



# IT'S TIME...

... for Europe's First Premium Seat Conference & Exhibition:

## ALSD INTERNATIONAL

October 10-12, 2018  
Amba Marble Arch Hotel  
London

Presented by:



## Sponsorships

### Be Part of Europe's First Premium Seat Show

Set your calendar for October 10 - 12 at the Amba Marble Arch Hotel in the heart of London for Europe's first premium seat show, ALSD International, organised by the Association of Luxury Suite Directors (ALSD).

In the U.S., the ALSD has been running premium seat shows for 28 years. Based on market demand, there is now a need for such a show in Europe.

*"Nearly everything that is truly innovative in a modern day stadium begins at the premium seat level. The use of flat screens started here. Premium seats are a consumer test market for high-end customers."*

— Bill Dorsey, Chairman, ALSD



This is the start of something big.  
Be part of it and watch it grow.

In cooperation with:



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



# Sponsorship Opportunities

## Conference & Exhibition

October 10-12, 2018  
Amba Marble Arch Hotel  
London

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*“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

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

### Presenting Sponsor (i.e. ALSD International Presented by)

Naming rights sponsorship benefits and fee is customised to sponsor’s needs.

### Founding Partner Sponsors

Five available. Founding partner sponsors include a speaker position and breakout session ownership. Banner ads, pre and post marketing, signage, access to attendee contact information.

£7200            \$10,000

### Session Sponsors

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

- Tech
- Architectural
- Fan Engagement
- Premium Seat Sales/Marketing
- Premium Seat Concierge Programs
- Premium Seat Client Buyers Group Presentation
- Concert/Music

### Meal Functions

All meal function sponsors have the opportunity to address the attendees

October 11 and 12

Opening Breakfast	£3600	\$5000
Tea/Coffee Break	£1800	\$2500
Opening Lunch	£3600	\$5000

October 11 and 12

Reception Sponsor	£2200	\$3000
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October 11

Boat Sponsor	£3600	\$5000
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**Venue Tour Sponsor**            Upon Request

**Alcohol Sponsor**                Upon Request

### Additional Sponsorship Opportunities

Many potential sponsorships are not listed here.

Gift Bag Sponsor                Upon Request

Credential Sponsor            Upon Request

Sponsors are eligible for 4x delegate passes and many other value-added benefits.