSORS:

Email Jared Frank (jared@alsd.com) a brief company description (100 words or less) of your company's product or service. This will be published in the 2021 ALSD International Conference Program. Deadline February 1, 2020. Additionally, please send a copy of your official company logo via email to Amanda@alsd.com.



Host Hotel:

Pullman Liverpool
Monarch Quay
Kings Dock
Liverpool
L3 4FP – UK

Special Delegate Rates
£110 per night B&B (single)
£125 per night B&B (double)
Payment terms: Guests to settle own account

Sponsoring Company Sign-Up:

Name _____

Company _____

Address _____

City/State _____

Postal Code/Zip _____

Phone _____ Fax _____

Email _____

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.

Authorised Signature

Three (3) Complimentary Attendees:

*Attendees MUST be submitted no later than February 15, 2021. Include contact person above if that person is attending.

Name _____

Title _____

Email _____

Phone _____

Name _____

Title _____

Email _____

Phone _____

Name _____

Title _____

Email _____

Phone _____

Additional Attendees:

€280/£245/\$350 + 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.

ALSD Guest/Spouse Program:

If you bring a guest(s), that person(s) will need credentials. Extra credentials are €160/£140/\$100 + VAT each and will grant guests access to receptions/tours. Inquire with ALSD International.

PAYMENT

Sponsor Package = € / £ / \$ _____

Additional Attendees €280/£245/\$350 x _____ attendees = € / £ / \$ _____

Guest(s) €160/£140/\$100 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 _____

Cheques made payable to: Association of Luxury Suite Directors, 10017 McKelvey Road, Cincinnati, OH 45231 USA. T: +1 513 674 0555

Please complete and email Sponsor Application to:

ATTN:

Katie McIntyre

katie@alsd.com

T: +353 (0)44 9335212