



# LOYALTY & AWARDS

RIO DE JANEIRO 9-11 OCTOBER 2023



## 2023 SPONSORSHIP OPPORTUNITIES

The World's Premier Conference for Travel Loyalty Experts



Global Flight &  
Event presentation

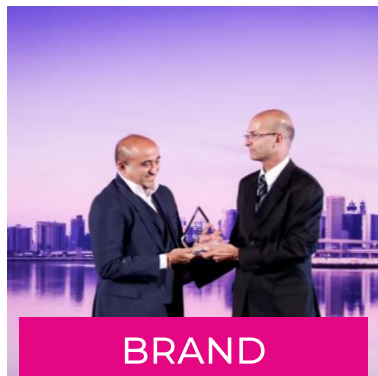
Sponsorship  
advantages



*Click the button to go directly  
to the section,  
then on the menu button to  
come back here*



## Choose Your Sponsorship Theme!



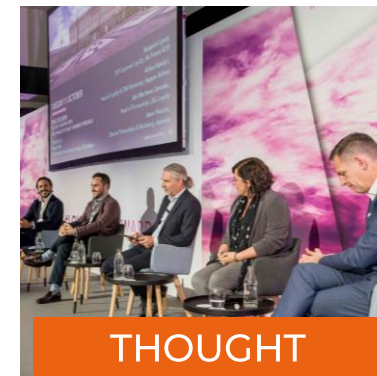
BRAND  
EXPOSURE



SOCIAL  
EVENTS



PRODUCT  
SHOWCASE



THOUGHT  
LEADERSHIP



GO DIGITAL

Testimonials

Contact



# About the Event Host: Global Flight



- 27 years of specialised management experience
- Global Flight provides clients with best-in-class loyalty strategies, set-ups/developments of loyalty programs as well as operational support.
- Global Flight excels in all areas of customer loyalty.
- Global Flight has relationships and has worked along side global and regional airlines, hotel groups and industry suppliers, enjoying unparalleled credibility in the industry.



LOYALTY  
& AWARDS

[www.globalflight.net](http://www.globalflight.net)

# LOYALTY & AWARDS

RIO DE JANEIRO 9-11 OCTOBER 2023



*Fairmont*

RIO DE JANEIRO COPACABANA

[www.loyalty-and-awards.com](http://www.loyalty-and-awards.com)

## Premier Conference for Travel Loyalty Experts

- 19<sup>th</sup> Annual Conference and Award Show
- Loyalty & Awards is the best place to showcase your products and services to a wide range of programs
- Network with industry professionals and check what the competition is doing
- Average 250 attendees from 80+ companies
- Strong agenda based on proven successful formula to have presentations by program operators only
- The event will take place in Rio de Janeiro, the most vibrant city of Latin America

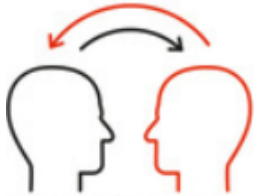
## We recognize the challenges you face in the Sales Process



Difficult to reach a global audience



Connecting directly with company  
decision makers is not always possible



Lack of personal interaction during  
prospecting



Individual site visits can be inefficient  
and expensive



Demands on resources (money) and  
manpower

# 65% VS 35%

Attendees come from  
Airlines and Travel companies



Attendees come from  
Supplier companies



# Sponsoring Will Streamline Your Sales Process

- Efficient utilization of your business resources
- Captive audience to exhibit and promote your products and solutions
- Access to a global delegation of businesses
- Exposure to high level loyalty executives
- Great peer networking opportunities allow for a soft sales approach with your prospects
- Sponsors and attendees share similar goals within the loyalty ecosystem
- Great opportunity to communicate, collaborate and educate
- Pre-conference networking and educational programs available to all sponsors via the conference portal

**LOYALTY  
& AWARDS**

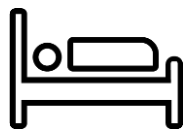


## Connect with Decision Makers

# 88%

Manager level and above  
= Decision Makers in attendance

### AUDIENCE



Full-service and low-cost airlines, representatives of 3 alliances, hotels, rental car companies, railway companies, banks, airline and hotel booking platforms and others.





Roll-up, photo wall, ice-sculpture, branded room key cards, photo booth, tote bag, etc.

All your desires are possible!



## A-LA-CARTE PRICING

Only pay for what you need  
& create your own customised  
sponsorship experience



## SPONSORSHIP LOYALTY

Returning 2022 sponsors  
receive **10% discount** on total  
cost of sponsorship package



## GUEST INVITATIONS

The more engaged you are, the less you pay!  
Discounts in 2024 will be granted in function  
of the number of invited guests in the airline/  
partner category in 2023.



## ON-STAGE PRESENCE

Nominate for the Supplier of  
the Year Golden Loyalty  
Award



## FREE PASSES

Receive **one complimentary  
delegate pass** for every 10,000  
EUR of sponsorship spent –  
valued up to **3,000 EUR**



# Choose Your Sponsorship Themes



## BRAND EXPOSURE

Expand your visibility within the loyalty eco system



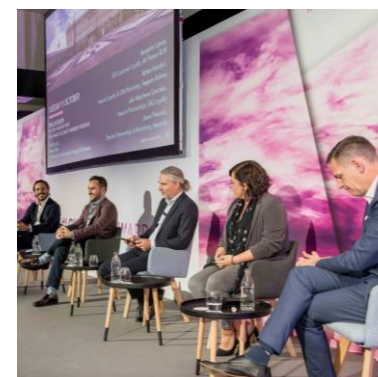
## SOCIAL EVENTS

Network with industry leaders in an intimate setting



## PRODUCT SHOWCASE

Demonstrate your products face-to-face with attendees



## THOUGHT LEADERSHIP

Share your knowledge with conference attendees



## GO DIGITAL

Get visibility through the official Loyalty & Awards app



LOYALTY  
& AWARDS  
DUBAI 11-13 OCTOBER 2021

the wise  
marketer



COMARCH



BRAND EXPOSURE



## Brand Exposure Sponsorships



### **GALA DINNER HEADLINE SPONSOR**

Exclusive sponsorship of Golden Loyalty Awards dinner; opportunity to address the audience

### **MASTER OF CEREMONY**

Take the mic and be the MC for Golden Loyalty Awards and throughout the gala dinner evening

### **GOLDEN LOYALTY AWARD SPONSORSHIP**

Your logo on the trophy – *5 category options (Best Marketing Campaign / Best Use of Technology / Best Loyalty Partnership / Excellence in Program Management / Loyalty Achievement Award)*

Introduce the award and finalists - Two-minute speech during Award ceremony

### **ROLL-UP BANNERS**

(Sponsor provided)

Stand-alone banners with company/product promotion

### **RESERVED TABLE**

8 reserved seats for you and your invited guests at the Golden Loyalty Awards dinner

### **PODIUM SPONSOR**

your company logo in the speaker stand (digital) in the center of the Plenary room during all presentations

### **LANYARD**

Your logo single color or multi color

## Brand Exposure Sponsorships



### LOGO ON STAGE BACKGROUND

High value onstage presence; limited logo competition

### SPONSOR LUNCH AND COFFEE BREAKS

Possibility to address the audience

### LOGO ON DIGITAL PROMOTIONAL ASSETS (**Free for sponsors**)

Non-exclusive placement of sponsor logo on website, conference emails and social media posts (LinkedIn)



### LOGO ON MEDIA WALL

### ON STAGE PRIZE DRAW

### GIVEAWAYS IN DELEGATE BAG (provided by sponsor)

### SPONSOR DELEGATE BAGS (provided by sponsor)

## Brand Exposure: Benefits

### **GREATEST AMOUNT OF EXPOSURE**

The Golden Loyalty Awards Dinner sponsor receives the greatest amount of exposure

Higher price point for businesses that looking for the highest visibility

Opportunities to address the audience

### **MAXIMIZE YOUR BRAND EXPOSURE**

Lanyard provided to all conference attendees

Podium sponsorship receives main focus during all presentations in plenary room

Branded roll-up banners showcased throughout the main foyer

### **HIGH VALUE / HIGH RETURN**

Stage background logo is valuable onstage exposure: only 6 total

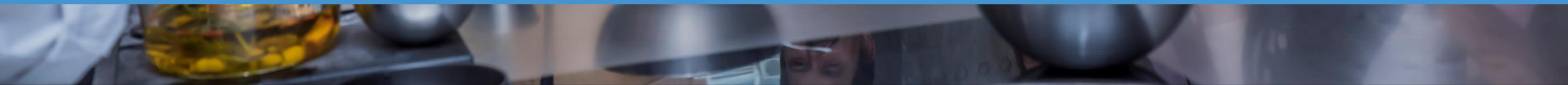
Digital assets provide multiple touchpoints: LinkedIn promotion, L&A website, email communications, etc.







# SOCIAL EVENTS







### LOCAL SOCIAL ACTIVITY

Sponsor an offsite activity with group of ~30 delegates.  
Network in a stress-free social setting

### PHOTO BOOTH

Unique photographs featuring your logo to commemorate  
Loyalty & Awards 2023  
Instant prints and digital files provided



### COCKTAIL RECEPTION

Choose between Opening Night mixer and pre-Gala mixer  
& address the delegates

## Social Events: Benefits

### **GREAT VALUE**

Social Activity: Enjoy this informal event with a small group of attendees

Photo Booth: Delegates will remember their time in Rio with these unique & zany photos – with your logo on prominent display

### **HIGH EXPOSURE**

Opening Night Mixer and Pre-Gala Dinner options  
Welcome the delegates to the conference or the Golden Loyalty Awards night

### **CONNECT WITH HIGH-LEVEL DECISION MAKERS**

Multiple opportunities to connect during social activities & receptions

### **CUSTOMIZATIONS AVAILABLE**

We will work with you to bring your ideas to life







# PRODUCT SHOWCASE



### CONFERENCE EXHIBITOR

Located in the main conference foyer, display your products and services and enjoy 1-to-1 interactions with delegates

### WORKSHOP FACILITATOR

1-hour interactive workshop (maximum 2 concurrent workshops in a time slot)

### PRIVATE MEETING ROOM

4 private meeting rooms per day available  
Your own dedicated room for private client meetings





### HIGH TOUCH

Exhibition space guarantees that all attendees will see you

Workshop gives you a platform for research, education and interaction

### LIMITED SPACE AVAILABLE

Exhibition booth: Only 6 available

Workshop: Only 4 available

### BRAND RECOGNITION

Customize the experience with giveaways, promotions and 1-to-1 interaction with attendees

### CUSTOMIZATIONS AVAILABLE

Let us know your plans and we will bring your idea to life





# THOUGHT LEADERSHIP



### CONFERENCE CHAIR

Moderate Day 3 – Introduce speakers and steer the topics and conversations

### PANEL MODERATOR

Moderate a panel and steer the discussion to critical topics with loyalty experts

### INSIGHT WEBINAR

Promote your case studies and product solutions

Promoted to 5,000+ loyalty professionals

Year-round opportunity to showcase your thought leadership

### WHITE PAPER DISTRIBUTION

Distribution at conference to all attendees

Promoted to 5,000+ loyalty professionals

Year-round opportunity to showcase your thought leadership

### PRODUCT LITERATURE DISTRIBUTION

1-2-page product/service flyer or advert provided in delegates' welcome bag

Sponsor provides printed copies



## Thought Leadership: Benefits



### YEAR-ROUND OPPORTUNITIES

Webinars are your opportunity to speak directly to your peers about industry topics

No long set-up needed – get your information out quickly before others

### SHOWCASE YOUR INDUSTRY KNOWLEDGE

Present your company's thought leadership to peer across industries & keep the conversation flowing

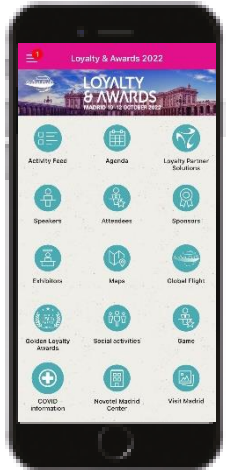
### HIGH VALUE / TARGETED DISTRIBUTION

Global Flight database: 5,000+ qualified global loyalty professionals





GO DIGITAL – L&A APP



### OPENING SCREEN SPONSOR WITH A "SPLASH" SCREEN

This yields the most views as every attendee using the app sees the sponsored splash page — a visual that fills the entire screen, free from distraction

### SPONSOR LOGO IN APP BANNER IMAGE OR HOMEPAGE

Great way to ensure that users see the ad as this ad appears directly on the app's banner or directly in the homepage. Each banner ad has a custom link option, which can take users to the sponsor's in-app profile, a landing page with an offer, etc.

### SPONSOR PUSH NOTIFICATIONS

Push notifications help you instantly to reach attendees with important information, alerts, updates and more.

### COMPANY PROFILE (premium)

Premium features give you more visibility which equals to greater engagement (include photos, brochures, and other marketing materials)

### LIVE POLL & SURVEY

Engage your audience with live polls & surveys



## Go Digital: Benefits

### **SPLASH SCREEN - NOTICED BY ALL**

Visual impact of its full-screen experience

Exclusive opportunity as it is available to only one sponsor

Prime opportunity to be seen by customers

### **APP BANNER – HIT THE TARGET**

Get in front of the right people and get exclusive by owning a particular space or even control all ads for a particular day

### **PUSH NOTIFICATION – IMPOSSIBLE TO IGNORE**

Optimal way for sponsors to make important announcements and promotional offerings to attendees directly

### **COMPANY PROFILE (premium) – RISE TO THE TOP**

Media-rich opportunity to promote yourselves and your solutions

### **ENGAGE YOUR AUDIENCE AND GET THEIR FEEDBACK**

Great way for a sponsor to start a dialog with attendees and gather comprehensive data from whatever segment or audience you choose

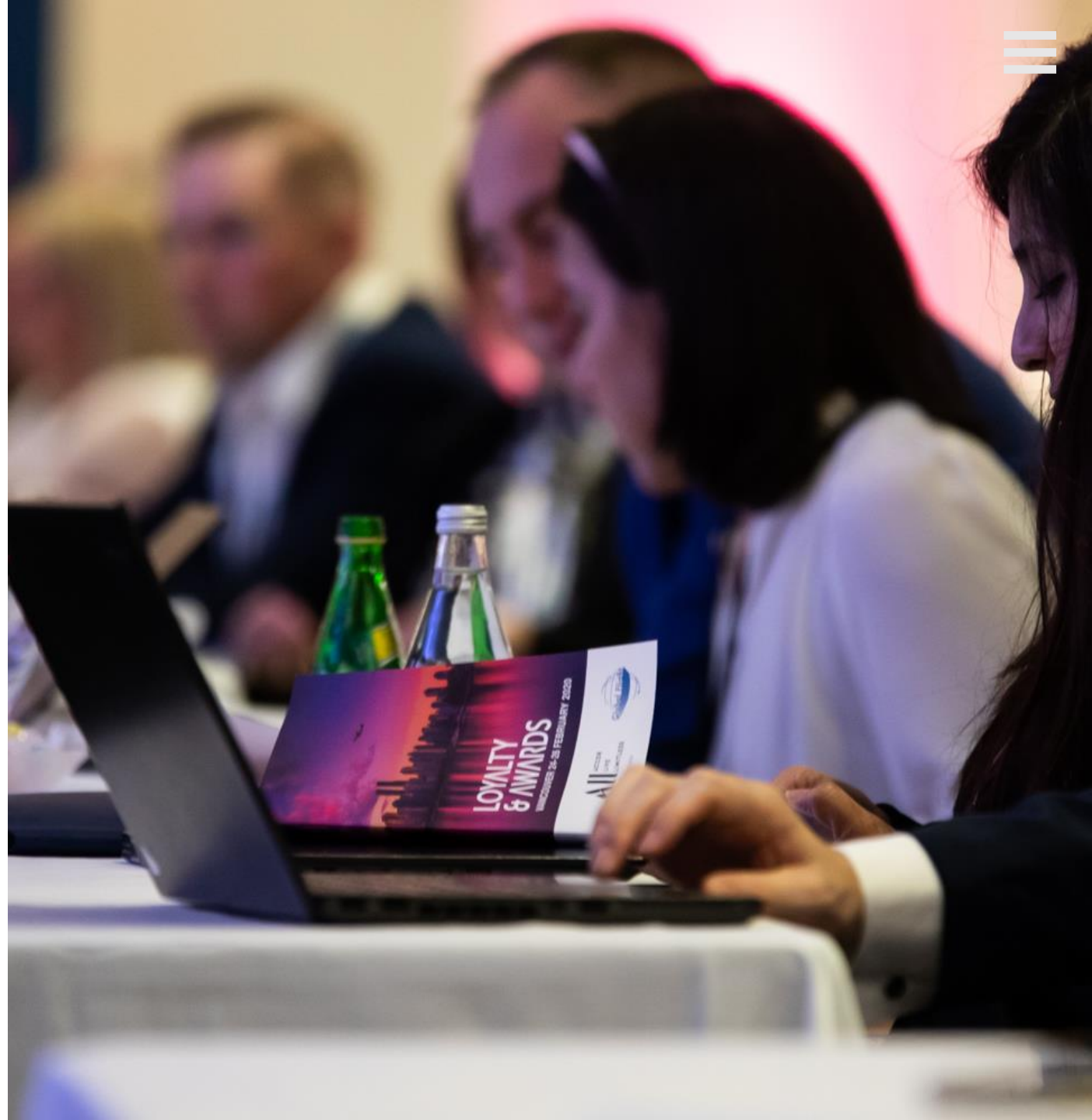




# LOYALTY & AWARDS

RIO DE JANEIRO 9-11 OCTOBER 2023

# 2.5 DAYS



## Previous Events

Previously engaged since 2005



Further details [here](#)









**LOYALTY  
& AWARDS**  
RIO DE JANEIRO 9-11 OCTOBER 2023

# Rio & Brazil Strengths

- One of the most vibrant/iconic and inclusive cities in the world
- Home to some of the most innovative loyalty programs
- Innovation hub of Latin America, international recognition
- Stunning coastlines, amazing hikes, incredible views
- Delicious food + caipirinha
- Friendly people, unique culture and futebol
- Prime location of our 5-star venue, the Fairmont Copacabana

# LOYALTY & AWARDS

## Previous Companies in Attendance (Selection)



# LOYALTY & AWARDS

## Previous Sponsors in Attendance (Selection)



amadeus

amazon

Ascenda

Attached language intelligence  
THE HAGUE · TORONTO



CHEETAH DIGITAL

collette



COLLINSON

COMARCH



currency  
alliance

ibsssoftware

iSeatz

KOBIE  
ENGAGEMENT THAT MATTERS



LOYALTY  
JUGGERNAUT  
ECOSYSTEM REIMAGINED

iguama

*Let's Talk Loyalty*

LOY  
LO  
G/C



Lufthansa  
Consulting



LOYALTY PARTNER  
SOLUTIONS

LOYALTY PLUS  
DRIVE CUSTOMER LOYALTY

points  
a PLUSGRADE company

statusmatch  
experience more.

SWITCHFLY™

the wise  
marketer



**Attached** language  
intelligence  
THE HAGUE · TORONTO

What a great way to reconnect with so many loyalty professionals - to discuss business, trends and latest insights, and indeed have fun at the same time!

**Eveline Van Sandick**

CEO

*Attached Global*



This was by far our best conference of the year. The attendees were at the right level for our business, and everyone was engaged and ready to talk about loyalty!

**David Andreadakis**

Chief Innovation Officer

*Kobie Marketing*



**KOBIE**  
ENGAGEMENT THAT MATTERS



Congratulations to you and your amazing team for yet another incredible conference. We remain extremely proud to be a part of it. It indeed has been a tremendous platform for us to connect with the industry.

**Shyam Shah**

CEO

*Loyalty Juggernaut*





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[www.loyalty-and-awards.com](http://www.loyalty-and-awards.com)

[www.globalflight.net](http://www.globalflight.net)

#LOYALTYANDAWARDS



*Click on a button above to directly reach me!*

## Contact



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