

LOYALTY  
& AWARDS

BANGKOK

28-30

OCTOBER  
2024

# 2024 SPONSORSHIP OPPPORTUNITIES

The World's Premier Conference for Travel Loyalty Experts

Global Flight



# LOYALTY & AWARDS

## SUMMARY



**BRAND EXPOSURE**



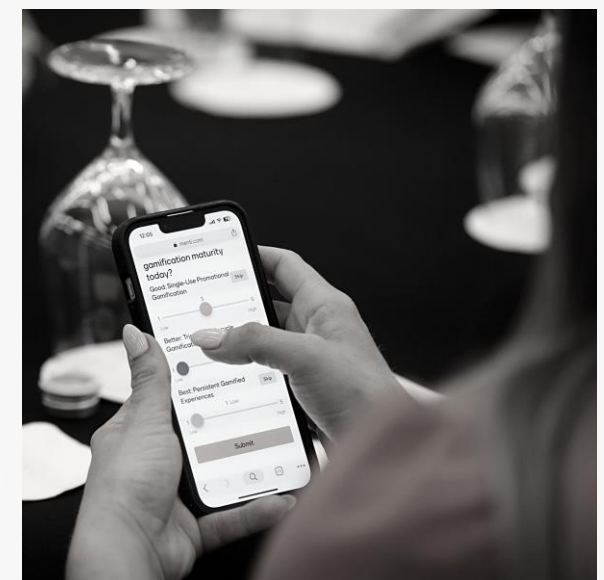
**SOCIAL EVENTS**



**PRODUCT SHOWCASE**



**THOUGHT LEADERSHIP**



**GO DIGITAL**

*SPONSORSHIP 2024*



## GLOBAL FLIGHT: THE EVENT'S HOST

**28 years of specialised loyalty 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**.

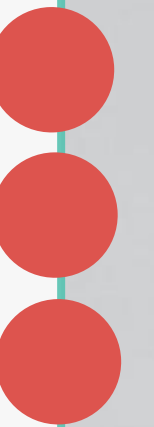
Global Flight has relationships and has worked alongside airlines, hotel groups and industry suppliers worldwide, enjoying **unparalleled credibility** in the industry.

In a nutshell: We live and breathe loyalty before anything else. And that also reflects in how we set up Loyalty & Awards in a refreshing manner, as **engaging and rich experience** for our friends from the industry.





LOYALTY  
& AWARDS



# PREMIER CONFERENCE FOR TRAVEL LOYALTY EXPERTS

After Vancouver, Dubai, Madrid, Rio de Janeiro etc., join us in **Bangkok**, Thailand, for **Loyalty & Awards 2024**, marking the **20<sup>th</sup> year** Global Flight is involved in organizing the best annual conference and award ceremony of the travel loyalty industry.

**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 of **200 attendees** from 80+ companies.

Strong **agenda** based on proven successful formula to have presentations by program operators only.

LOYALTY  
& AWARDS  
BANGKOK 28-30 OCTOBER 2024

*SPONSORSHIP 2024*



# STREAMLINE YOUR SALES PROCESS

- **Efficient** utilization of your business resources
- **Captive audience** to exhibit and promote your products and solutions on site and before the event
- Access to a truly **global audience**
- Exposure to high level **loyalty executives**
- Great peer networking opportunities allow for a **soft sales approach** with your prospects
- Sponsors and industry representatives meet in a **family atmosphere**, guaranteeing an easy access to fellow delegates, willing to engage in **meaningful discussions**
- Great opportunity to **communicate, collaborate** and **educate**
- Pre-conference **networking** available to all sponsors via the conference portal and mobile app
- **Year-round possibilities** to engage with prospects, related or unrelated to your involvement at the event



## WE RECOGNISE YOUR CHALLENGES



*Difficult to reach  
a global audience*



*Lack of personal  
interaction at stage of  
prospection*



*Limitations on  
resources, both  
financially and in terms  
of manpower*



*Difficulty to connect  
directly with  
decision makers*



*Individual client visits  
can be inefficient  
and expensive*

Your solution to these challenges has a name: **Loyalty & Awards**





## CONNECT WITH DECISION MAKERS



airlines  
3 alliances



hotels



car rental



railway  
companies



banks



booking  
platforms



cruises

# 88%

of managers & above attending the event = meeting the decision makers



## MEET WHO MATTERS TO YOU



65%

of the attendees are from  
program operators worldwide



35%

of the attendees only are  
suppliers

*Loyalty & Awards offers you the healthiest ratio between suppliers and potential clients on the market.  
The duration of the event also ensures that you will be able to connect with everybody you are interested in.*



## SPONSORSHIP BENEFITS



### A-LA-CARTE PRICING

Customise your own sponsorship experience.



### LOYALTY

2023 sponsors receive a **10% discount** on all their delegate passes for 2024.



### ENGAGEMENT

Discount on your package is granted according to the number of invited guests in 2023 – and your 2024 guest passes will determine your discount in 2025.



### ON-STAGE PRESENCE

Nominate for the Golden Loyalty Award as Supplier of the Year and get precious on-stage time for free as shortlisted candidate.



### FREE PASSES

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



### CASE STUDIES

Show us how innovative you are through your customers' case study presentations on stage.



## CHOOSE YOUR SPONSORSHIP THEMES



### BRAND EXPOSURE

Expand your  
visibility within  
the loyalty  
eco-system



### SOCIAL EVENTS

Network with  
industry leaders  
in an intimate  
setting



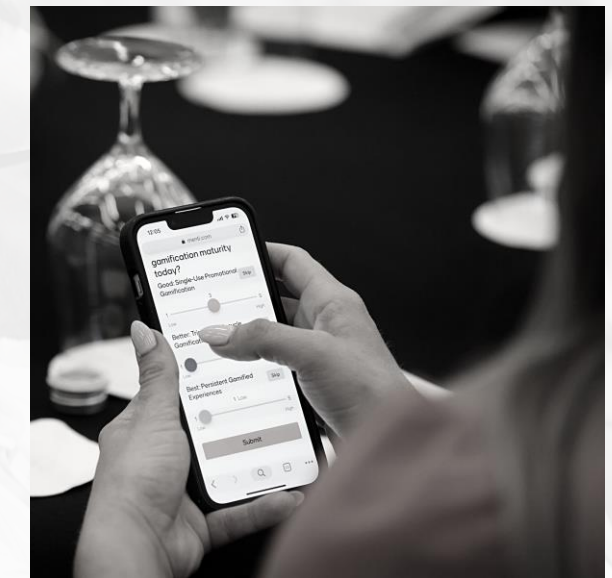
### PRODUCT SHOWCASE

Demonstrate your  
products face-to-face  
with attendees



### THOUGHT LEADERSHIP

Share your knowledge  
with conference  
attendees and our  
qualified database



### GO DIGITAL

Get visibility  
through  
the official Loyalty  
& Awards app



## TAILOR-MADE SPONSORSHIP PACKAGES



Do you have any special ideas? We are here to make them reality!  
**Let's discuss and be creative!**



ACCOR • LIVE LIMITLESS



HOLLINSON

COMARCH

# BRAND EXPOSURE

ONS

LoyaltyPlays



# LOYALTY & AWARDS



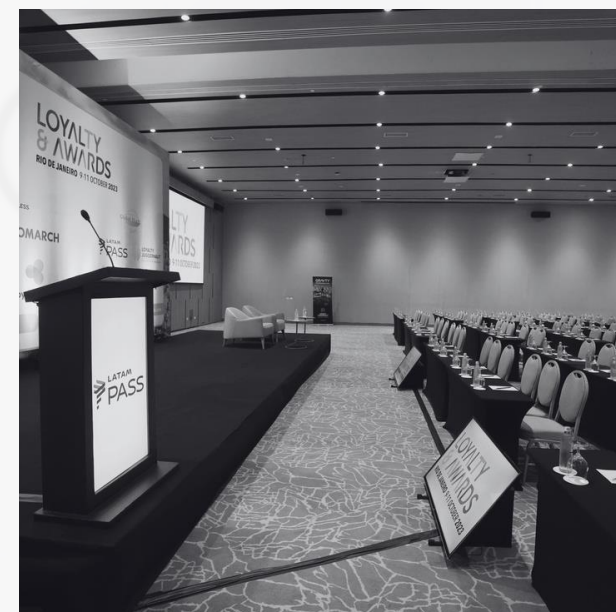
## LOGO ON MEDIA WALL

The main photo zone of the event with a lot of visibility on LinkedIn afterwards too.



## LOGO ON STAGE BACKGROUND

High value onstage presence; limited logo competition.



## DIGITAL LECTERN

Your company logo on the digital lectern, center of the plenary room during all presentations.



## VIDEO PROJECTION


Your promotion video at the screen behind the registration desk for the whole 2,5 das of the event.

**BRAND EXPOSURE: WHAT WE OFFER**



## Sponsorship Brand Exposure

# LOYALTY & AWARDS

An average engagement of **111 interactions per LinkedIn post** showing the 2023 media wall. 



It suggests  
between 40,000  
and **50,000**  
**impressions**  
(number of times  
the content has  
been viewed on  
LinkedIn) in total,  
within 3 weeks  
after the event.





# LOYALTY & AWARDS



## GOLDEN LOYALTY AWARD SPONSORSHIP

Your logo on the trophy  
(5 category options);  
2-minute speech during  
the Award ceremony to  
introduce the category,  
finalists and announce  
the winner.



## MASTER OF CEREMONY

Take the mic! Be the  
MC for the Golden  
Loyalty Awards  
throughout the gala  
dinner evening.  
*(Subject to approval by  
organizers)*



## RESERVED TABLE

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



## GALA DINNER HEADLINE SPONSOR

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

**BRAND EXPOSURE: WHAT WE OFFER**

LoyaltyPlays



# LOYALTY & AWARDS



## SPONSORED LUNCH AND COFFEE BREAKS

Possibility to address  
the audience and  
personalize the space  
with your logo.



## LANYARDS

Lanyard with your logo  
provided to all conference  
attendees with their  
badges. Design created by  
organisers and confirmed  
by sponsor.



## FREE ADDITIONAL MARKETING EXPOSURE

Free exposure across  
multiple touchpoints for all  
sponsors: Announcement  
on LinkedIn, logo on  
website and in email blasts,  
on-site roll-up banner etc.

**BRAND EXPOSURE: WHAT WE OFFER**



# LOYALTY & AWARDS



## ROLL-UP BANNERS

Branded roll-up banners, placed in the foyer or plenary.



## ON STAGE PRIZE DRAW

Involve and engage our delegates to take part in your prize draw. Winner announcement by your company representative on stage.



## GIVEAWAYS

Be creative to make our delegates remember your company. Deliverables are placed in each delegate bag.



## DELEGATE BAGS

One of the best visibilities for your brand. The bag is provided to each delegate. Your design to be confirmed by organizers.

*(all items provided by sponsor)*

**BRAND EXPOSURE: WHAT WE OFFER**

LoyaltyPlays





# SOCIAL EVENTS



# LOYALTY & AWARDS



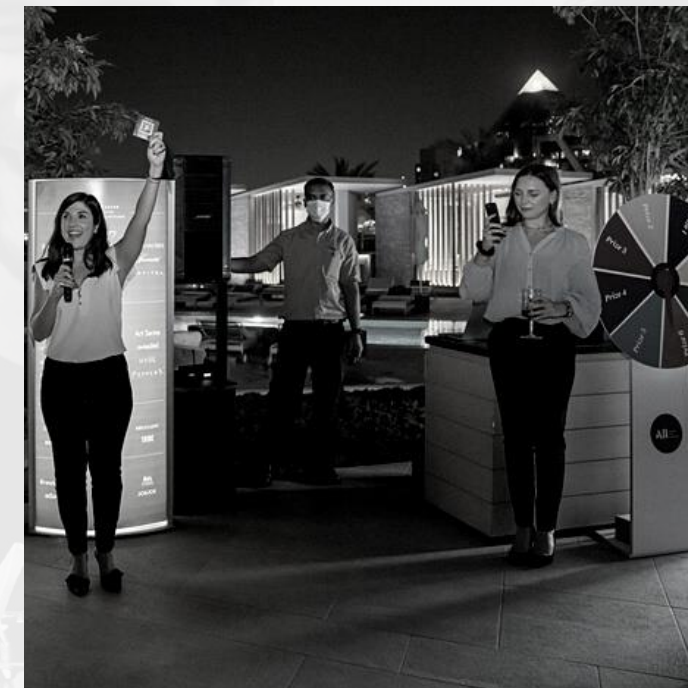
## LOCAL SOCIAL ACTIVITY

Sponsor an offsite activity with a group of ~30 delegates. Network in a stress-free social setting with possibility for soft product exposure.



## PHOTO BOOTH

Unique photographs featuring your logo to commemorate Loyalty & Awards 2024. Instant prints and digital files provided.



## COCKTAIL RECEPTION

Choose between the welcome and the pre-Gala cocktail with corresponding branding & address the delegates.

*We will work with you to bring your ideas to life!*





# PRODUCT SHOWCASE



# LOYALTY & AWARDS



## CONFERENCE EXHIBITOR

Located in the main conference foyer, display your products and services and enjoy 1-to-1 interactions with delegates. Only 4 booths available.



## WORKSHOP FACILITATOR

1-hour interactive workshop for appr. 60 attendees (maximum 2 concurrent parallel workshops). Incl. pre-event promotion. Only 4 workshops available.



## PRIVATE MEETING ROOM

Your own dedicated room for private client meetings. Only 3 private meeting rooms available. Meeting rooms can be booked per half days.

*PRODUCT SHOWCASE: WHAT WE OFFER*





# THOUGHT LEADERSHIP



# LOYALTY & AWARDS



## CONFERENCE CHAIR

Moderate Day 3 –  
Introduce speakers and  
engage the audience  
*(Subject to approval by  
organizers)*



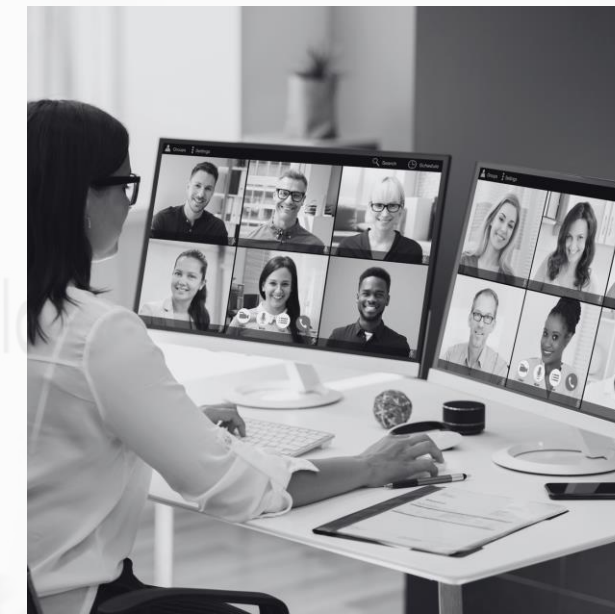
## PANEL MODERATOR OR PANELLIST

Moderate a panel and  
steer the discussion  
with loyalty experts or  
become a panellist  
*(Topics TBC; subject to  
approval by organizers)*



## PRODUCT LITERATURE DISTRIBUTION

Product/service flyer or  
advert provided in  
delegates' welcome bag;  
sponsor to provide  
printed copies.



## YEAR-ROUND EXPOSURE

Showcase your thought  
leadership through  
webinars, white papers  
etc. throughout the  
year, marketed to our  
qualified database of  
some 6,000 loyalty  
professionals

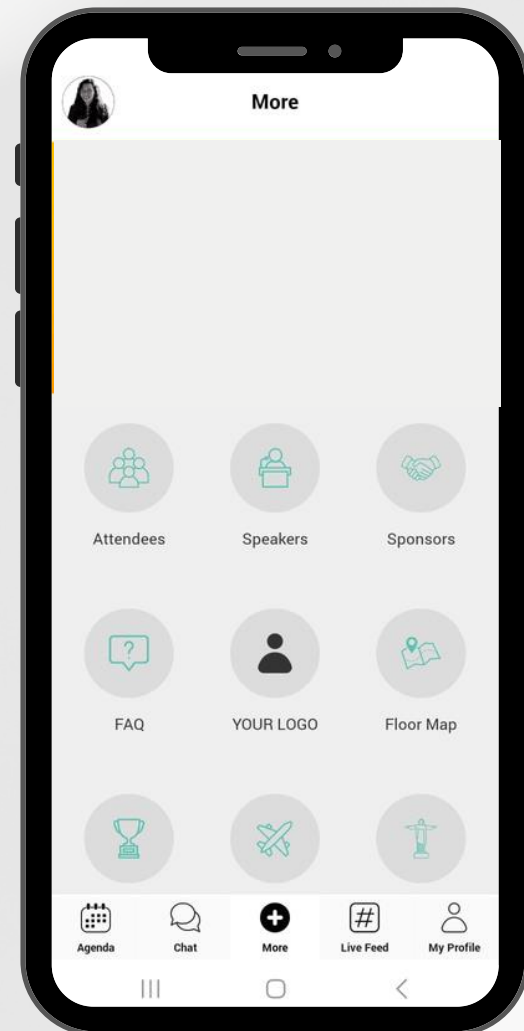




**GO DIGITAL**

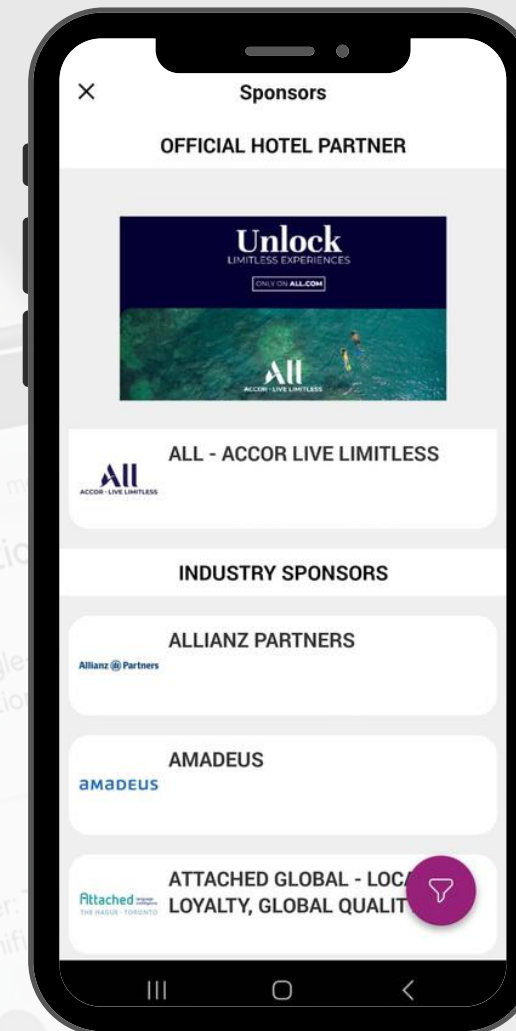


# LOYALTY & AWARDS



## SECTION IN MAIN MENU

Get your own exclusive section on the app's main menu: Display your logo at a highly visible place and promote your company with your own content.



## PREMIUM COMPANY PROFILE

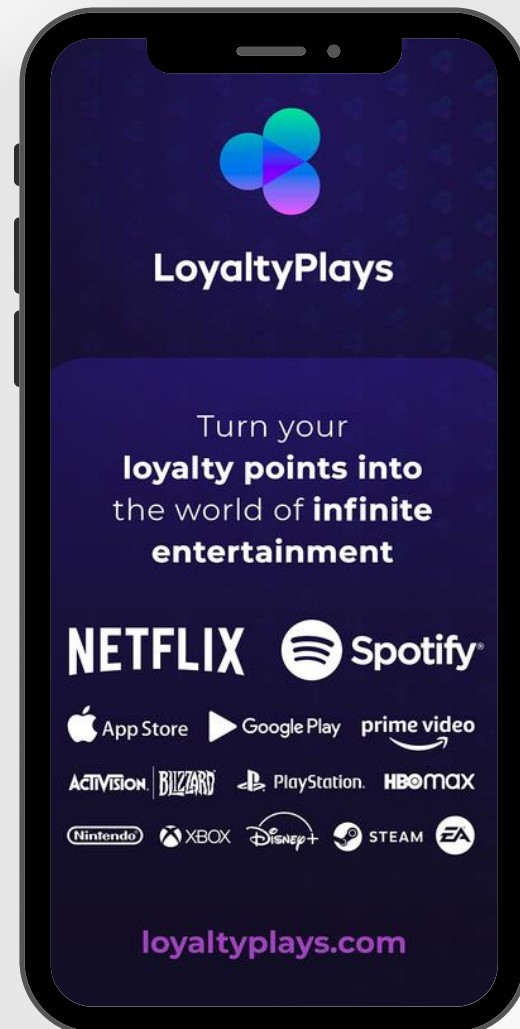
Get more visibility and premium features with an enriched profile. Opportunity to promote your company and services more than others.

*For the 2023 event, nearly 15,000 screens have been viewed in less than 3 weeks!*

GO DIGITAL: WHAT WE OFFER

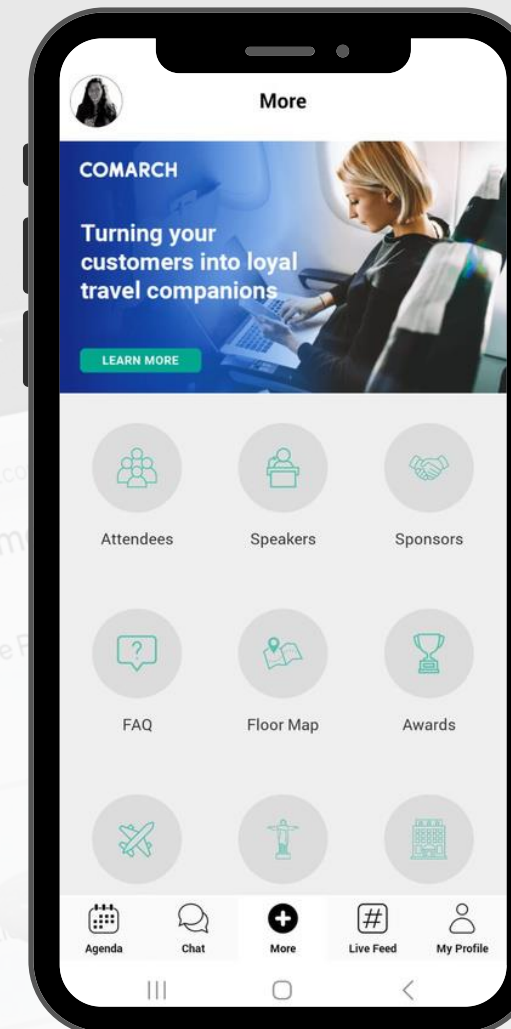


# LOYALTY & AWARDS



## SPLASH SCREEN

Get noticed by all as every attendee using the app must go through the full-screen splash screen to access the platform.



## APP BANNER

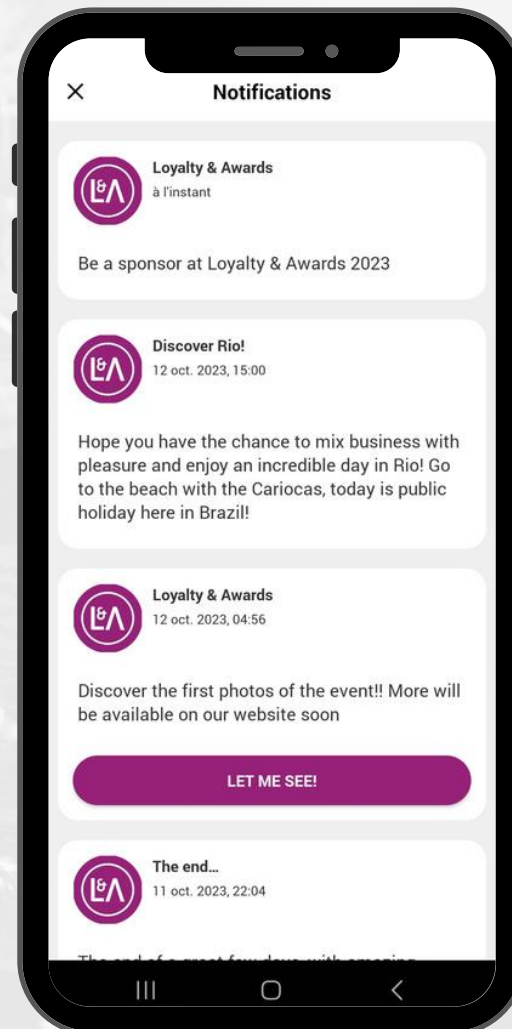
Hit your target by being on the app homepage. Possibility to get exclusive by owning a particular space or even control all ads for a particular day.

*For the 2023 event, nearly 15,000 screens have been viewed in less than 3 weeks!*

GO DIGITAL: WHAT WE OFFER



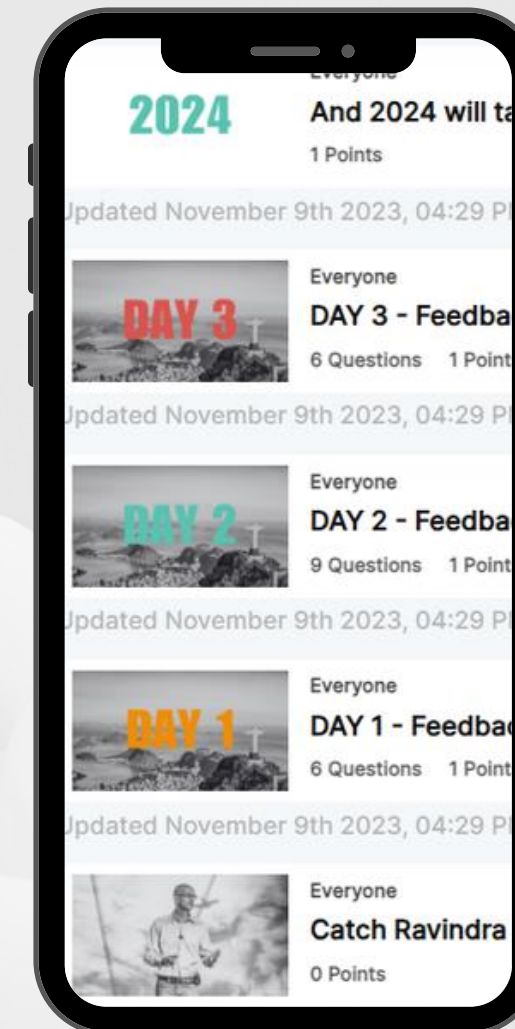
# LOYALTY & AWARDS



**PUSH NOTIFICATION**  
Optimal way for sponsors to make important announcements and promotional offerings directly to the attendees.



**POLLS & SURVEYS**  
Engage our audience and get their feedback, incl. the possibility to exploit the results post event in white papers etc.



**GAMIFICATION**  
Choose an original way to promote your offer/products through our app gamification: quiz, puzzle, photo contest, etc.

*For the 2023 event, nearly 15,000 screens have been viewed in less than 3 weeks!*

**GO DIGITAL: WHAT WE OFFER**

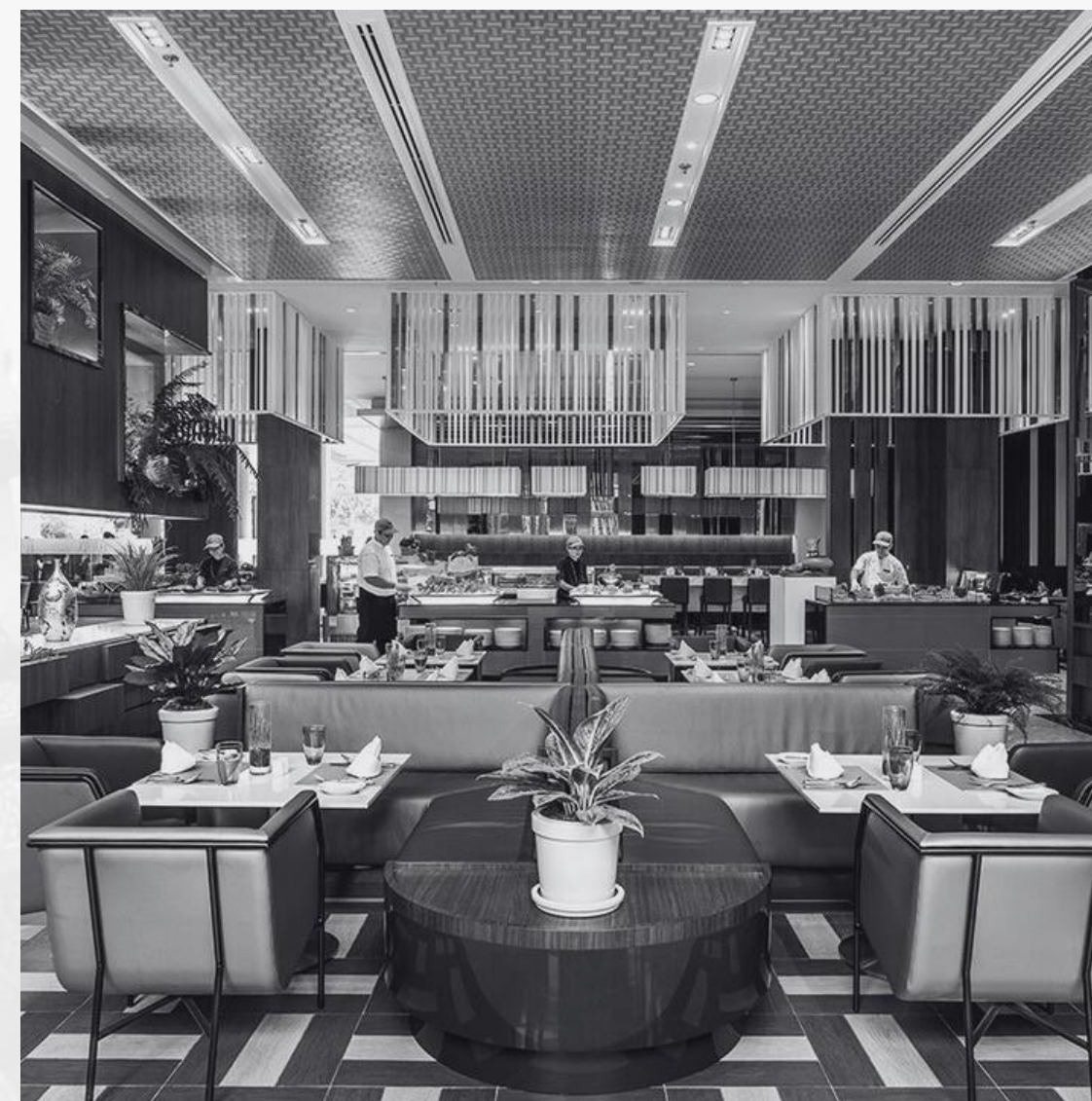


2.5  
DAYS



**pullman**  
HOTELS AND RESORTS

**BANGKOK KING POWER**







LOYALTY  
& AWARDS

# BANGKOK STRENGTHS

- At the heart of the fast-growing **APAC** region
- Access to 50% of the world population in <5 hours
- Served by >**100** airlines
- Regional/global headquarters of many travel companies
- Safe and **welcoming environment**
- Excellent **price-value** ratio
- Thailand is one of the most popular **tourist destinations**



# PREVIOUS COMPANIES ATTENDING

selection

## LOYALTY & AWARDS



Lufthansa



IBERIA

Booking.com

PEGASUS

POLISH AIRLINES



ICELANDAIR



Jumeirah  
STAY DIFFERENT™



American Airlines



Eurowings

brightline



Alaska  
AIRLINES

FINNAIR



الإتحاد  
ETIHAD  
AIRWAYS



Emirates

Azul  
Linhas Aéreas Brasileiras



JAPAN AIRLINES



Scandinavian Airlines



AIR CANADA



air astana

IndiGo

QATAR  
AIRWAYS القطرية



Marriott



virgin atlantic



MGM RESORTS  
INTERNATIONAL®



EUROSTAR™



CHINA SOUTHERN



WESTJET



SunExpress

AIR FRANCE KLM

TURKISH AIRLINES





# 2023 ATTENDING SPONSORS

Rio de Janeiro

## LOYALTY & AWARDS





## LOYALTY & AWARDS



I want to commend you on a fantastic event. While I haven't attended many conferences post-COVID, this one stands out amongst even the pre-COVID ones. The level of expertise amongst the attendees and the structure of it was unique to make networking easy. I have already marked my calendar for Bangkok in 2024 and look forward to attending.

**Tommy Langhauser**  
*Director, Loyalty & Customer Intelligence*  
*Frontier Airlines*

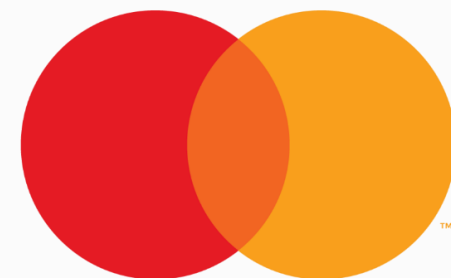


Congratulations to you and your amazing team for yet another incredible conference. It indeed has been a tremendous platform for us to connect with the industry.

**Shyam Shah**  
*CEO*  
*Loyalty Juggernaut*



**LOYALTY  
JUGGERNAUT**  
 ECOSYSTEM REIMAGINED



Two days full of content, trends, incredible key speakers and experiences to engage loyalty executives from all over the world.

**Mirelly Gama**  
*Loyalty Director*  
*Mastercard*





# LOYALTY & AWARDS



**ANNA KHOMUKHA**

*Director of Sales*

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**#LOYALTYANDAWARDS**

