

# THE PREMIUM EXPERIENCE NETWORK

2026 MEMBERSHIP HANDBOOK



# WHAT IS ALSD?

For 35 years, ALSD has been the global association for sports and entertainment professionals dedicated to the development and delivery of world-class premium hospitality experiences.

[VIDEO OVERVIEW](#) 

## CORE AREAS OF FOCUS

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

# WHY JOIN ALSD?

Our Global Premium Experience Network brings you closer to the decision-makers shaping the future of sports and entertainment, connecting you to a trusted, influential, and growing worldwide community.

- ▶ **PREMIER CONFERENCES (U.S. & U.K.)**
- ▶ **GLOBAL MEMBERSHIP DIRECTORY**
- ▶ **WEEKLY NEWS & JOB OPENINGS**
- ▶ **EXCLUSIVE INSIGHTS & RESEARCH REPORTS**
- ▶ **YEAR-ROUND NETWORKING OPPORTUNITIES**
- ▶ **COMPLIMENTARY WEBINAR SERIES**
- ▶ **INNOVATION HUB ACCESS**
- ▶ **UP TO 10 MEMBERS PER ORGANIZATION**

## SAMPLE ASSOCIATION MEMBERS



# MEMBERSHIP ACCESS

Connect your entire team to the people, insights, and opportunities shaping premium experiences worldwide.

**\$7,000** ANNUAL INVESTMENT

## UP TO 10 MEMBERS » WHO TO INCLUDE:

- ▶ PREMIUM SALES & SERVICE
- ▶ CORPORATE PARTNERSHIPS
- ▶ F&B PARTNERS
- ▶ TECH & TICKETING TEAMS
- ▶ AND MORE!

## MEMBERSHIP START DATES

- ▶ October 1, 2025
- ▶ January 1, 2026
- ▶ April 1, 2026
- ▶ July 1, 2026

## 2026 CONFERENCE PRICING

- ▶ Denver • Sheraton Downtown
- ▶ June 21–23, 2026
- ▶ Member Pass Rate: \$850  
**(Early Bird Rate Ends Dec. 31, 2025)**
- ▶ Non-member: \$1,899

*\*Passes are transferable — names can be added later.*

# DISCOUNTED CONFERENCE PASSES\*



PREMIUM EXPERIENCE

# U.S. CONFERENCE & TRADE SHOW

1,200+  
ATTENDEES

100+  
SPEAKERS

3-4  
VENUE TOURS

**DENVER, JUNE 21-23, 2026**

The premier annual gathering of premium experience decision-makers, the PX Conference brings together leaders, innovators, and solution providers to shape the future of sports, entertainment, and hospitality.



**\* MEMBERS SAVE AN AVERAGE OF \$1,000 PER PASS! » EARLY BIRD RATE ENDS DEC. 31, 2025**

+ MEMBER DIRECTORY

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+ REGIONAL EVENTS

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+ PRIVATE LINKEDIN GROUP

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Stay connected to your premium experience peers across teams, venues, and solution providers with exclusive access to our member directory, regional networking events, and private LinkedIn group. From casual meetups to strategic introductions, our platform gives you year-round tools to connect, collaborate, and grow within the global PX community.

# WEEKLY E-NEWSLETTER

WEEKLY BRIEF

# PX PULSE

Don't miss a beat! Stay informed and inspired with our weekly PX Pulse newsletter, delivering the latest news, trends, and insights straight to your inbox every Friday.



WEEKLY PREMIUM EXPERIENCE BRIEF  
**PX PULSE**  
ALSD  
FRIDAY, SEPTEMBER 5, 2025



**NFL Season Kicks Off with All-New Premium Spaces**  
Football is back, and so are some fresh new premium experiences across several NFL venues, including in BAL, HOU, CHI, SEA, AZ, and more! Yesterday, the Commanders unveiled their all-new **Audi Tunnel Club**, a slick premium + partnership revenue generator. These are more examples of venues meeting the premium demand for immersive, branded experiences that also anchor long-term partnerships. » [COMMANDERS](#) + [SBJ ARTICLE](#)

**Winning F&B Menu Ideas**  
Have you seen anything 'cooler' lately than these NFL Cocktail Cups?! ALSD partner **Aramark Sports + Entertainment** is rolling out several new exclusive menus, souvenirs, and retail items across eight iconic stadiums for the upcoming NFL season. In Denver, site of next June's PX Conference, one of the craziest offerings at Empower Field has got to be the **Jackalope Mac Stack**, made with smoked antelope, rabbit, and pork sausage, Flamin' Hot Cheetos® dust, green chili mac, blue corn tortilla and green onion! Check out all the fun F&B concepts. » [MORE](#)



**Inside Fulham's New Sky Deck**  
Speaking of football fútbol, Fulham FC is receiving tons of attention lately for its new **Sky Deck at Craven Cottage**. Their Riverside Stand's three levels of ultra-luxe hospitality, including Michelin-inspired menus, sommelier-led wine programs, and panoramic views of the Thames, are setting a new global benchmark for blending sport and lifestyle. » [MORE](#)



## CAREER CORNER

Current opportunities to check out and send to anyone who may be interested...

-  **Premium Sales Account Exec • Acrisure Arena (Palm Desert)** » [APPLY](#)
-  **VP, Premium Sales and Service • Golden State Group** » [APPLY](#)
-  **Director of Mktg, Revenue, and Fan Experience • ManCity** » [APPLY](#)
-  **Manager, Premium Sales • CFG Bank Arena (Baltimore)** » [APPLY](#)
-  **Director of Membership & Group Sales • Buffalo Sabres** » [APPLY](#)
-  **Premium Service Account Exec • F1 Las Vegas** » [APPLY](#)
-  **Premium Experience Account Manager • Utah Jazz** » [APPLY](#)
-  **Manager, Premium Membership Service • Portland Fire** » [APPLY](#)

- + FEATURED NEWS
- + MEMBER HIGHLIGHTS
- + INNOVATIVE IDEAS
- + CREATIVE ACTIVATIONS
- + WEEKLY JOB OPPORTUNITIES

PREMIUM EXPERIENCE

# INSIGHTS

Our PX Insights reports deliver data-driven research and actionable intelligence, empowering you with the best practices, knowledge, and trends shaping the future of premium experiences.

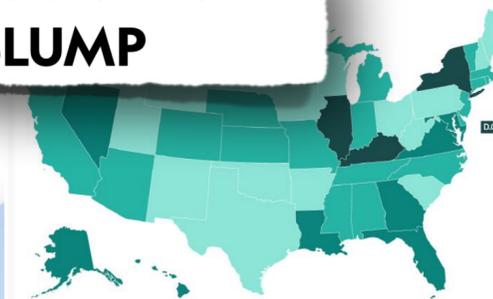
2025 RESEARCH

## STATE OF THE PREMIUM EXPERIENCE INDUSTRY REPORT

### PX INSIGHTS

Share of pro sports tickets bought by solo attendees in 2025

Amereo NBA, NHL, MLB and NFL events: As of Aug. 18, 2025

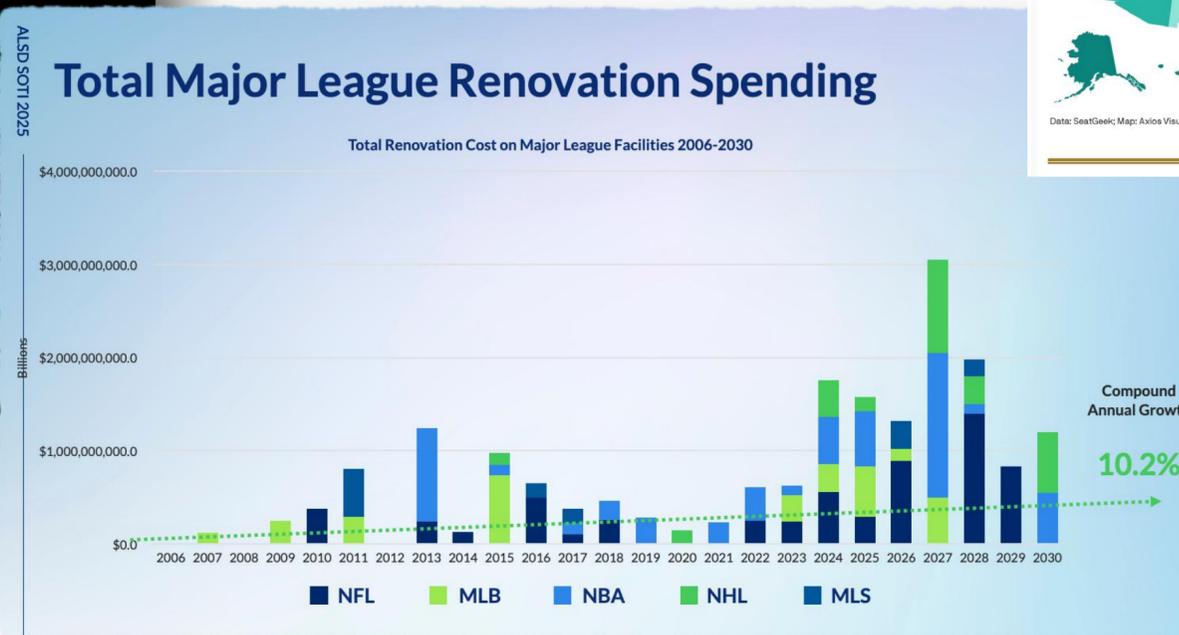


Data: SeatGeek; Map: Axios Visuals

#### Solo Game Days Continue To Increase

ALSD partner **SeatGeek** published some interesting data this week showing that single-ticket purchases for pro games are on the rise, especially among "experience-first" younger demos. As solo attendance grows, premium strategies are shifting toward personal, customizable experiences not necessarily tied to group behaviors. » [MORE](#)

### PREMIUM SEATS AND SUITES BOOM AMID GENERAL ADMISSION TICKET SLUMP



- + PREMIUM SEATING STATISTICS
- + SALARY DATA
- + PREMIUM BUYER HABITS
- + PARTNERSHIP TRENDS
- + AND MUCH MORE!

# COMPLIMENTARY WEBINAR ACCESS



● WEBINAR SERIES

## PX SPOTLIGHT LIVE

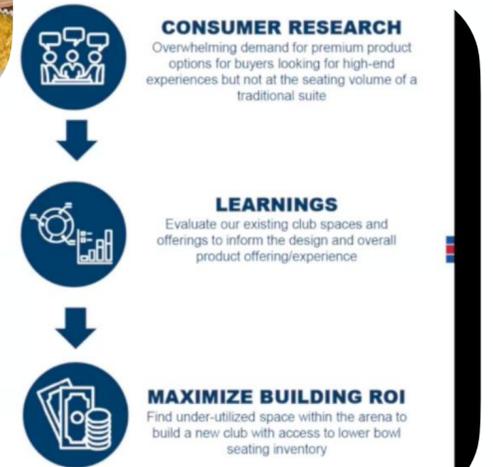
Our signature webinar series brings you exclusive access to the people, projects, and perspectives shaping the future of sports and entertainment. Each quarterly session is packed with strategies and tactics from the industry's top operators, innovators, and partners.

### KEY TRENDS

- PLANT-BASED
- FUNCTIONAL FOOD
- HYPER LOCAL
- CLASSIC COMFORTS
- ELEVATED SNACKS

### DESTINATION

### PROJECT PROCESS



DEMAND INC. PEAK Performance | Strategy in Premium

## Good news = AI is here

Commodity:

✓ **Company (23M)**

+

✓ **Contacts (500M)**

Informative:

- Employees in region
- Hiring signals
- B2B signals

Facilities in region

- Community initiatives
- Categorical

Top 10K Advertisers

Ad Spend by Region

+/- Ad Spend

Lookalike Targets

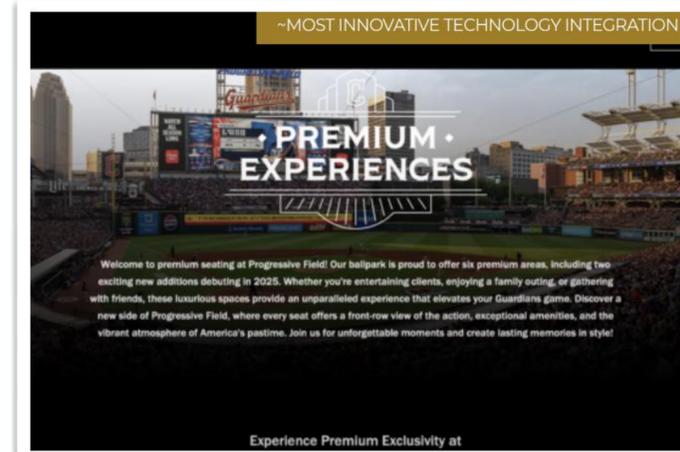
Top Categories

Pre-IPO

- + BEST PRACTICES
- + DETAILED CASE STUDIES
- + BEHIND-THE-SCENES EXPERTISE

## PREMIUM EXPERIENCE INNOVATION HUB

This exclusive member resource showcases the most forward-thinking ideas in premium hospitality. Explore an archive of PX Award winners, groundbreaking venue spaces, partnership activations, and much more. Whether you're looking for inspiration or practical implementation examples, you'll have access to our curated library of the industry's boldest moves, all in one place.



- + TOP VENUES & EVENTS OF THE YEAR
- + MOST INNOVATIVE PREMIUM CONCEPTS
- + LEADING TECHNOLOGY INTEGRATIONS
- + DYNAMIC F&B HOSPITALITY
- + PARTNERSHIP ACTIVATIONS
- + CREATIVE PREMIUM EXPERIENCE GIFTS
- + BEST SUSTAINABILITY & SOCIAL IMPACT INITIATIVES

# SOLUTIONS FROM TRUSTED PARTNERS



## PREMIUM EXPERIENCE

# BUYERS GUIDE + PROMOTIONAL MARKETPLACE

The Buyers Guide is a go-to directory of trusted partners across venue design, tech, F&B, and guest experience. Our online Promotional Marketplace complements it with exclusive member-only offers from ALSD partners, making it easier than ever to discover, compare, and connect with solutions providers.

All Buyers Guide Amenities, Gifts, Promotional Products

Events & Entertainment Food & Beverage Products, Equipment

Professional Services, Consulting, Training Technology, Innovation

Type to start searching.

Search



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