

ALSD

PREMIUM EXPERIENCE
GLOBAL NETWORK

2027 PARTNERSHIP OPPORTUNITIES

37TH ANNUAL

PX CONFERENCE & TRADE SHOW

SEATTLE • JUNE 27-29, 2027



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
- ▶ PRIVATE EVENTS
- ▶ 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.

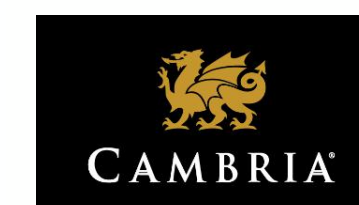
20,000+

GLOBAL NETWORK REACH

35+

YEARS OF ENGAGEMENT

SAMPLE ASSOCIATION PARTNERS



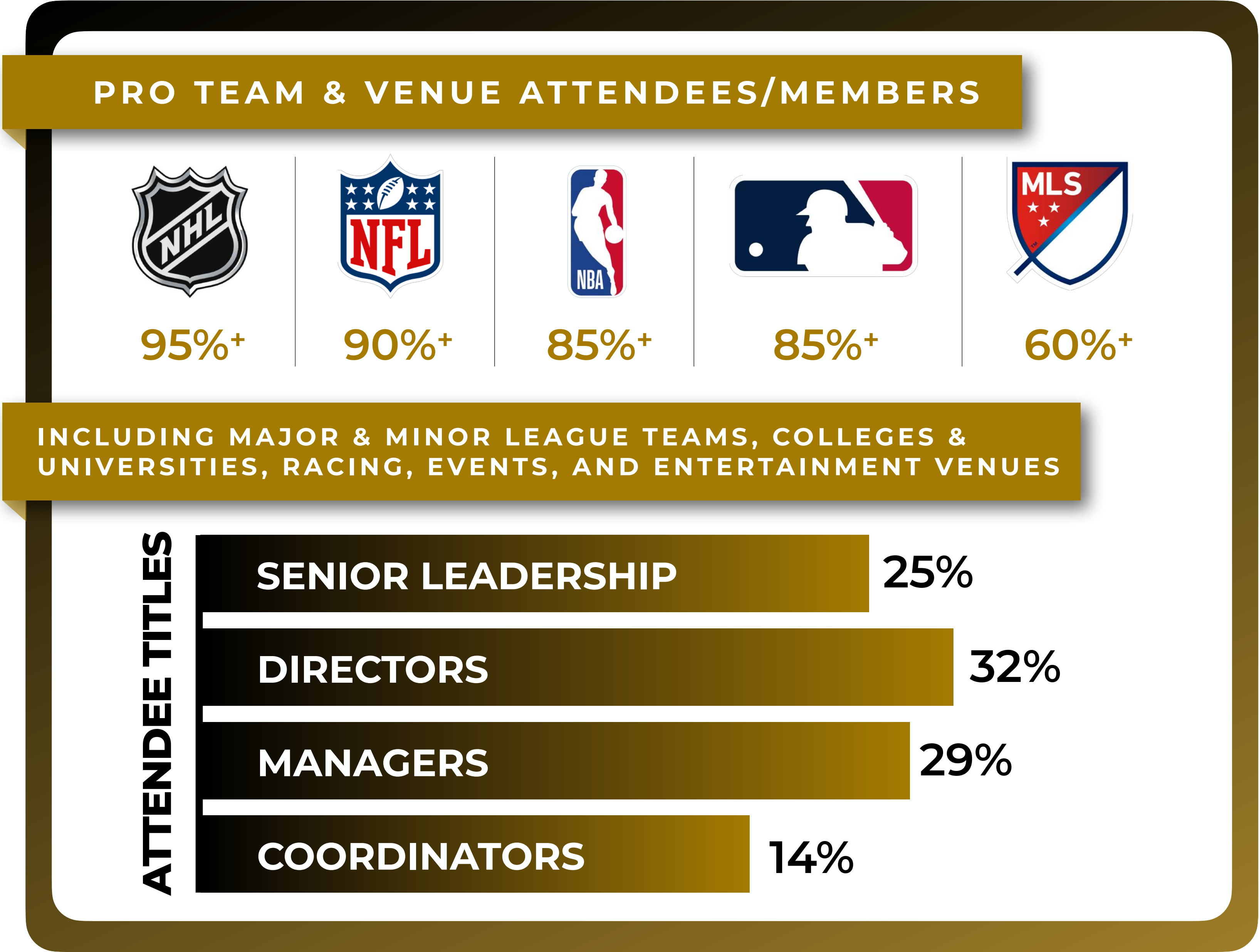


WHAT IS THE PX CONFERENCE?



ATTENDEES & MEMBERS

Gain exposure across our entire global network of professional and emerging sports leagues, major and minor league teams, racing facilities, premier events, world-class entertainment venues, and more than 50 top colleges and universities.



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

PARTNERSHIP LEVELS

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

ALLIANCE

GOLD

SILVER

BRONZE

PARTNER

KEY BUSINESS BENEFITS

- ▶ **LEAD GENERATION:** Connect with new sales leads and decision-makers seeking innovative solutions
- ▶ **BRAND RECOGNITION:** Leverage memorable touch-points 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 ALSD's Global 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 Seattle, June 2027
- ▶ Opportunity to Exhibit at the PX Trade Show

DIGITAL/SOCIAL ACTIVATION

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

*Number of passes contingent on customized partnership

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^{pro}



"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





ALSD

2027 ACTIVATION ASSETS

GLOBAL ALLIANCE PARTNERS

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

STARTING AT
\$35,000

ADDITIONAL ACTIVATION ASSETS

- ▶ **Ten (10) All-Access Conference Passes (\$18,990 value)**
- ▶ Exclusive Database Access to all Association Members
- ▶ Customized On-Site Brand Signage
- ▶ One (1) Exhibit Booth 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

CONFERENCE PRESENTING PARTNER

- ▶ Take a leading role across the entire PX Conference with prominent visibility, thought leadership, and year-round amplification. The Presenting Partner receives:
 - ▶ Featured Main Stage speaking slot
 - ▶ Dedicated breakout session
 - ▶ Dominant branding across on-site conference signage
 - ▶ Post-show interview feature, as well as social media promotion, an attendee welcome bag insert, and more
- ▶ **Inquire about details and pricing**
Exclusive and joint options available

LIMITED TO ONE (1) PARTNER



ALSD

PREMIUM EXPERIENCE
CONFERENCE & TRADE SHOW

SEATTLE • JUNE 27-29, 2027

PRESENTED BY

 **YOUR BRAND**

YOUR PARTNER IN PREMIUM EXPERIENCES

PRESENTING PARTNER OF THE 37TH ANNUAL PX CONFERENCE

TRADE SHOW PRESENTING PARTNER

- ▶ Put your brand at the center of the PX Trade Show with a high-visibility package that combines thought-leadership, product exposure, and face-to-face engagement. The partnership includes:
 - ▶ Featured Main Stage Speaking Engagement
 - ▶ 10x20 Exhibit Space
 - ▶ Four (4) PX Conference passes, and company membership.
- ▶ **Inquire about details and pricing**
Exclusive and joint options available

LIMITED TO ONE (1) PARTNER

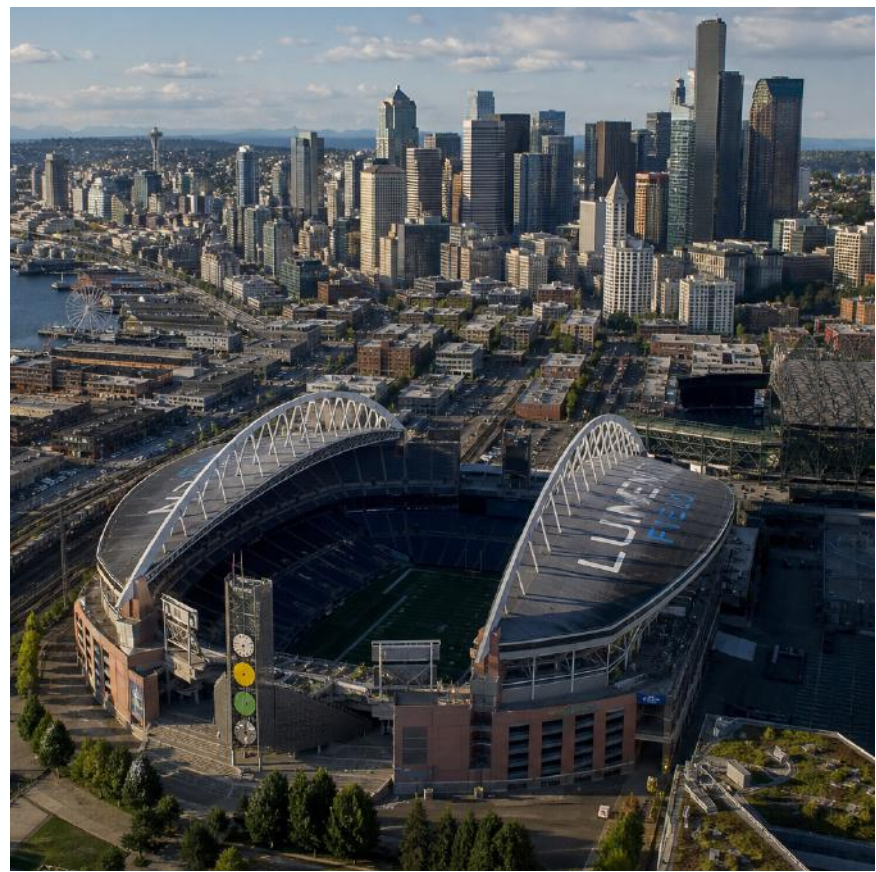


VENUE ACTIVATION PARTNERSHIPS

With the approval of participating teams and venues, partners may have the opportunity to showcase their brand and products during select Seattle host venue tours.



*Inquire about operational details and pricing.
Venue tours subject to change.*



LUMEN
FIELD

HOME OF THE



CLIMATE
PLEDGE
ARENA

HOME OF THE



T-MOBILE PARK

HOME OF THE



SUPPORTING PARTNERS: MAIN STAGE



BERNHARDT | design

MAIN STAGE SPONSOR

- ▶ Help create the setting for the conference's most visible keynotes, panels, and thought-leadership sessions.
- ▶ The Main Stage Sponsor can showcase its seating and staging elements directly on the PX Main Stage, turning the conference centerpiece into a live demonstration of the partner's products and capabilities.
- ▶ **\$5,000** + *cost of staging elements*



SUPPORTING PARTNERS: REGISTRATION

REGISTRATION SPONSOR

- ▶ Own one of the first and most heavily trafficked attendee touch-points of the conference.
- ▶ This partner receives exclusive and dominant brand signage near the registration area, creating immediate visibility as every attendee arrives, checks in, and begins their conference experience.
- ▶ **\$9,000**



SUPPORTING PARTNERS: BRAND EXPERIENCE

BRAND EXPERIENCE PARTNER

- ▶ Put your brand's capabilities on display across the PX Conference environment by helping shape the signage and visual experience.
- ▶ This partnership is designed to showcase your branding expertise in a highly visible setting while positioning your company in front of teams, venues, and industry decision-makers.
- ▶ **\$10,000** + *design, fabrication, and shipping*



SUPPORTING PARTNERS: TRADE SHOW RECEPTION

TRADE SHOW RECEPTION SPONSOR

- ▶ Put your brand at the center of one of the conference's highest-energy networking periods.
- ▶ The sponsorship includes recognition through announcements during the reception, the opportunity to distribute collateral, giveaways, or branded cups, and the option to host a branded table within the trade show while attendees connect over food and drinks.
- ▶ **\$10,000 per reception**

Available Sunday (1) and Monday (1)



SUPPORTING PARTNERS: TRADE SHOW EXHIBITORS

EXHIBIT BOOTH MARKETING PACKAGE

- ▶ Showcase your company and solutions in the heart of the PX Trade Show, with a dedicated exhibit space built for product demonstrations and meetings with industry buyers. Each marketing package includes:
 - ▶ Four (4) Conference Passes
 - ▶ Discounted additional passes
 - ▶ Full-page 4-color Conference Program Ad
 - ▶ Premier exhibitor listing & 100-word company description in the conference program
 - ▶ Promotional post on ALSD's LinkedIn channel



- ▶ **10x10 Exhibit Booth Marketing Package: \$7,500** (\$9,600 value)
- ▶ **10x20 Exhibit Booth Marketing Package: \$12,000** (\$15,800 value)
- ▶ **10x30 Exhibit Booth Marketing Package: \$17,000** (\$23,700 value)
- ▶ **10x40 Exhibit Booth Marketing Package: \$22,000** (\$31,600 value)
- ▶ **20x20 Exhibit Booth Marketing Package: \$22,000** (\$31,600 value)

SUPPORTING PARTNERS: ACTIVATION ZONES

ACTIVATION ZONE PARTNER

- ▶ Showcase your company and solutions in the heart of the PX Trade Show, with a dedicated 10x20 space built for product demonstrations and meetings with industry buyers. Each marketing package includes:
 - ▶ Four (4) Conference Passes
 - ▶ Discounted additional passes
 - ▶ Five (5) minute partner pitch on Main Stage
 - ▶ Full-page 4-color Conference Program Ad
 - ▶ Premier exhibitor listing & 100-word company description in the conference program
 - ▶ Promotional post on ALSD's LinkedIn channel
- ▶ **\$10,000**



SUPPORTING PARTNERS: LOGE TABLE

LOGE TABLE PARTNER

- ▶ Create an easy, approachable home base for conversations inside the trade show or foyer, designed for casual meetings and networking. The package includes:
 - ▶ Two (2) Conference Passes
 - ▶ High Cocktail Table with two (2) Stools
 - ▶ Company Membership & Portal Access
 - ▶ LinkedIn Post & Buyers Guide Inclusion
 - ▶ Exhibitor listing in the conference program.
- ▶ **\$4,950** (\$6,100 value)



ACTIVATION ZONE: BARLOUR

BARLOUR SPONSOR

- ▶ Part bar, part parlour, part booth, five (5) barlour opportunities exist for sampling showcases. This new and unique asset includes:
 - ▶ Carpeted Space with Piped or Non-Piped Boundary
 - ▶ Up to Four (4) PX Conference Passes
 - ▶ Company Membership with Portal Access
 - ▶ Conference Program Print Ad
 - ▶ LinkedIn Post & Buyers Guide Inclusion
 - ▶ Invitation to Provide Branded Cups, Napkins, Barware, Giveaways
- ▶ **\$10,000** • *Inquire about operational details*
Sunday 4:00-7:00 p.m.
Monday 12:30-1:00 p.m. & 5:00-6:30 p.m.



- ▶ ALSD covers all corkage at hotel, and brand partner provides all product to hotel at no cost to hotel or association. CIO required. A hotel bartender assists in serving all product. Partners may also inquire about product donations at evening host sports venues.

ACTIVATION ZONE: SWEET SPOTS

SWEET SPOTS SPONSOR

- ▶ Perhaps the sweetest stop on the show floor, this booth is designed for sampling and savoring. Similar to the Loge Table, we'll provide the table, you provide the sweet treat.
- ▶ Attendees can vote for the sweetest premium treat during their trade show journey. The package includes:
 - ▶ High or Low Table with two (2) Stools
 - ▶ Two (2) PX Conference Passes
 - ▶ Company Membership with Portal Access
 - ▶ LinkedIn Post & Buyers Guide Inclusion
- ▶ **\$6,000** • *Inquire about operational details*



- ▶ ALSD covers any hotel sampling fees incurred, and brand partner provides all product to hotel at no cost to hotel or association; CIO required.



EXHIBITOR MAP

Lock in your partnership today to access preferred activation spaces within the PX Trade Show during this year's conference.

CHECK OUT THE CURRENT EXHIBIT MAP

THOUGHT-LEADERSHIP: MAIN STAGE PRESENTATION

MAIN STAGE PRESENTATION

- ▶ Position your company as a thought leader on the conference's most visible platform with a featured Main Stage presentation designed to showcase expertise, ideas, and solutions to the broader PX audience.
- ▶ This premium opportunity puts your brand and executive voice directly in front of industry decision-makers during the conference's core programming.
- ▶ **Available within top tier partnership packages**



THOUGHT-LEADERSHIP: PITCH PRESENTATION

PARTNER PITCH PRESENTATION

- ▶ Take the stage and put your solution directly in front of the PX Conference audience with a focused five-minute Partner Pitch, delivered live on stage or as a recorded feature.
- ▶ The opportunity also includes advance promotion across ALSD's website, email, and social channels to build awareness before attendees ever enter the room.
- ▶ **\$8,000** • *Inquire about details and approvals.*



THOUGHT-LEADERSHIP: MAIN STAGE VIDEO FEATURE

MAIN STAGE VIDEO

- ▶ Showcase your brand with a professionally produced video feature presented on the Main Stage.
- ▶ This high-visibility quick-hit opportunity is ideal for showcasing your brand message in a polished format integrated into the conference's core programming.
- ▶ **\$6,500** • *Inquire about details and approvals*



NETWORKING OPPORTUNITIES: LEAGUE MEETINGS

LEAGUE MEETING HAPPY HOUR

- ▶ Put your brand directly into the conversation with executives from a specific professional league through a dedicated League Meeting Happy Hour.
- ▶ The activation includes a 15-minute welcome integrated into the respective league meeting, plus an opportunity to introduce your product, solution, or perspective in a highly targeted setting.
- ▶ **\$11,000** • *Inquire about details and approvals for pro team meetings, or college/university and entertainment venue meetings*



NETWORKING OPPORTUNITIES: BRANDED LOUNGES

EXCLUSIVE LOUNGES

- ▶ Create a comfortable branded environment where attendees can connect, recharge, catch up on work, or continue conversations between sessions.
- ▶ Choose from a Networking Lounge in the general session ballroom or exhibit foyer.
- ▶ **Networking Lounge: \$8,500**



NETWORKING OPPORTUNITIES: ONE-ON-ONE INTRODUCTIONS

PX INTRODUCTIONS

- ▶ Put ALSD's network to work with targeted, warm introductions to the teams and venues that matter most to your business.
- ▶ ALSD will facilitate up to five (5) year-round e-introductions on your behalf, helping open doors to relevant decision-makers and create more meaningful sales conversations.
- ▶ **\$7,500** for up to five (5) year-round e-introductions



F&B ACTIVATIONS: PRIVATE RECEPTION

YOUR PRIVATE RECEPTION

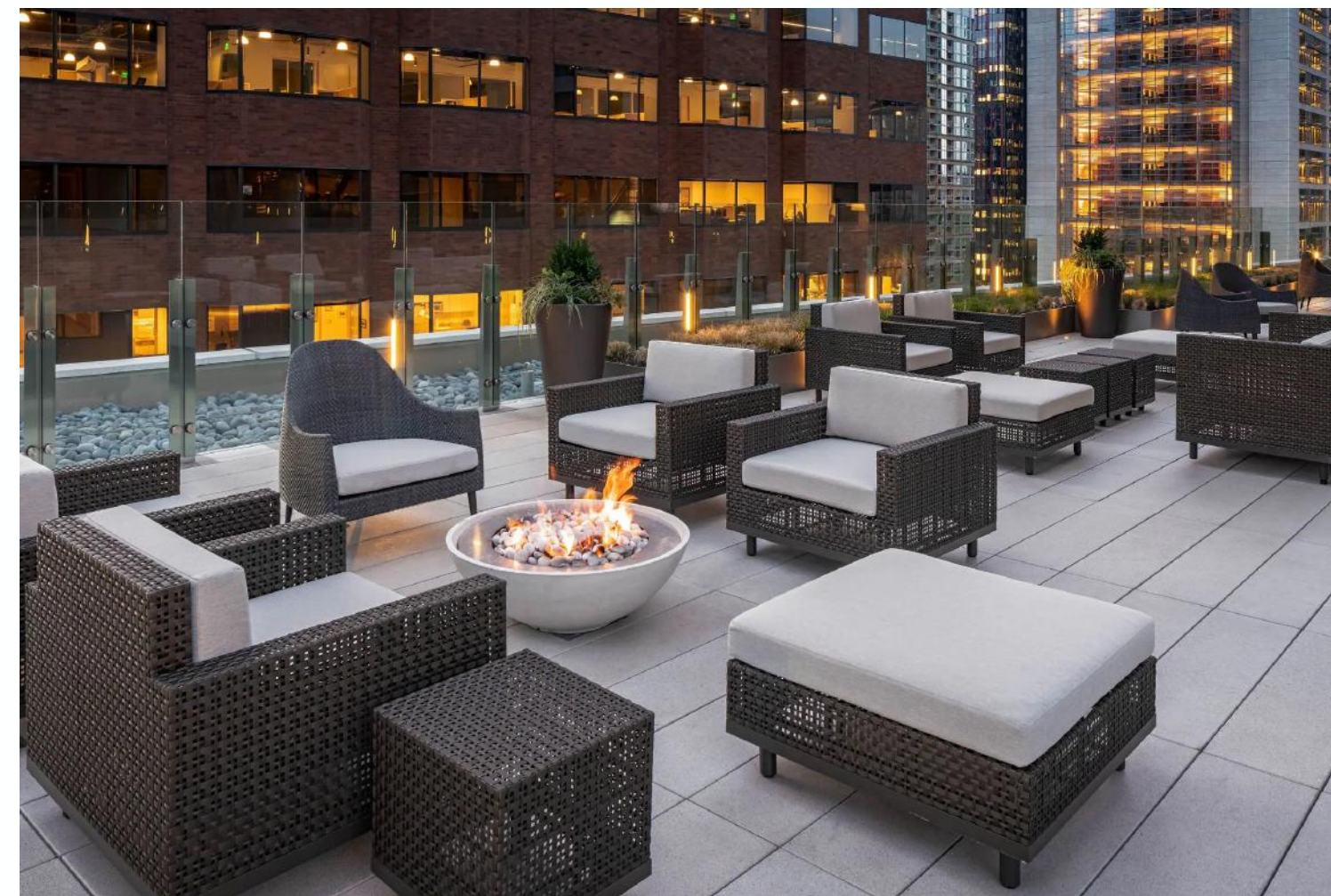
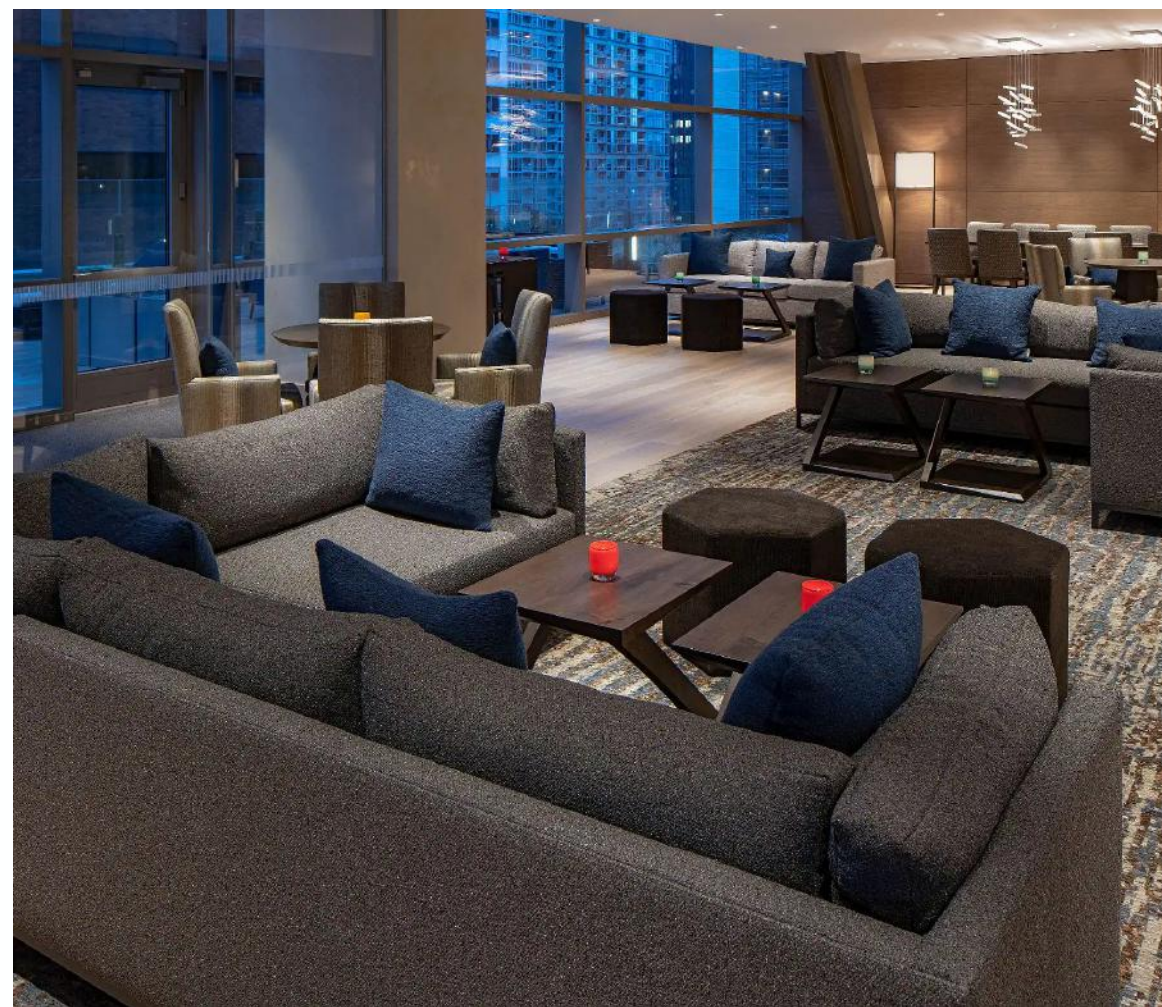
- ▶ Create an intimate, high-value setting for deeper conversations with select prospects, clients, or partners through a private reception or meal.
- ▶ Onsite entertainment packages encourage opportunities to distribute gifts, offer a bespoke welcome, and network freely.
- ▶ The following three pages illustrate onsite outlets at the Hyatt Regency.
- ▶ ALSD will assist with the date, deliverables, and further pricing details.
- ▶ ALSD may also work closely with you to target attendees of specific teams, venues, and facility leaders for your reception.
- ▶ **\$15,000** • Includes a \$5,000 F&B credit at the Hyatt Regency



ON-SITE ENTERTAINMENT

HYATT REGENCY 8TH FLOOR LOUNGE & TERRACE

Best for groups of ~50



Inquire about pricing and availability options for a semi-private reception

- Take your gathering to the eighth floor, where a sophisticated indoor lounge opens onto a spectacular outdoor terrace overlooking downtown Seattle. Comfortable seating, expansive windows and fire pits create an inviting setting designed for connection and conversation. Polished yet relaxed, the semi-private space offers an intimate alternative to a traditional ballroom, and a memorable backdrop for VIP gatherings, networking, receptions, or an evening celebration.

ON-SITE ENTERTAINMENT

DANIEL'S BROILER STEAKHOUSE & RICKHOUSE WHISKEY BAR

Best for groups of ~50-60



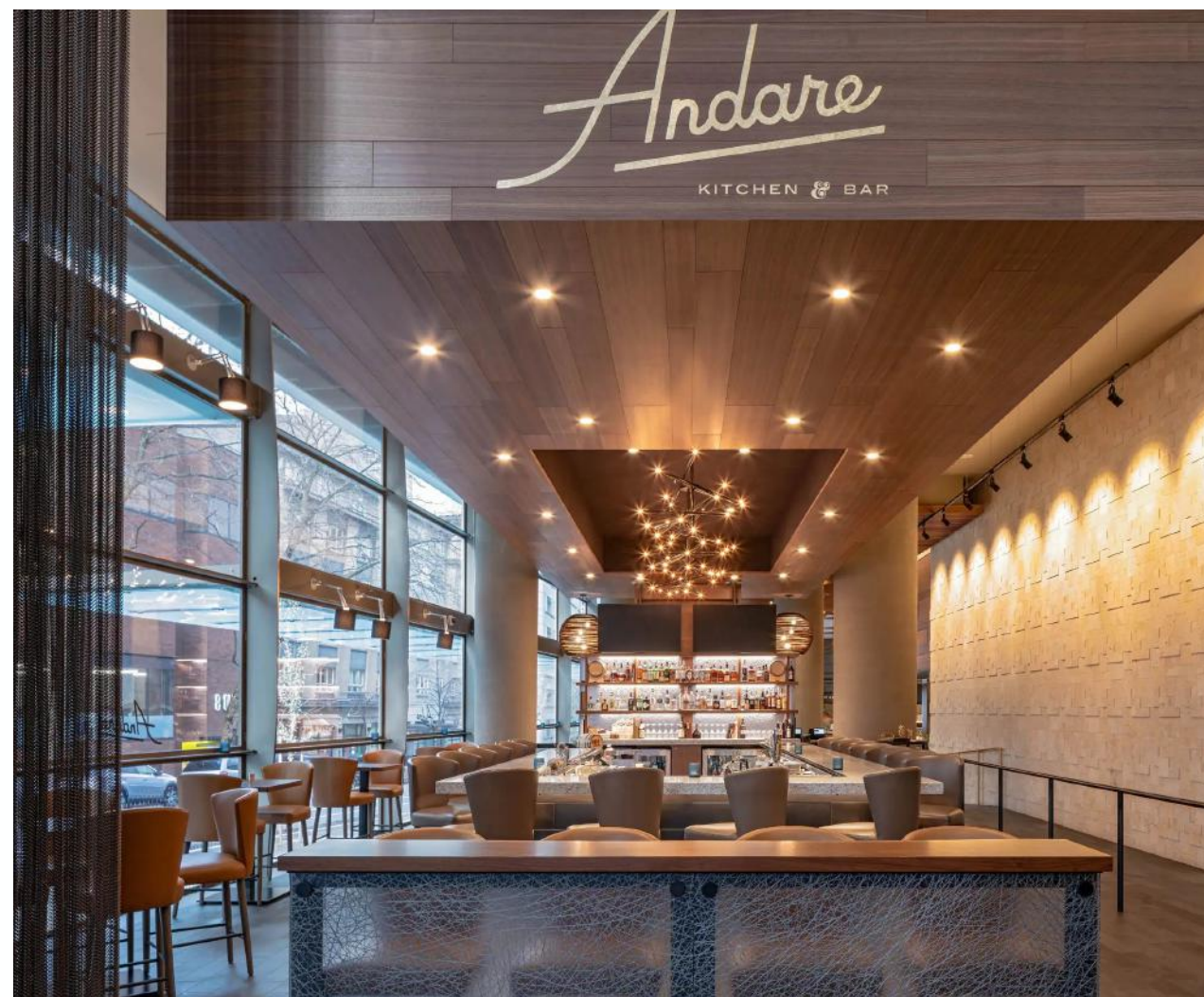
Inquire about pricing and availability options for private reception

- ▶ Daniel's Broiler pairs the timeless appeal of a classic steakhouse with sweeping downtown views and an atmosphere built for memorable evenings. USDA Prime steaks, fresh seafood, an award-winning wine list and an impressive whiskey collection make dinner feel like an occasion. Polished without being overly formal, Daniel's is ideal for executive dinners, VIP gatherings, or client experiences. A destination-worthy restaurant, without ever leaving the hotel.

ON-SITE ENTERTAINMENT

ANDARE ITALIAN KITCHEN & BAR

A public restaurant; best for private dinners



Inquire about pricing and availability options for private reception

- ▶ Bright, energetic, and effortlessly inviting, Andare brings the comfort of Italian dining to the heart of Hyatt Regency Seattle. Traditional Italian flavors meet fresh Seattle ingredients, with handcrafted pizzas, homemade pastas, and a lively bar at the center of the experience. Versatile and welcoming, Andare is suited for a casual gathering or polished dinner. Great food, easy conversation, and a setting that invites guests to stay awhile.

ON-SITE NETWORKING

PRIVATE MEETING ROOMS



\$400 per day; \$1,000 for all days (Sunday-Tuesday)

- ▶ The private meeting rooms at the Hyatt Regency provide versatile, comfortable spaces for 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.

F&B ACTIVATIONS: KEYNOTE BREAKFAST

KEYNOTE BREAKFAST

- ▶ Expose your brand to the full conference audience during one of the day's most visible programming moments.
- ▶ The sponsorship includes an introduction of the keynote or “State of the Industry” speaker, the ability to distribute collateral, giveaways, or branded cups, plus a hosted table or preferred marketplace booth.
- ▶ Includes 5-minute Main Stage Welcome Opportunity
- ▶ **\$15,000** • Available: Monday (1) and Tuesday (1)



F&B ACTIVATIONS: KEYNOTE LUNCH

KEYNOTE LUNCH

- ▶ Create a natural midday touchpoint when attendees are gathered together to recharge, network, and continue conversations from the morning sessions.
- ▶ The sponsorship can include a brief speaking or immersive experience opportunity, stage recognition, branded collateral or service items, and a hosted table or preferred marketplace presence.
- ▶ **\$15,000** • Available: Monday (1) and Tuesday (1)



F&B ACTIVATIONS: COFFEE OR SNACK STATIONS

COFFEE OR BREAK SPONSOR

- ▶ Own a natural high-traffic moment between sessions, when attendees are stepping out to recharge and connect.
- ▶ The sponsorship includes a two-hour coffee or snack station outside meeting rooms, with opportunities for branded wares or napkins, approved partner-provided equipment or products, and collateral or giveaways distributed directly to attendees.
- ▶ **\$5,000** • Available: Monday (1) and Tuesday (1)



BRANDING ASSETS: CREDENTIALS

CONFERENCE CREDENTIALS

- ▶ Turn every attendee credential into a highly visible brand touchpoint worn throughout the entire conference.
- ▶ Your corporate brand ID is featured on 1,200 dynamically printed credentials, creating repeated exposure across sessions, networking, the trade show, and venue tours.
- ▶ **\$10,000** + *design and shipping*



BRANDING ASSETS: LANYARDS

CONFERENCE LANYARDS

- ▶ Keep your brand visible throughout the entire attendee journey with co-branded conference lanyards worn from registration through sessions, networking, the trade show, and venue tours.
- ▶ Corporate brand ID appears on 1,200 attendee lanyards, creating continuous exposure across the full conference experience.
- ▶ **\$10,000** + *design, fabrication, and shipping*



BRANDING ASSETS: VENUE TOUR BUSES



BUSES TO VENUE TOURS

- ▶ Extend your presence beyond the hotel and into one of the conference's most memorable experiences by sponsoring transportation to a host sports venue.
- ▶ The activation includes branded signage at the boarding location, plus the opportunity to distribute business cards, collateral, or swag to riders, with up to 1,000 pieces available per trip.
- ▶ **\$5,000** per evening

BRANDING ASSETS: WIFI PROVIDER

OFFICIAL WIFI PROVIDER

- ▶ Become part of an essential conference utility that nearly every attendee will use throughout the event.
- ▶ The Official Wi-Fi Provider receives recognition across print and digital materials, main stage exposure, customized signage and a bag insert, plus a co-branded conference landing page that Wi-Fi users encounter as they connect.
- ▶ **Inquire about pricing**



BRANDING ASSETS: HOTEL KEY CARDS

HOTEL KEY CARDS

- ▶ Carry your brand beyond the conference floor and into the hotel stay of attendees with co-branded guest key cards used throughout the event.
- ▶ Your corporate brand ID appears on ~1,200 host hotel key cards, creating a repeated, personal touchpoint every time attendees return to their rooms.
- ▶ **\$10,000** + *design, fabrication, and shipping*



BRANDING ASSETS: ATTENDEE GIFTS

GIFTING ASSETS

- ▶ Extend your brand into the attendee experience with useful, memorable touch-points delivered before and throughout the conference.
- ▶ Opportunities include sponsoring a sustainable conference bag, placing branded collateral or giveaways inside the bags, or creating a surprise-and-delight in-room hotel gift that welcomes guests in a more personal way.
- ▶ **Conference Bags:** Cost of bag creation & shipping
- ▶ **Bag Inserts:** \$1,500 + cost of inserts & shipping
- ▶ **In-Room Hotel Gifts:** \$1,500 + cost of gift & shipping



BRANDING ASSETS: SPECIALTY GIFTS



GIFTING ASSETS

- ▶ Create memorable, targeted touch-points for some of the conference's most important audiences with thoughtfully selected branded gifts.
- ▶ Opportunities include exclusive thank-you gifts for Global Council leaders, speaker gifts recognizing their contribution to conference content, welcome gifts for new attendees, and appreciation gifts for host venue partners.
- ▶ **Global Council:** Cost of gift creation & shipping (75)
- ▶ **Speakers:** Cost of gift creation & shipping (100)
- ▶ **New Attendees:** Cost of gift creation & shipping (150)
- ▶ **Host Venues:** Cost of gift creation & shipping (50–75)

BRANDING ASSETS: PX AWARD GIFTS

PX AWARDS

- ▶ Align your brand with excellence by helping recognize the people and organizations shaping the future of premium experience.
- ▶ The PX Awards partner supports the creation of ten (10) distinctive awards presented to this year's honorees, creating a meaningful association with achievement, innovation, and industry leadership.
- ▶ **Cost of award creation & shipping**



BRANDING ASSETS: STAFF ATTIRE

CONFERENCE STAFF SHIRTS

- ▶ Give the conference team a polished, coordinated look while keeping your brand visible throughout the attendee experience.
- ▶ The Staff Attire Partner supports approximately 20 conference staff members with co-branded apparel worn across registration, sessions, networking areas, and event operations.
- ▶ **Cost of attire creation & shipping**



SOCIAL/DIGITAL ACTIVATIONS: VIDEO INTERVIEW

SOLUTION INTERVIEW

- ▶ Turn your expertise, case study, or solution story into a professionally produced video feature created and published by ALSD.
- ▶ The interview can be recorded virtually or at the conference, then amplified through ALSD's social media channels to extend the conversation beyond the event.
- ▶ **\$5,000**



SOCIAL/DIGITAL ACTIVATIONS: PX ROUNDTABLES

PX ROUNDTABLE SESSION

- ▶ Join a focused, intimate-group PX Roundtable with ALSD members around a timely industry topic aligned with your company's expertise.
- ▶ PX Roundtable inclusion provides a way to gain exposure to our 20,000+ global network, contribute insights, hear directly from industry peers, and build meaningful relationships.
- ▶ **Available within select partnership packages**



SOCIAL/DIGITAL ACTIVATIONS: PX WEBINAR

FEATURED WEBINAR

- ▶ Showcase your brand with a focused online conversation around a topic that matters to ALSD members, with your company positioned as the featured partner throughout the program.
- ▶ The webinar is promoted to ALSD's 20,000+ network, and registrant data is shared afterward to help extend engagement beyond the live session.
- ▶ **\$5,000**



SOCIAL/DIGITAL ACTIVATIONS: PX PULSE NEWSLETTER FEATURED PARTNER

NEWSLETTER FEATURES

- ▶ Reach ALSD's active membership with a dedicated Featured Partner section inside a weekly PX Pulse edition, giving your company a highly visible platform to share a story, case study, interview, or solution with the premium experience community.
- ▶ Each feature can link directly to your landing page or website and is further amplified through ALSD's social media channels.
- ▶ **\$1,500 per featured newsletter placement**

Inquire about naming rights and multi-edition PX Pulse brand exposure opportunities

WEEKLY PREMIUM EXPERIENCE BRIEF
PX PULSE
ALSD

FRIDAY, MAY 29, 2026



Texans & RodeoHouston Unveil New Premium Experience
The **Houston Texans** and **RodeoHouston** have unveiled a new premium seating experience at **NRG Stadium**, combining elevated sightlines, enhanced hospitality, and exclusive amenities. The offering will debut as **H-Town Loge** for the NFL season, and then will transform into **Heritage Club** for rodeo. Check out their slick new website! » [MORE](#)

FEATURED PARTNER
deligo
VISUAL SELF-CHECKOUT



Faster lines. Happier fans. More revenue.

Deligo brings visual self-checkout to stadium concessions, letting fans grab a drink or snack, place it on the kiosk, tap to pay, and get back to the game in under 15 seconds: no scanning, no friction, no long lines. Three checkouts fit in the footprint of a single cashier lane, turning bottlenecks into higher throughput and more revenue. Trusted globally by Sodexo, Aramark, and Compass Group, Deligo handles crowds easily – and a Boston Red Sox affiliate saw a 400% sales increase on day one of deployment. » [SEE IT IN ACTION!](#)



VA Tech Posts Record-Breaking Premium Attendance
Virginia Tech is reporting record-breaking premium attendance as Lane Stadium enhancements continue to elevate the fan experience. » [READ MORE](#)

ALSD

ADVISORS

WHAT IS ALSD ADVISORS? ▶



CONSULTING SERVICES

- ▶ We can provide direct connections to member Teams, Venues & Management leaders and more to brands who want to expand their sports business within our community. Tap into experienced sports, entertainment, hospitality, and business leaders who can help move critical initiatives from strategy to execution.
- ▶ ALSD Advisors provide fractional and embedded leadership across revenue growth, premium hospitality, marketing, fan experience, organizational alignment, strategic planning, executive coaching, and more, giving organizations access to senior-level expertise without the need for a full-time executive hire.

"What ALSD has built over the past 35 years is an incredibly powerful network and community. Since the conference, those connections made have turned into meaningful conversations and exciting opportunities, reinforcing our belief that our investment in this incredible community will deliver a fantastic return for years to come."

AMANDA ALLEN
CO-FOUNDER & GM
HEADWEST BRANDING BAR



"ALSD has become our 'sweet spot' event of the year! By connecting with teams, designers, and builders all in the same place, it's difficult to truly quantify the value we have received from our participation."

ERIC CURRY
SVP, SPORTS PARTNERSHIPS
CAMBRIA



WE LOOK FORWARD
TO HELPING YOU
GROW YOUR
BUSINESS!

BILLY MAKRIS

VP, SALES & TEAM CONSULTING
WILLIAM@ALSD.COM • (480) 252-2992

ALSD
PREMIUM EXPERIENCE
GLOBAL NETWORK