



Sponsorships:
Be part of Europe's leading event for the Premium Seat sector

ALSD INTERNATIONAL

October 28-29, 2019
Croke Park Stadium
Dublin, Ireland

ALSD International - Europe's leading conference and exhibition for the Premium Seat sector - is coming to **Croke Park**, Europe's third largest stadium, in the beautiful city of Dublin, this October 28th and 29th.

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

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 **Croke Park**, **Aviva Stadium** and **3Arena**, and an exhibition showcasing the latest innovations, technologies, services and solutions.



Presented by:



For more information: www.ALSDInternational.com

Conference & Exhibition

October 28-29, 2018
Croke Park Stadium
Dublin, Ireland

For more information:

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

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

"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.

Five available, four remaining, with Aramark already confirmed.

€8,305 / £7,200 / \$10,000

Session Sponsors

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

€2,305 / £2,000 / \$2,635

Tech

Architectural

Fan Engagement

Premium Seat Sales/Marketing

Premium Seat Concierge Programs

Premium Seat Client Buyers Group Presentation

Concert/Music

Event/Tour Sponsorships

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

The available functions are as follows:

- Tour of 3Arena, October 28
- Tour of Aviva Stadium, October 28
- Opening reception at Croke Park, October 28
- Closing reception at Croke Park, October 29

Event Sponsors: €4,150 / £3,600 / \$5,000

Additional Sponsorship Opportunities

Many potential sponsorships are not listed here.

Gift Bag Sponsor

Upon Request

Credential Sponsor

Upon Request

Alcohol Sponsor

Upon Request

Sponsors are eligible for 3x delegate passes and many other value-added benefits.

All sponsoring companies receive:

- **Three (3) complimentary delegate passes. (Additional passes available at the specialy-reduced rate of €280 / £245 / \$350.)**
- **100-word company and/or product description in the 2019 Conference Program and on the ALSDI website**
- **Pre, during and post-event publicity**

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 September 10, 2019 will result in a 75% refund; payable 30 days after the conference and tradeshow. After September 10, 2019, 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 2019 ALSD International Conference Program. Deadline September 1, 2019. Additionally, please send a copy of your official company logo via email to Amanda@alsd.com.

HOST HOTEL:

The Croke Park
Jones's Road, Dublin 3, D03 E5Y8, Ireland
+353 1 871 4550
crokepark@doylecollection.com
doylecollection.com/crokepark

Special Delegate Rates

Must use code BOOK281019 when making reservations for specially reduced rates
Standard room: €199 B&B (single) incl. VAT
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 September 10, 2019. 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 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 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 €/£/\$ _____

____ **Credit Card**

[] American Express [] MasterCard [] Visa

Card No. _____ Exp. : _____ CVV _____

Cardholder Name (printed) _____

Cardholder Signature _____

____ **Cheques** made payable to: Association of Luxury Suite Directors

Please complete and email Sponsor Application to:

ATTN:

Katie McIntyre

katie@alsd.com

T: +353 (0)44 9335212