

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

July 9-11, 2023
Indianapolis Indiana

IIFX Exhibit Opportunities

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 recently appointed 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, 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, operational efficiency, 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.**"

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. "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 Exhibiting at the Conference

- In-person audience of **1,600 sports and entertainment professionals**
- **32 years** providing excellent conferences
- **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

Endurance Venues

Entertainment Organizations and venues

Esports Venues

High School Athletic Programs

International Soccer Clubs

Major League Baseball

Major League Soccer

Minor League

National Basketball Association

National Football League

National Hockey League

Racing Venue

Executives Responsible for

Architectural & Facility

Event Operations

Food & Beverage

Guest Services

Information Technology

Marketing & Sponsorships

Membership Services

Revenue Generation

Safety

Security

Sponsorship and Partnerships

Ticketing

Tech Solution Providers

Access Control
Communications
Compliance
Crowd Monitoring and Management
Data Analytics
Food & Beverage
Healthy Environment
Parking
Retail

Safety
Security
Signage and Wayfinding
Sports Book and Gaming
Suites and Clubs
Tech and Facility Infrastructure
Ticketing
Transportation
Wi-Fi and Cellular Service

Exhibiting Opportunities

Exhibit Booth Package

- One 10 X 10 Booth
- One-year IIFX Membership – Up to four (4) members
- 100-word product/organization/contact description for the Conference Program
- Up to Four (4) attendee Passes to Conference

Pricing

Early Bird Pricing (Pricing through December 16, 2022)

Booth Size	Price
10 x 10	\$4,000
10 x 20	\$5,000
20 x 20	\$9,000

Standard Pricing (Pricing after December 16, 2022)

Booth Size	Price
10 x 10	\$5,000
10 x 20	\$6,000
20 x 20	\$9 500

Demo Booth – Add \$1,000 to selected booth size price point

- Featured booth on tradeshow map

- Ability to speak on product/service at tradeshow reception

Logo Booth

Partners who may not need a 10 x 10 booth get a high cocktail round and stools in the tradeshow or foyer as a meeting and display hub, Includes:

- Conference registration – Up to two attendees
- High cocktail round in foyer of tradeshow or foyer
- Listing as Exhibitor in conference program
- Include: One-year IIFX membership – Up to two (2) members

Logo Booth Pricing: \$3,000

Exhibit Information

For more information, please contact:

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