

LOYALTY & AWARDS

AMSTERDAM

20-22

OCTOBER
2025

2025 SPONSORSHIP OPPORTUNITIES

The World's Premier Conference for Travel Loyalty Experts

Global Flight

LOYALTY & AWARDS

SUMMARY



BRAND EXPOSURE



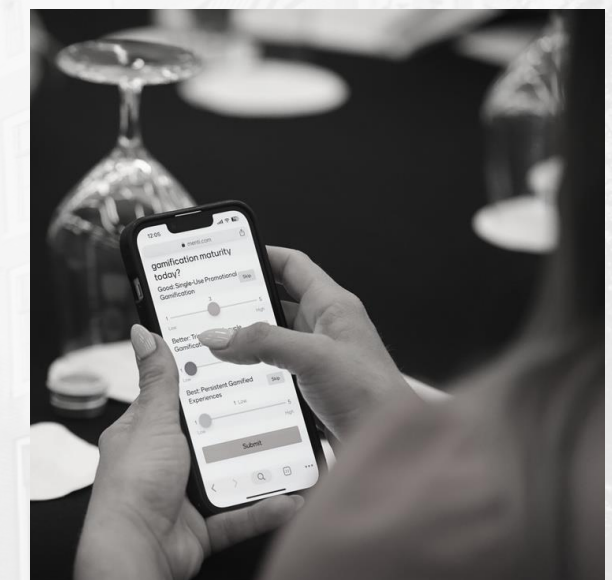
SOCIAL EVENTS



PRODUCT SHOWCASE



THOUGHT LEADERSHIP



GO DIGITAL

SPONSORSHIP 2025

LOYALTY & AWARDS

GLOBAL FLIGHT: THE EVENT HOST

29 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.



SPONSORSHIP 2025

LOYALTY & AWARDS

AMSTERDAM 20-22 OCTOBER 2025

PREMIER CONFERENCE FOR TRAVEL LOYALTY EXPERTS

After Rio de Janeiro, Bangkok and others, join us in **Amsterdam**, Netherlands, for **Loyalty & Awards 2025**, marking the **21st 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.

Expect up to **230 attendees** from 80+ companies.

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

SPONSORSHIP 2025

STREAMLINE YOUR SALES PROCESS

- **Efficient** utilisation 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.

LOYALTY & AWARDS

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**

SPONSORSHIP 2025

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

SPONSORSHIP 2025

LOYALTY & AWARDS

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 2025

LOYALTY & AWARDS

SPONSORSHIP BENEFITS



A-LA-CARTE PRICING

Customise your own sponsorship experience.



LOYALTY

2024 delegates receive a **10% discount** on their delegate pass for 2025.



ENGAGEMENT

Invite guests in 2025 and get a discount on your sponsorship package in 2026.



ON-STAGE PRESENCE

Nominate for the **Best Supplier Innovation Award**, and get precious on-stage exposure if shortlisted.



FREE PASSES

Receive one **complimentary delegate pass** for every 10,000 EUR of sponsorship spent – valued at 3,099 EUR.



CASE STUDIES

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

LOYALTY & AWARDS

CREATE YOUR IDEAL SPONSORSHIP PACKAGE



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

SPONSORSHIP 2025

LOYALTY & AWARDS

CREATE YOUR IDEAL SPONSORSHIP PACKAGE



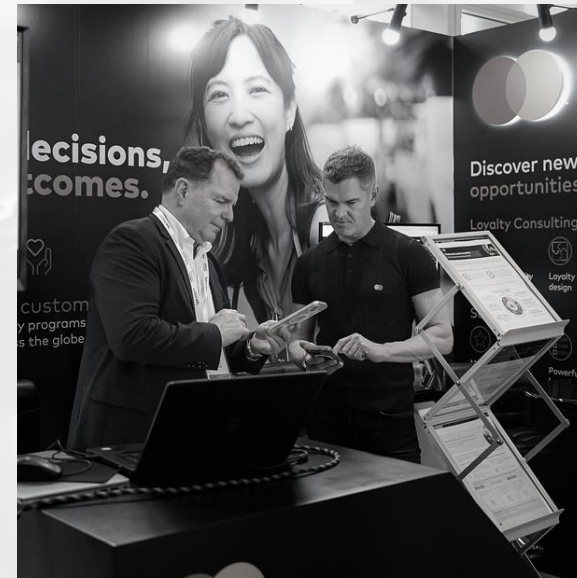
BRAND EXPOSURE

Expand your visibility within the loyalty ecosystem.



SOCIAL EVENTS

Network with industry leaders in an intimate setting.



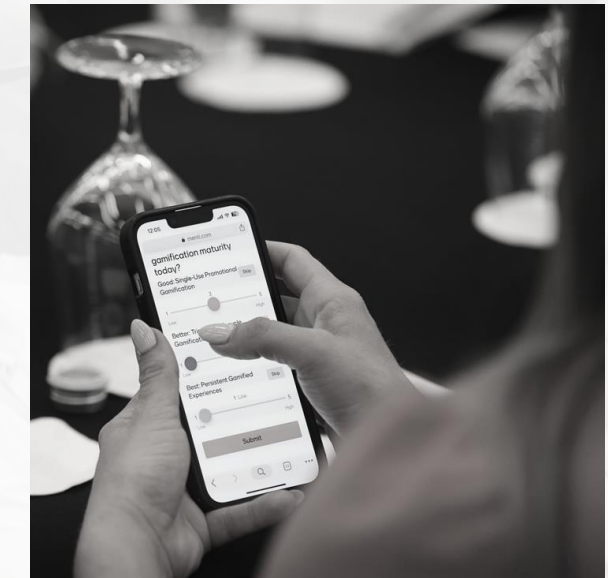
PRODUCT SHOWCASE

Demonstrate your products face-to-face with attendees.



THOUGHT LEADERSHIP

Share your knowledge with conference attendees and a qualified database.



GO DIGITAL

Get visibility through the official Loyalty & Awards app.

SPONSORSHIP 2025



All

amadeus

COMARCH

LOYALTY
& AWARDS
BANGKOK 28-30 OCTOBER 2024

lps
LOYALTY PARTNER
SOLUTIONS



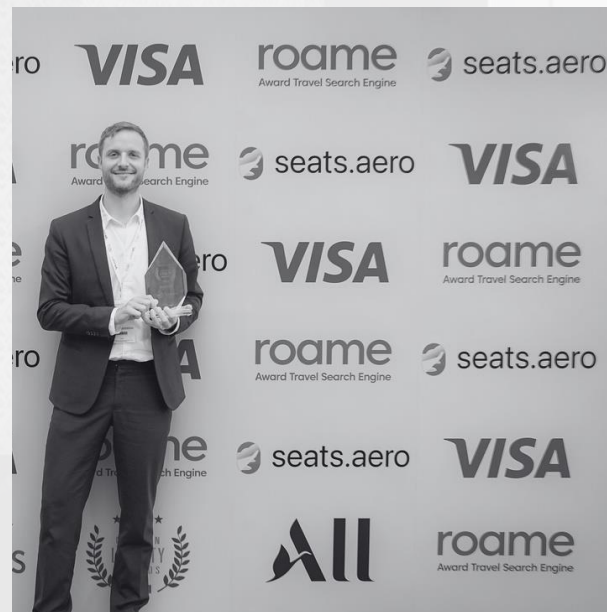
VISA

The global meeting for travel loyalty experts #LoyaltyAndAwards

www.loyalty-and-awards.com

BRAND EXPOSURE

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 days of the event.

BRAND EXPOSURE - WHAT WE OFFER

LOYALTY & AWARDS



An average engagement of **156 interactions per LinkedIn post** showing the 2024 mediawall.



Dozens of posts after the event. It suggests between 55 000 and **70 000 impressions** (no. 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 Awards ceremony to
announce the category,
finalists and 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 the Organiser*



RESERVED TABLE

8-10 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

LOYALTY & AWARDS



The Golden Loyalty Awards sponsorship is a rare premium opportunity to promote your brand during our annual Gala Dinner - the highlight of the Loyalty & Awards Conference - which includes:

- A **promotional video** around the Award(s), produced by marketing and advertising professional, **Bluewater Media**.
- Your **logo** on the trophy-ies of the winner in the sponsored category.
- A two-minute on-stage **speech** during the Awards ceremony.
- Additional **on-stage exposure** announcing the winner and handing them their trophy.

Highlight your **leadership position** in a loyalty domain to your audience and ours (approx. 6,000 travel loyalty contacts).

LOYALTY & AWARDS



SPONSORED LUNCH AND COFFEE BREAKS

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



LANYARDS

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



JOINING INSTRUCTIONS

Sent to all the delegates a week before the event, the joining instructions offer you to share an offer with the audience, invite them to an event, etc.

LOYALTY & AWARDS



ROLL-UP BANNERS

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



ON STAGE PRIZE DRAW

Engage with our delegates through a prize draw. Winner announcement on stage, by your company representative.



GIVEAWAYS

Let's be creative together to make our delegates remember your company.
Delegate bags or tables during Gala Dinner



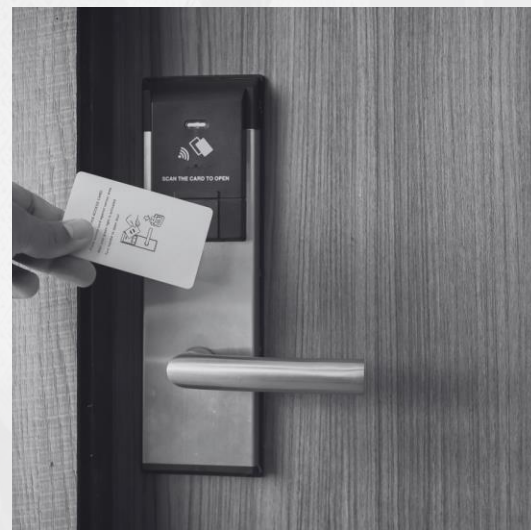
DELEGATE BAGS

One of the best visibility for your brand. The bag - with the design of your choice - is provided to each delegate.

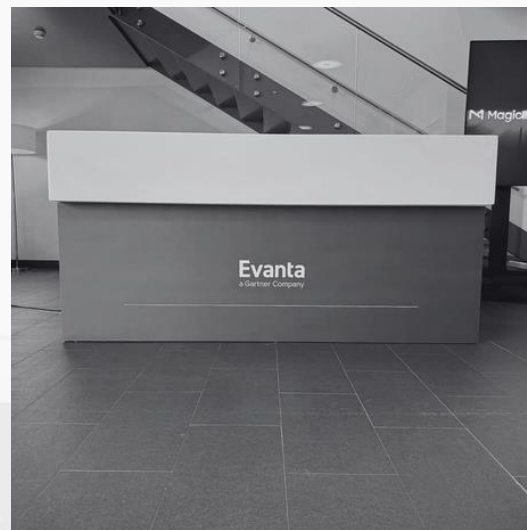
All items provided by sponsor

BRAND EXPOSURE - WHAT WE OFFER

LOYALTY & AWARDS



ROOM KEY CARD
HOLDERS



REGISTRATION DESK
BRANDING



STAIRS, PILLARS & WALLS
BRANDING



LIFT
BRANDING



3D STAGE
LETTERS

These printing options are exclusive to the Mövenpick Amsterdam City Centre.

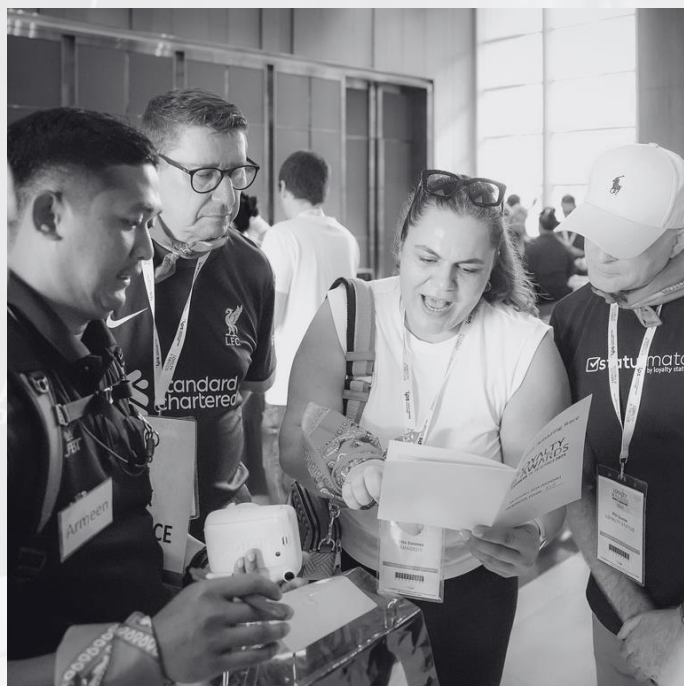
BRAND EXPOSURE - WHAT WE OFFER



SOCIAL EVENTS



LOYALTY & AWARDS



LOCAL SOCIAL ACTIVITY

Sponsor and network (30-40 delegates) in a stress-free environment, with possibility for soft product exposure.



PHOTO BOOTH

Instant prints and digital files featuring your logo to commemorate Loyalty & Awards 2025.



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!

SOCIAL EVENTS - WHAT WE OFFER



PRODUCT SHOWCASE

LOYALTY & AWARDS



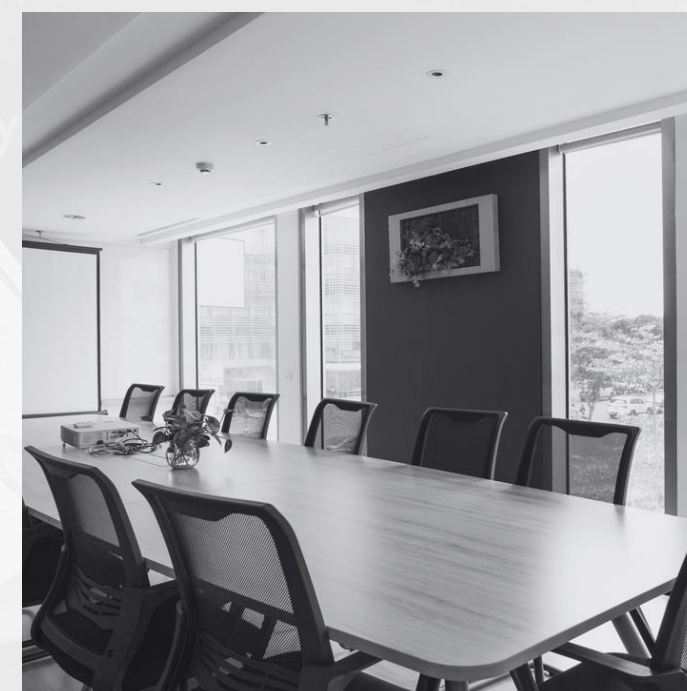
CONFERENCE EXHIBITOR

Located in the main conference foyer, display your products and services, enjoying 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.
Meeting rooms can be booked per half day.
Only 2 rooms available.

PRODUCT SHOWCASE - WHAT WE OFFER



THOUGHT LEADERSHIP

LOYALTY & AWARDS



CONFERENCE CHAIR

Moderate Day 3, introducing speakers and engaging the audience.

Subject to approval by the Organiser



PANEL MODERATOR OR PANELLIST

Moderate a panel and steer the discussion with loyalty experts or become a panellist.

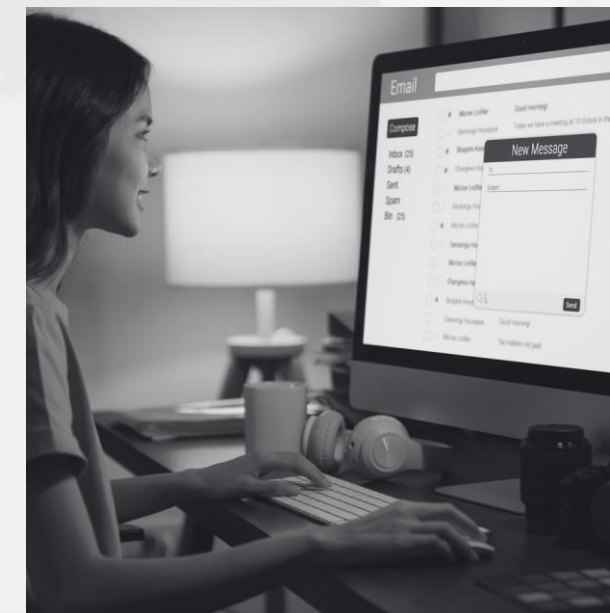
Topics TBC - subject to approval by the Organiser



PRODUCT LITERATURE DISTRIBUTION

Product/service flyers provided in delegates' welcome bag.

Printed copies provided by the sponsor.



YEAR-ROUND EXPOSURE

Showcase your thought leadership through white papers, webinars, etc.

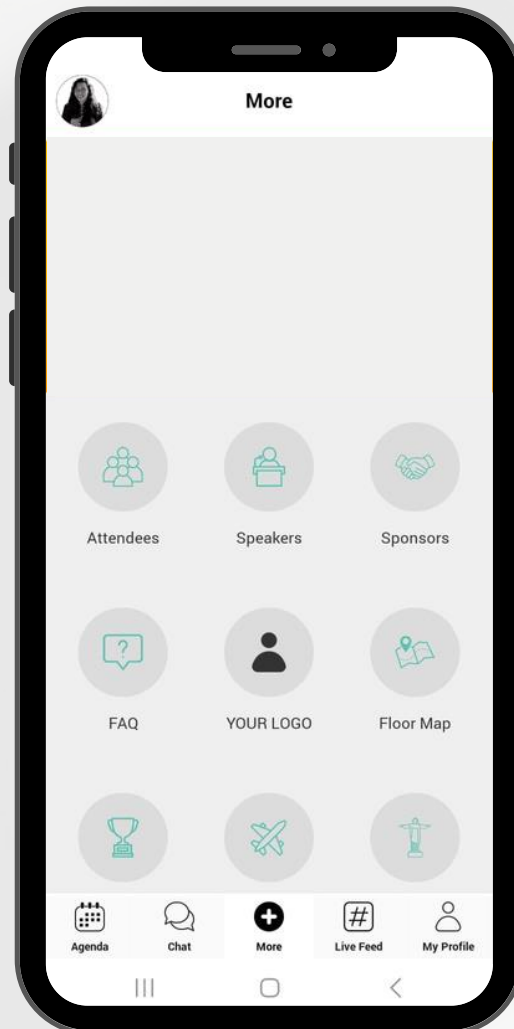
Database of approx. 6,000 loyalty professionals to reach all year long.

THOUGHT LEADERSHIP - WHAT WE OFFER



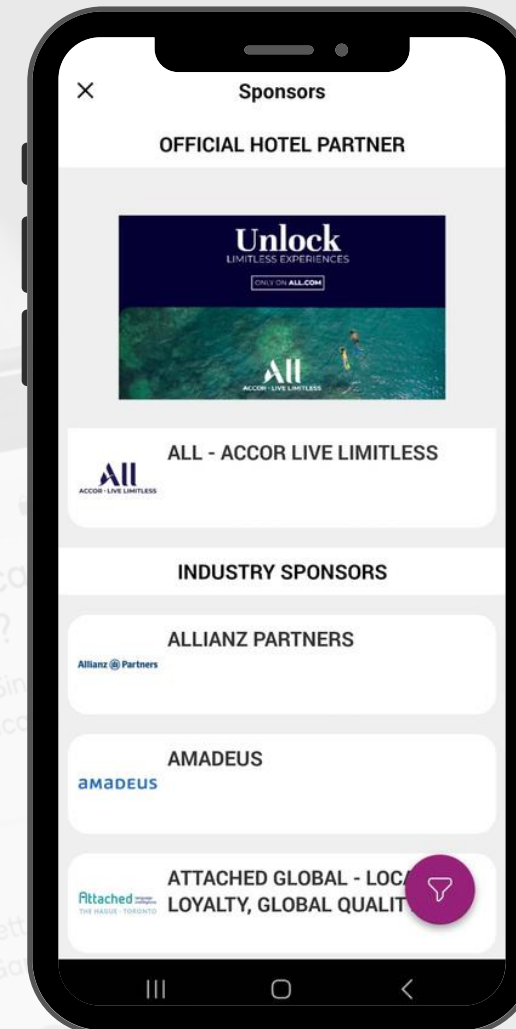
GO DIGITAL

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.



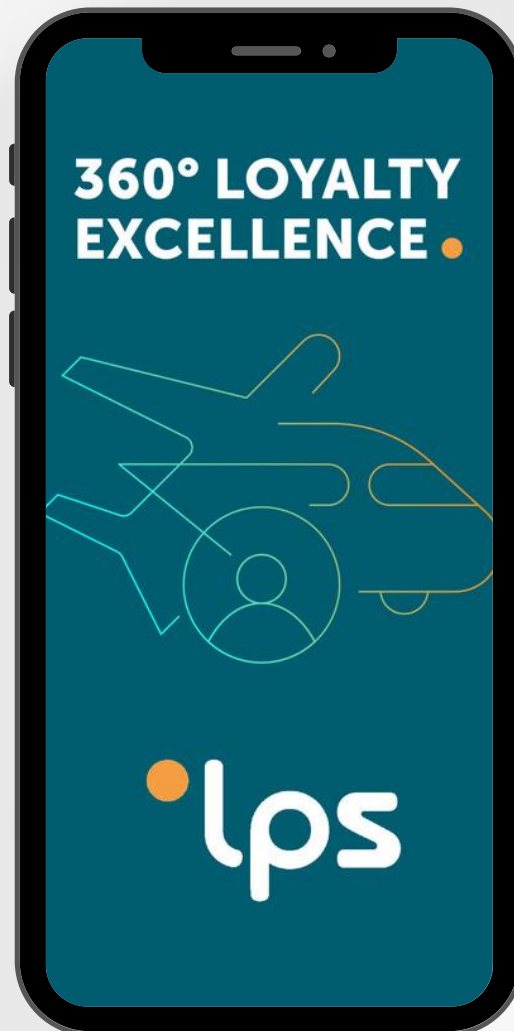
PREMIUM COMPANY PROFILE

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

*For the 2024 event, over **43,600 screens** have been viewed in less than 3 weeks!*

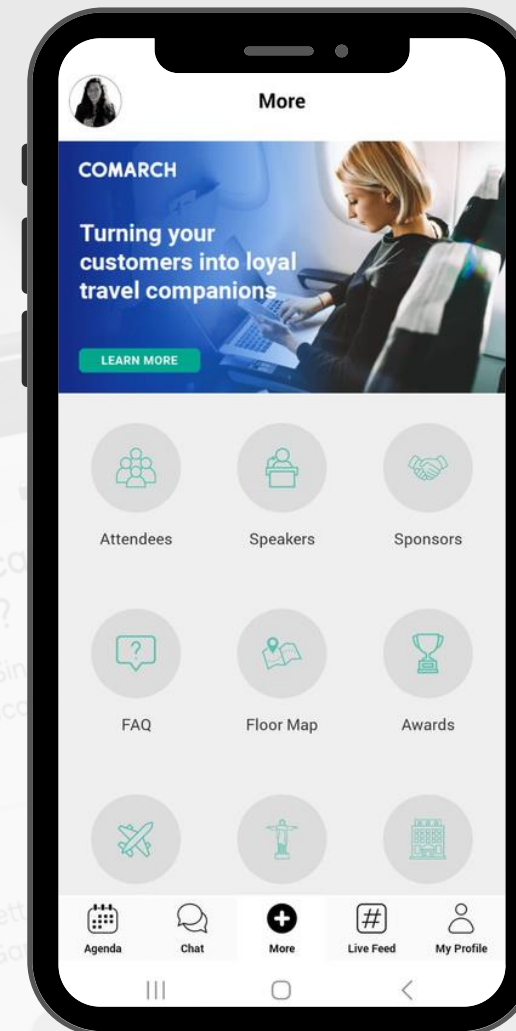
DIGITAL - WHAT WE OFFER

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.

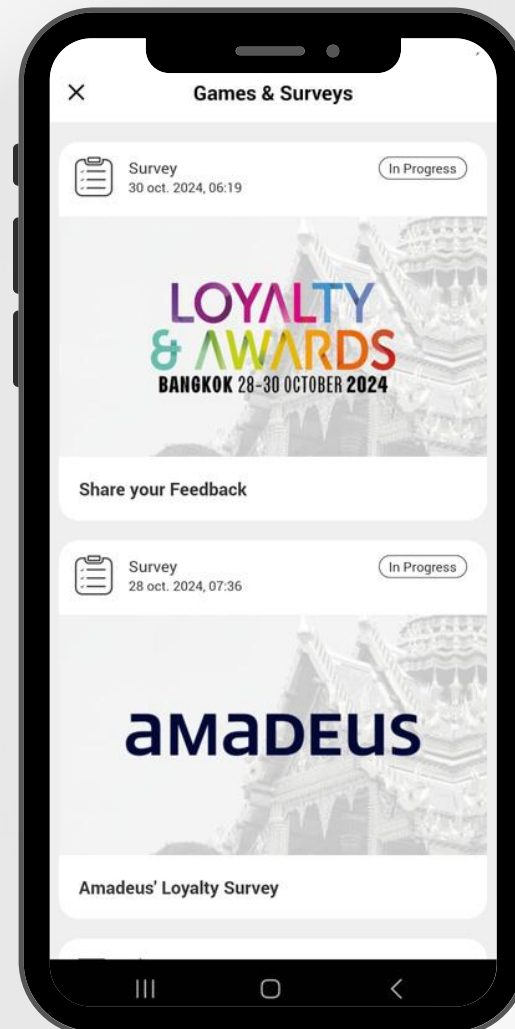


APP BANNER

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.

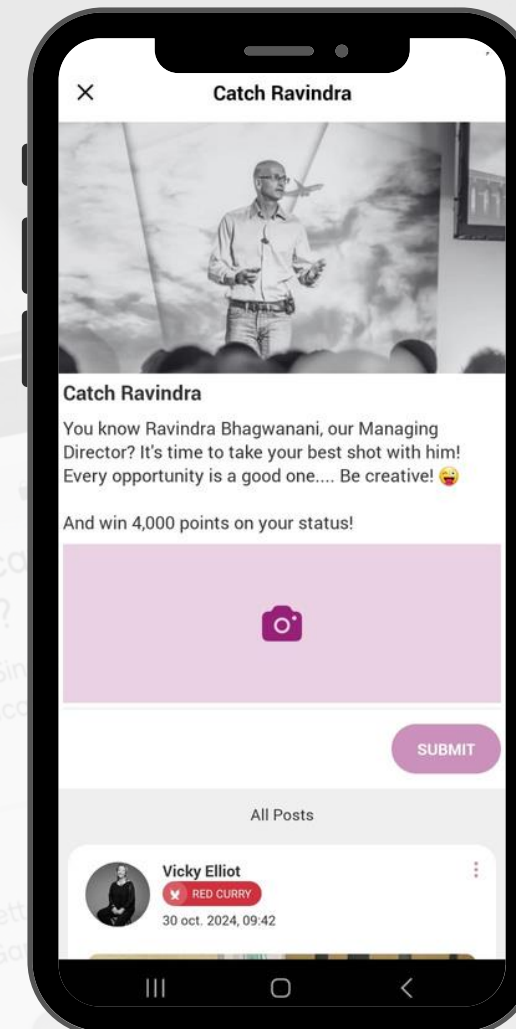
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LOYALTY & AWARDS



POLLS & SURVEYS

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



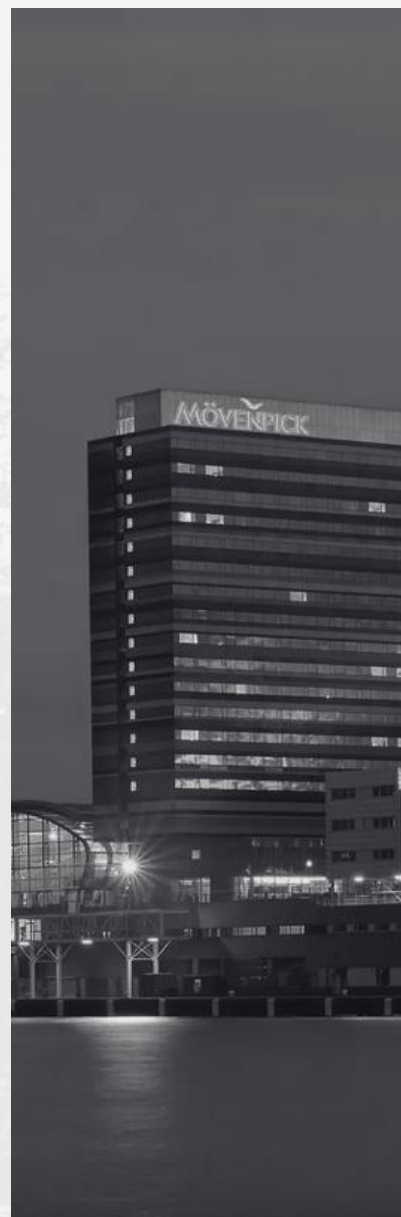
GAMIFICATION

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

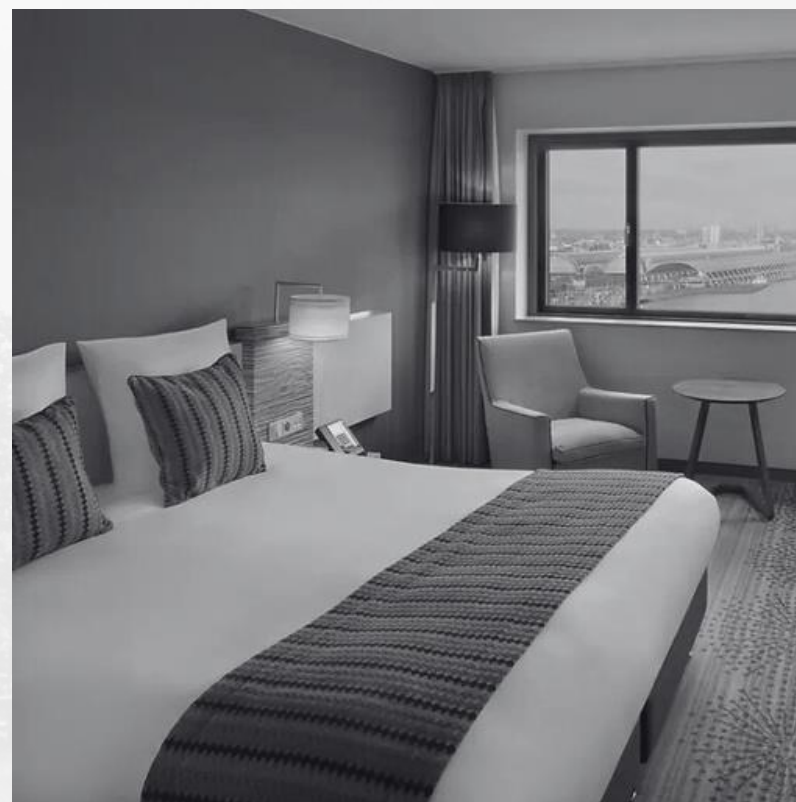
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DIGITAL - WHAT WE OFFER

LOYALTY & AWARDS



MÖVENPICK
HOTEL AMSTERDAM
CITY CENTRE



AMSTERDAM STRENGTHS

- At the heart of **Europe**
- One of the world's most efficient hubs
- Served by **all major airlines** worldwide from Aer Lingus to Xiamen Airlines
- **English**-speaking environment
- One of Europe's cultural hotspots
- A central hotel to welcome you at special rates:
Mövenpick Amsterdam City Centre

LOYALTY & AWARDS

CHANGE IN OPERATION THIS YEAR

Global Flight informs you that the Loyalty & Awards 2025 venue - the Mövenpick Hotel Amsterdam City Centre - has **limited capacity**.

To ensure that all sponsors get a **premium experience** and, at the same time, keeping the **right balance between program operators and suppliers**, the following rules will apply for Loyalty & Awards 2025.

→ UNTIL AUGUST 2025

Only sponsors of the event will be able to secure seats in the supplier category. ***No individual tickets will be sold to suppliers which are not sponsoring the event.***

For sponsors, **one free seat per 10,000 EUR** of sponsorship spend will be granted and they will have the possibility to purchase **one more pass at 3,099 EUR** (10% discount if the delegate attended Loyalty & Awards 2024).

For sponsors desiring more seats, they will be put on a waiting list.

→ FROM SEPTEMBER 2025

Depending on our projections in terms of attendance, we may open up more seats for suppliers, which will be allocated according the following priorities:

1. **To sponsors of the event**
2. To non-sponsoring suppliers

Unfortunately, we won't be able to grant access to spouses to the gala dinner this time, either.

LOYALTY & AWARDS



2024 ATTENDING SPONSORS

LOYALTY & AWARDS



amadeus

Ascenda

BILT 



COMARCH



Kobie 



MERIT



rocket travel
by agoda 



tripgift[®]



VISA

LOYALTY & AWARDS



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*



Your event continues to impress and set a high bar. We really enjoyed ourselves and greatly benefitted from the content and networking.

Erin Murray
CMO
Loyalty Status Co



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

anna@globalflight.net

[+33 7 83 76 25 65](tel:+33783762565)



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