



## ALSD Conference and Trade Show in Association with Innovation Institute for Fan Experience (IIFX)

July 9-11, 2023  
Indianapolis, Indiana

Fan Experience Brain Trusts Join Forces

### The Association of Luxury Suite Directors Partners with the Innovation Institute for Fan Experience

#### It's All About the Fan Journey

**"The focus of the sports and entertainment world revolves around the fan journey.** The investment in the touchpoints and metrics of fan satisfaction is monumental and we're taking our association's 32-year platform to the next level with IIFX," says **Jeff Morander, ALSD's CEO.**

The partnership with IIFX materialized as the ALSD is undergoing a transformation under new leadership, as well as their recent launching of a new Technology Symposium at their annual conference. Morander added, "The IIFX and ALSD have very similar ideologies, which is exciting. It is a belief that everything is connected in the venue experience: design, technology, premium seating, **safety, security, sustainable and efficient operations**, wayfinding, quality of offerings - every touchpoint matters and directly impacts the customer journey. The partnership between ALSD and IIFX celebrates the concept that, ultimately, every element needs to work together to provide an exceptional fan experience."

#### A Big Moment

"This is a big moment in our industry," said Dr. Lou Marciani, IIFX's Director who co-founded the organization in 2020 with Associate Director Chris Kinnan and Treasurer John White. IIFX strives to **create an ideal fan experience** resulting in measurable **revenue growth, sustainable and efficient operations, new and repeat attendance, workforce professional growth and development** and **maximized health, safety** and

**security** through best practices, innovative technology solutions and high-quality services.

Says Marciani, "**Fans expect a frictionless, immersive, connected, social and memory-making experience** that starts with their journey the moment they make the decision to attend an event and ends when they return home after the event. **Every touchpoint on the journey affects the overall experience.**"

## IIFX Sponsorship Opportunities

### Sports & Entertainment Professionals' Opportunities to Benefit

The partnership between **ALSD** and **IIFX** will be on display next **July 9-11, 2023**, in Indianapolis at the ALSD's annual conference in association with IIFX will feature session content on the fan journey incorporating wisdom and best practices of both organizations.

### It's All Connected

"This powerful partnership further expands the reach and deepens the relevance of the ALSD," says Morander. We often say that **'it's all connected.'** IIFX understands that and we're excited to come together to the benefit of both our communities."



## Benefits of Sponsoring

- In-person audience of **1,600 sports & entertainment professionals**
- **32-years** providing excellent conference content
- **Networking** at tradeshow events, sports venue tours, and receptions

- Gain visibility and multiple opportunities over the course of this conference to **promote your corporation's brand, products, and services** directly to the sports and entertainment industry
- Opportunity abounds to **position your corporation to reach the sports and entertainment market**, gaining the competitive edge.
- Reach the most **qualified audience**
- **Excellent lead generating opportunity** to be with colleagues in a live environment.
- **Unmatched conference program**

## Who Attends the Conference?

### Sports & Entertainment Professionals

- |  |                                   |
|--|-----------------------------------|
| ✓ Colleges and Universities              | ✓ Major League Baseball           |
| ✓ Endurance Venues                       | ✓ Major League Soccer             |
| ✓ Entertainment Organizations and venues | ✓ Minor League                    |
| ✓ Esports Venues                         | ✓ National Basketball Association |
| ✓ High School Athletic Programs          | ✓ National Football League        |
| ✓ International Soccer Clubs             | ✓ National Hockey League          |
|  | ✓ Racing Venue                    |

### Executives Responsible for

- |                            |                                |
|----------------------------|--------------------------------|
| ✓ Architectural & Facility | ✓ Revenue Generation           |
| ✓ Event Operations         | ✓ Risk Management              |
| ✓ Food & Beverage          | ✓ Security                     |
| ✓ Guest Services           | ✓ Sponsorship and Partnerships |
| ✓ Information Technology   | ✓ Sustainability               |
| ✓ Marketing & Sponsorships | ✓ Ticketing                    |
| ✓ Membership Services      |                                |
| ✓ Public Safety            |                                |

## Tech Solution Providers

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| ✓ Access Control                  | ✓ Safety                           |
| ✓ Communications                  | ✓ Security                         |
| ✓ Compliance                      | ✓ Signage and Wayfinding           |
| ✓ Crowd Monitoring and Management | ✓ Sports Book and Gaming           |
| ✓ Data Analytics                  | ✓ Suites and Clubs                 |
| ✓ Food & Beverage                 | ✓ Sustainability                   |
| ✓ Healthy Environment             | ✓ Tech and Facility Infrastructure |
| ✓ Parking                         | ✓ Ticketing                        |
| ✓ Retail                          | ✓ Transportation                   |
|                                   | ✓ Wi-Fi and Cellular Service       |

## Conference Sponsorship Opportunities

### Title Sponsor for IIFX General Session

- **Welcome remarks** at **IIFX General Sessions** of the conference (10-minute stand-alone presentation)
- Sponsorship branding associated with title sponsorship of the **IIFX General Session**
- One Complimentary 10 X 10 Exhibit Booth for the ALSD tradeshow
- On-site signage throughout the entire conference
- Sponsor logo on **IIFX Conference website** that links to company website
- 100-word product/organization/contact description for the **ALSD Conference Program**
- Explanation of session in **ALSD Conference Program**
- One (1) Four-Color, Full-Page Ad in **ALSD Conference Program**
- One-year **IIFX Individual Membership** for up to four (4) members
- **IIFX Conference Registration** for up to four (4) attendees

**Investment \$15,000**

## Gold Sponsor

### IIFX “Educational Sessions” Presenting sponsor of a conference education session

- **Welcome remarks** at the session (8-minute stand-alone presentation)
- Sponsorship branding associated with the education track
- One complimentary 10' x 10' exhibit booth for the ALSD tradeshow
- On-site signage throughout the entire conference
- Sponsor logo on **IIFX Conference website** that links to company website
- 100-word product/organization/contact description for the **ALSD Conference Program**
- Explanation of session in **ALSD Conference Program**
- One (1) Four-Color, Full-Page Ad in **ALSD Conference Program**
- One-year **IIFX individual Membership** for up to four (4) members
- **IIFX Conference Registration** for four (4) attendees

**Investment \$9,000**

## Silver Sponsor

### IIFX “The Solution” Session Presentation

- **25-minute presentation on product or company**, co-presenting with team or venue (mandatory) as case study or thought-leadership. Includes:
- **25-minute team case history** on how product proved ROI/ROO for team or venue.
- Screen and projector available for session: presenters supply laptop
- Option for vendor to supply giveaways and incentives for attendance.
- Explanation of session in **ALSD Conference Program**
- One-year **IIFX individual Membership** for up to two (2) members
- **IIFX Conference Registration** for up to two (2) attendees

**Investment \$7,000**

## Bullseye Sponsor

The **Bullseye Meeting** platform provides IIFX vendor partners a series of short, one-on-one meetings tailored to provide a meeting with senior level sports & entertainment executives with technology solution providers. The focus is to aid sports & entertainment

organization's effort to create the ideal fan experience resulting in measurable revenue growth, more efficient operations, new and repeat attendance, workforce professional growth and development, and maximized health, safety, and security.

### Process

- **12-minute meetings with pre-qualified prospects**
- One-year **IIFX Individual Membership** for up to four (4) members
- 100-word product/company description in **ALSD Conference Program**
- **IIFX Conference Registration** for up to four (4) attendees
- Provide for scheduling the meeting

### Pricing

- Up to Five (5) meetings: **\$4,500**
- Up to Eight (8) meetings: **\$6,500**
- Up to Ten (10) meetings: **\$8,000**

## "Stadium Defense Competition" Sponsorships

### *An Intercollegiate Student Competition*

The Sports and Entertainment industry continues to evolve and adapt to emerging technology and venue enhancements. **With the ever-increasing number of technological capabilities involved with the fan experience, security becomes a top priority.** In collaboration with **Argonne National Laboratory** and the **Innovation Institute for Fan Experience**, we aim to provide a competition that tests and educates collegiate students, and the audience, on providing security all along the fan journey to public events and mass gatherings.

This unique competition will allow participants to get a hands-on experience in the safety and security field, educating in both **physical and cyber based scenarios**, raise awareness to the involvement of security throughout the fan journey, and gaining a basic understanding of both cyber and physical security.



## Process

**Competition Goal** – To test and educate college students and the audience on providing security throughout the fan journey to public events and mass gatherings. **Participants must demonstrate their ability to protect and defend a venue within the commercial facilities sector.**

**Duration** – This is a **4-hour competition** that takes place during the conference.

**Teams** – There will be **4-6 teams competing**; all are responsible for securing and defending their venue. Teams are comprised of **3-6 collegiate students**. Participants must be:

- At least 18 years of age
- Attending an accredited U.S. higher education institution
- Seeking a degree at the completion of their studies

Once the competition has begun, the registered participants must compete with their team for the duration of the event (no substitutions).

An in-person events allows for collegiate students to enjoy valuable networking opportunities with fellow students and sports & entertainment industry professionals while partaking in a simulation of real-world emergency management environments.

## Title Sponsor

- **Welcome remarks** at the session (8-minute stand-alone presentation)
- **Title Sponsorship branding** associated with the student competition
- On-site signage throughout the entire conference
- Sponsor logo on **IIFX Conference website** that links to company website
- One-year **IIFX Individual Membership** for up to four (4) members
- 100-word product/company description in the **ALSD Conference Program**
- **IIFX Conference Registration** for up to two (2) attendees

**Investment \$6,000**

## Team Sponsor

- **Welcome remarks** at the session (6-minute stand-alone presentation)
- Sponsorship branding associated with the student competition
- On-site signage throughout the entire conference

- Sponsor logo on [IIFX Conference website](#) that links to company website
- One-year [IIFX Individual Membership](#) for up to four (4) members
- 100-word product/company description in the [ALSD Conference Program](#)
- [IIFX Conference Registration](#) for up to two (2) attendees

**Investment \$5,000**

## **IIFX Awards Sponsorships**

### **IIFX Hall of Fame Title Reception Sponsor**

- **Title Sponsor** of the [IIFX Hall of Fame Reception](#)
- **Welcome remarks** at the reception
- Sponsorship branding associated with the [IIFX Hall of Fame Reception](#)
- Sponsor logo on [IIFX Conference website](#) that links to company website
- One-year [IIFX Individual Membership](#) for up to four (4) members
- 100-word product/company description in the [ALSD Conference Program](#)
- [IIFX Conference Registration](#) for up to four (4) attendees

**Investment \$10,000**

### **IIFX Hall of Fame Presenting Sponsor**

#### *Hall of Fame Award and Innovation Awards*

- Sponsorship branding associated with the [IIFX Hall of Fame Reception](#)
- Sponsor logo on [IIFX Conference website](#) that links to company website
- One-year [IIFX Individual Membership](#) for up to two (2) members
- 100-word product/company description in the [ALSD Conference Program](#)
- [IIFX Conference Registration](#) for up to two (2) attendees

**Investment \$5,000**