

# THE PREMIUM EXPERIENCE NETWORK

2026 PARTNERSHIP OPPORTUNITIES



# IT'S ALL CONNECTED

Join the industry's leading global community of sports and entertainment professionals dedicated to the development and delivery of world-class premium hospitality experiences.

[WHAT IS ALSD? ▶](#)

## CORE AREAS OF FOCUS

- ▶ PREMIUM SALES
- ▶ SERVICE & ACTIVATION
- ▶ CORPORATE PARTNERSHIPS
- ▶ HOSPITALITY DESIGN
- ▶ FOOD & BEVERAGE
- ▶ TICKETING SOLUTIONS
- ▶ TECHNOLOGY & AI

# NETWORK REACH

Capitalize on year-round engagement opportunities with the live event industry's leading teams, venues, and premier organizations.

15,000+  
GLOBAL NETWORK REACH

35+  
YEARS OF ENGAGEMENT

## SAMPLE ASSOCIATION MEMBERS

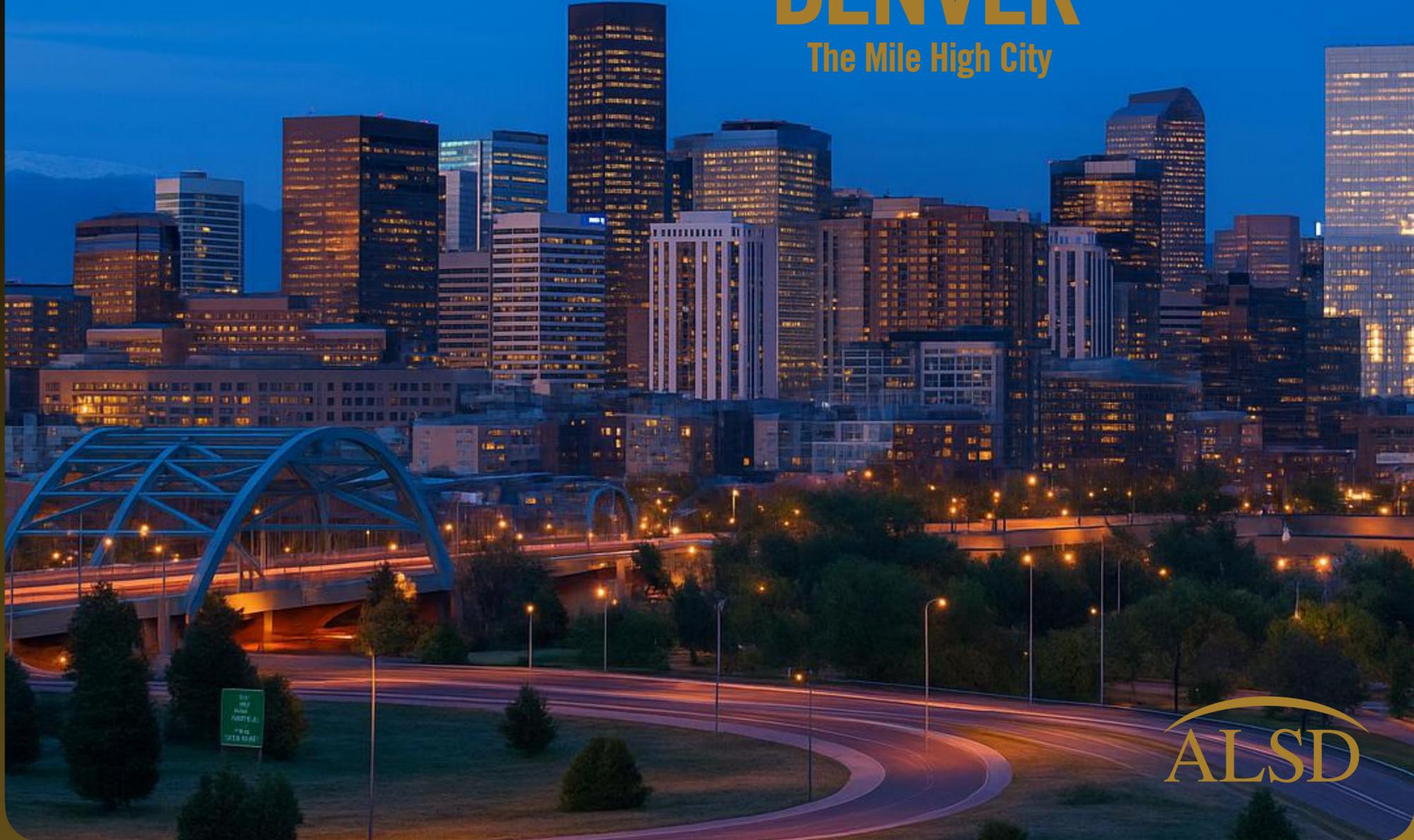


# JOIN US IN DENVER

The 36<sup>th</sup> Annual Premium Experience (PX) Conference & Trade Show, powered by ALSD, is the largest and most dynamic gathering of premium decision-makers in the world.

**YOU'RE INVITED!**

**JUNE 21-23, 2026**



**WHAT IS THE PX CONFERENCE?** 



# WHERE BUSINESS GETS DONE

Promote your company, meet new partners, close high-growth deals, and engage with industry thought-leaders.

## PX CONFERENCE AT A GLANCE



**1,200+**  
**ATTENDEES**

**100+**  
**SPEAKERS**

**50+**  
**SESSIONS**

# CONFERENCE ATTENDEES

Gain exposure across our entire global network of professional and emerging sports leagues, major and minor league teams, colleges and universities, racing facilities, premier events, and world-class entertainment venues.

## PRO TEAM & VENUE ATTENDEES



90%+



85%+



80%+



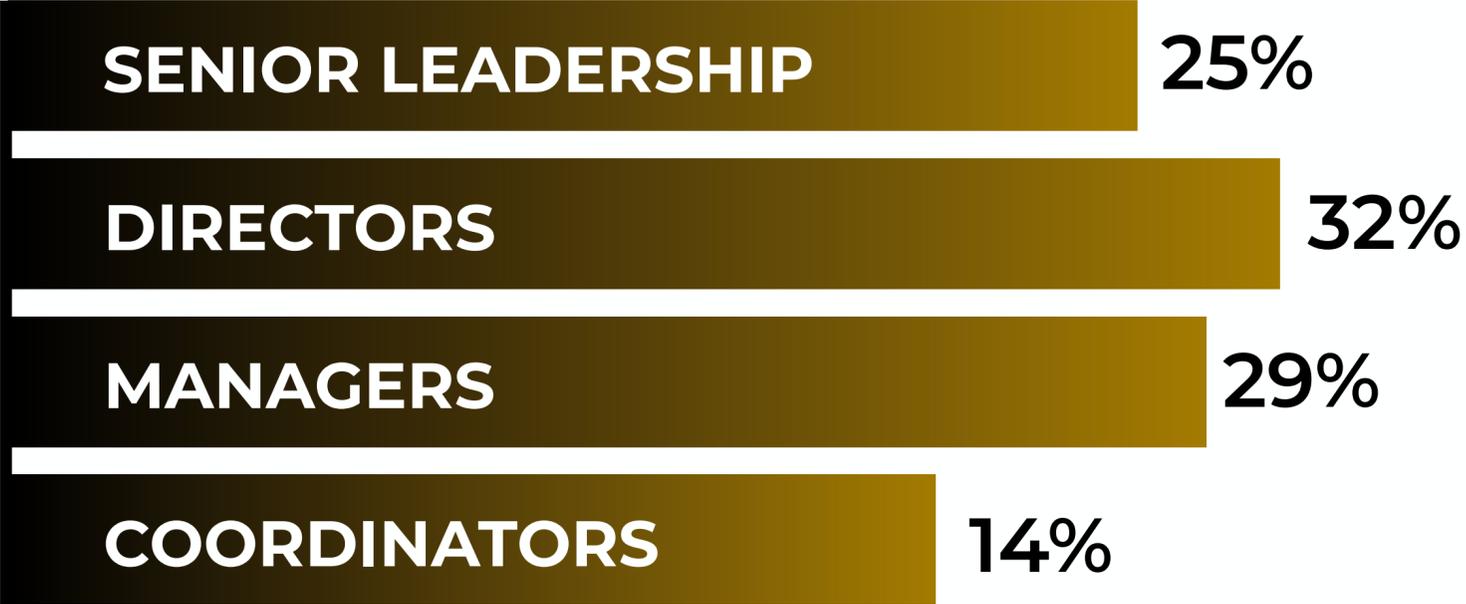
80%+



60%+

## INCLUDING MAJOR & MINOR LEAGUE TEAMS, COLLEGES, RACING, EVENTS, AND ENTERTAINMENT VENUES

ATTENDEE TITLES



# PARTNERSHIP LEVELS

Access customized branding, experiential assets, and thought-leadership opportunities to fit your specific business development needs and objectives.

**GLOBAL ALLIANCE PARTNER**

**GOLD PARTNER**

**SILVER PARTNER**

**TRADE SHOW EXHIBITOR**

## KEY BUSINESS BENEFITS

- ▶ **LEAD GENERATION:** Connect with new sales leads and decision-makers seeking innovative solutions
- ▶ **BRAND RECOGNITION:** Leverage memorable touchpoints to increase visibility, credibility, and trust
- ▶ **UNPARALLELED NETWORKING:** Forge valuable connections and engage with potential clients
- ▶ **THOUGHT LEADERSHIP:** Showcase industry expertise within panel discussions and solutions sessions
- ▶ **PRODUCT SHOWCASE:** Demonstrate how your solution solves for sports and entertainment challenges

# CUSTOMIZED ACTIVATIONS

Develop a Customized Partnership, beginning with the enclosed core components for successful integration and activation across the ALSD premium experience network.

## CORE PARTNERSHIP ASSETS

### ASSOCIATION MEMBERSHIP

- ▶ One (1) Year Corporate Membership (for up to 10 executives)

### BRAND ACTIVATION

- ▶ Company Listing with Contact Info in PX Buyers Guide
- ▶ Four-Color, Full-Page Ad in PX Conference Program
- ▶ Opportunity to Promote an Offer in PX Promotional Marketplace

### CONFERENCE ACTIVATION

- ▶ All-Access Passes to the PX Conference in Denver, June 2026
- ▶ Opportunity to Exhibit at the PX Trade Show

### DIGITAL/SOCIAL ACTIVATION

- ▶ Partnership Presence on the ALSD Website
- ▶ Company Promotion on ALSD's LinkedIn Page

# DELIVERING BUSINESS GROWTH

Trusted by the industry's leading solution providers, ALSD partnerships consistently deliver stronger relationships, and a direct line to decision-makers at the world's top teams and venues.

"An incredible chance for us to **connect with the decision-makers at teams and venues** across every league and geography... and the PX Conference is the **one you can't afford to miss!**"

**CANDY FUZESY**  
VP, TEAM & VENUE PARTNERSHIPS

Suite<sup>pro</sup>



"The impact of ALSD on our business has been extraordinary... we've **unlocked more than a dozen team clients** and broadened our reach into two new leagues."

**DEREK REY**  
FOUNDER & CEO



"Hands down, much of our company's overall success can be **directly attributed to the value we have gained** from ALSD the past 15 years."

**EVAN KARASICK**  
PRESIDENT



# PARTNERSHIP ACTIVATION ASSETS



# GLOBAL ALLIANCE PARTNERS

ALSD's exclusive top-tier Alliance Network provides a year-round platform for your brand to engage prospects, build relationships, and drive business opportunities.

**STARTING AT**  
**\$35,000**

## ADDITIONAL ACTIVATION ASSETS

- ▶ Database Access to all Association Members
- ▶ Customized On-Site Brand Signage
- ▶ Up to Ten (10) All-Access Corporate Passes for PX Conference (*\$18,990 value*)
- ▶ One (1) Exhibit Suite or Private Meeting Room
- ▶ One (1) Co-Branded PX Webinar for Members
- ▶ One (1) Co-Branded PX Insights Report for Members
- ▶ Company Video Interview Feature
- ▶ Features within PX Pulse Weekly e-Newsletter
- ▶ Rolling Bullseye e-Introductions
- ▶ Exclusive Social Media Posts & Job Listings

# PRESENTING PARTNER

## Inquire about details and pricing

- ▶ Prime 45-minute conference speaking position
- ▶ Dedicated breakout session
- ▶ Dominant brand inclusion across conference on-site signage and promo assets
- ▶ Virtual or conference interview turned into a video feature, produced and published by ALSD
- ▶ Social media posts
- ▶ Attendee welcome bag insert

\* *Exclusive and joint options available*



# SUPPORTING PARTNERSHIPS

## VENUE ACTIVATION PARTNER

**Inquire about pricing (only ALSD partners)**

- ▶ Activate your product at one of our Denver host tour venues\*

*\*Subject to approvals*



## OFFICIAL SIGNAGE PARTNER

**\$10,000, plus design, fabrication, and shipping**

- ▶ Show off your branding capabilities

## MAIN STAGE SPONSOR

**SOLD OUT!**

**\$5,000, plus cost of staging elements**

- ▶ Showcase your seating and staging elements

## REGISTRATION SPONSOR

**\$5,000, plus initial marketplace booth pricing**

- ▶ Dominant brand signage near registration, where all guests check in for the conference

# EXHIBIT BOOTHS

**\$7,500-\$17,500**

- ▶ Four (4) conference passes (\$7,596 value)
- ▶ Discounted additional passes
- ▶ Premier exhibitor listing in program
- ▶ 100-word company description in conference program
- ▶ Promotional post on ALSD's LinkedIn

# LOGE TABLES

**\$4,750**

- ▶ High cocktail round & stools in trade show or foyer
- ▶ Two (2) conference passes (\$3,798 value)
- ▶ Exhibitor listing in program

## PX TRADE SHOW BRAND ACTIVATION



**\$7,500**  
**10x10 SPACE**

**\$10,000**  
**10x20 SPACE**

**\$17,500**  
**20x20 SPACE**

# THOUGHT LEADERSHIP

## BREAKOUT PRESENTATION

**\$10,000 // Limit of 4 per conference**

- ▶ 30-40 minute integrated breakout presentation
- ▶ Option to supply giveaways and incentives
- ▶ Recommended session in conference program
- ▶ Advance promotion of session on website, e-mail, and social channels
- ▶ Four (4) conference all-access passes (*\$7,596 value*)

## PARTNER PITCH PRESENTATION

**\$6,500 // Limitations & Approvals Apply**

- ▶ Five (5) minute on-stage or recorded 'Partner Pitch'
- ▶ Advance promotion on website, e-mail, and social channels

## LEAGUE MEETING HAPPY HOUR

**\$9,000 // Limitations & Approvals Apply**

- ▶ 15-minute welcome integrated into respective league meeting
- ▶ Opportunity to share product or solution

# NETWORKING OPPORTUNITIES

## NETWORKING LOUNGE

**\$8,500**

- ▶ Opt for a cushier space, in the general session ballroom or exhibit foyer with ample space
- ▶ Designated furniture available
- ▶ Space & activation available by request

## WORK ROOM SPONSOR

**\$5,000**

- ▶ Create a welcoming space for attendees to check e-mails, network, and make calls
- ▶ Designated furniture available

## PRIVATE MEETING ROOM

- ▶ Dedicated meeting room at host hotel
- ▶ F&B available for purchase

**\$2,000**  
ONE DAY

**\$4,000**  
TWO DAYS

**\$5,000**  
FULL CONFERENCE

## BULLSEYE E-INTRODUCTIONS

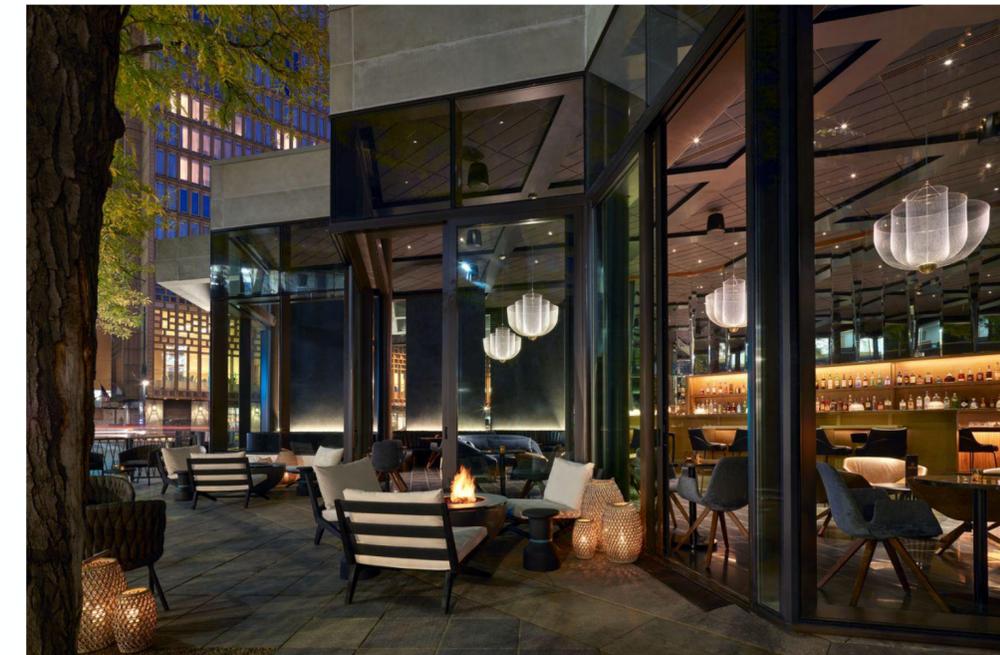
**\$7,500 for up to five (5) year-round e-Introductions**

- ▶ Warm e-introductions by ALSD on behalf of clients to teams and venues

# ON-SITE ENTERTAINMENT

## BEZEL BAR & COCKTAIL LOUNGE

HOTEL VIDEO OVERVIEW [▶](#)



### Inquire about pricing and availability options for private reception

- ▶ Nestled just off the Denver Sheraton's vibrant lobby, **Bezel Bar** exudes refined sophistication and mid-century charm, blending the golden age of cocktails with modern elegance. The space features a dramatic beveled-mirror wall behind the illuminated back bar, accented by luxe leather tufted banquettes, rich navy plaster walls, and floor-to-ceiling windows. Outside, a cozy patio with fire pits offers a chic, relaxed ambiance. Perfect for an ALSD networking event during the PX Conference.

# ON-SITE ENTERTAINMENT

## TOPGOLF SWING SUITE



### Inquire about pricing and availability options for private reception

- Located just off the lobby adjacent to Bezel Bar, the **Topgolf Swing Suite** is a sleek, immersive entertainment space featuring two simulator bays with massive screens. Guests can choose from a variety of virtual games, from signature Topgolf target challenges to Zombie Dodgeball, Baseball, Football, Hockey, and Carnival-style fun. A perfect space for groups of up to eight.

# ON-SITE ENTERTAINMENT

## LOBBY BAR & LOUNGE



### Inquire about pricing and availability options for private reception

- ▶ At the heart of the Sheraton Denver Downtown, the **Lobby Bar** serves as the central gathering place for conference guests. With soaring ceilings, contemporary décor, and direct views onto the 16th Street Mall, the space provides a high-energy yet relaxed environment perfect for informal meetings, coffee catch-ups, and evening cocktails. Sponsorship here ensures your brand is front-and-center where attendees naturally converge throughout the day, as well as following evening venue tours.

# ON-SITE ENTERTAINMENT

## SPRITZ POOL BAR



### Inquire about pricing and availability options for private reception

- ▶ Perched beside the Sheraton's heated rooftop pool, the **Spritz Pool Bar** delivers a one-of-a-kind setting with panoramic views of downtown Denver and the Rocky Mountain horizon. Bright, modern, and stylish, Spritz is the ultimate indoor-outdoor lounge. Perfect for sunlit networking receptions, happy hour gatherings, or exclusive sponsor-hosted events.

# ON-SITE ENTERTAINMENT

## PRIVATE MEETING ROOMS & LOUNGES



### Inquire about pricing and availability options for private meeting spaces

- ▶ The **private meeting rooms and lounges** at the Sheraton Denver Downtown provide versatile, comfortable spaces for breakout sessions, small-group discussions, and high-value networking. Secure an exclusive branded location to get work done and connect with decision-makers in an intimate, business-focused setting.

# BRANDING ASSETS

## CONFERENCE LANYARDS

- \$10,000, plus design, fabrication, and shipping**
- ▶ Corporate brand ID on all attendee lanyards

## CONFERENCE CREDENTIALS

- \$10,000, plus cost to design and ship**  
**Quantity: 1,500-2,000, dynamically printed**
- ▶ Corporate brand ID on all attendee credentials

## HOTEL KEY CARDS

- \$10,000, plus design, fabrication, and shipping**
- ▶ Corporate brand ID on host hotel guest keycards

## BUS TO VENUE TOURS

- \$5,000 per trip**  
**Quantity: 1,000 per trip (collateral/swag/cards)**
- ▶ Option to hand out business cards, collateral, or swag on bus trip to host sports venue
  - ▶ Branded signage at bus boarding location

## OFFICIAL WIFI PROVIDER

- Inquire about pricing**
- ▶ Company logo and listing as 'Official Wi-Fi Partner' on print and digital materials
  - ▶ Customized bag insert and signage
  - ▶ Customization of a co-branded conference landing page for Wi-Fi users

# FOOD & BEVERAGE ACTIVATIONS

## KEYNOTE BREAKFAST

**\$15,000 // Available: Monday (1) and Tuesday (1)**

- ▶ Up to 5-minute speaking or immersive experience opportunity
- ▶ Introduction of keynote or 'State of the Industry' speaker
- ▶ Opportunity to distribute collateral, giveaway, or branded cups
- ▶ Opportunity for hosted table or preferred booth in marketplace

## TAP ROOM SPONSOR

**\$10,000 (plus hotel corkage)**

- ▶ Activate your branded Tap Room or Bar within the trade show marketplace to engage attendees and sample one or more of your beverages

## COFFEE OR SNACK ROOM SPONSOR

**\$5,000 // Available: Monday (1) and Tuesday (1)**

- ▶ Coffee or snack break stations outside meeting rooms for 2 hours
- ▶ Opportunity for branded wares, napkins, provided by partner
- ▶ Opportunity for partner to use equipment or goods for coffee or snack service, per hotel approval
- ▶ Opportunity to distribute collateral or giveaway to attendees

## TRADE SHOW RECEPTION SPONSOR

**\$10,000 // Available: Sunday (1) and Monday (1)**

- ▶ Announcements by trade show partner throughout reception
- ▶ Opportunity to distribute collateral, giveaways, or branded cups
- ▶ Opportunity for hosted table during trade show

# FOOD & BEVERAGE ACTIVATIONS

(CONTINUED)

## PRIVATE RECEPTION OR MEAL

**\$15,000 // (\$5,000 F&B credit included)**

- ▶ ALSD as event co-host, as desired
- ▶ Private event in hotel Presidential Suite or exclusive outlet
- ▶ Assistance with invitations to specified guests
- ▶ Opportunity to distribute samples or swag
- ▶ Opportunity to provide welcome or introductions

## BEVERAGE SPONSOR

**Inquire for host hotel corkage and bartender information // Available for trade show happy hours (2), host sports venue tours, and private functions**

- ▶ Opportunity to provide branded wares, napkins, in addition to product
- ▶ Opportunity to participate in educational session on beverage trends and/or research

# GIFTS & AWARDS

## GLOBAL COUNCIL GIFTS

**Cost of Gift Creation & Shipping // Quantity: 75**

- Treat our leaders to an exclusive thank you gift for their annual work and efforts

## SPEAKER GIFTS

**Cost of Gift Creation & Shipping // Quantity: 100**

- Reward speakers' time spent creating compelling content for the conference

## NEW ATTENDEE GIFTS

**Cost of Gift Creation & Shipping // Quantity: 150**

- Help us welcome a new era of leaders to the industry

## HOST VENUE GIFTS

**Cost of Gift Creation & Shipping // Quantity: 50-75**

- Thank our host venues for hands-on learning experiences

## CONFERENCE BAGS

**Cost of Bag Creation & Shipping // Quantity: 1,000**

- Gift attendees with a chic, sustainable conference bag

## BAG INSERTS

**\$1,500, plus Cost of Inserts & Shipping // Quantity: 1,000**

- Showcase your brand via collateral or giveaways

## IN-ROOM HOTEL GIFTS

**\$1,500, plus Cost of Gift & Shipping // Quantity: TBD**

- A 'surprise and delight' warm welcome

## PX AWARDS

**Cost of Award Creation & Shipping // Quantity: 10**

- A deserving prize for our prestigious award winners

## CONFERENCE STAFF ATTIRE

**Cost of Attire Creation & Shipping // Quantity: 50**

# SOCIAL/DIGITAL ACTIVATIONS



## SOLUTION INTERVIEW

**\$5,000**

- ▶ Virtual or conference interview turned into video feature, produced & published by ALSD
- ▶ Post to ALSD social media channels

## FEATURED WEBINAR

**\$5,000**

- ▶ Webinar for members, promoted to 15,000 database
- ▶ Registrant data shared

## NEWSLETTER FEATURES

**\$5,000**

- ▶ Dedicated e-mail to 15,000 database
- ▶ Post to ALSD social media channels

## VIDEO FEATURE

**\$5,000**

- ▶ Up to 5-minute video feature, played before a major session at the ALSD Conference

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2026 PARTNERSHIP OPPORTUNITIES

WE LOOK FORWARD  
TO PARTNERING!

