



LOYALTY & AWARDS

MADRID 10 -12 OCTOBER 2022



SPONSORSHIP OPPORTUNITIES

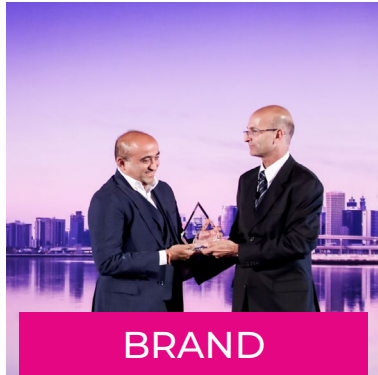
The World's Premier Conference for Travel Loyalty Experts



Global Flight &
Event presentation

Sponsorship
advantages

Choose Your Sponsorship Theme!



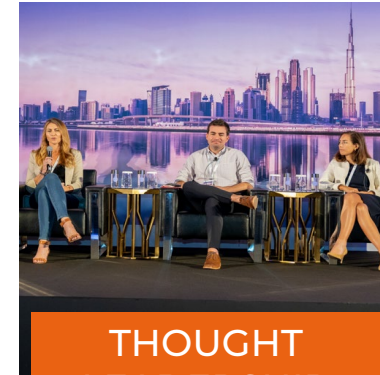
BRAND
EXPOSURE



SOCIAL
EVENTS



PRODUCT
SHOWCASE



THOUGHT
LEADERSHIP



GO DIGITAL

Testimonials

Contact

About the Event Host: Global Flight



- 25 years of specialized management experience
- Global Flight provides clients with best-in-class loyalty strategy, development, set-up and launch of FFP's.
- Global Flight excels in all areas of customer loyalty.
- Global Flight has relationships and has worked along side global airlines, hotel groups and industry suppliers, enjoying unparalleled credibility in the industry



LOYALTY
& AWARDS

www.globalflight.net

LOYALTY & AWARDS

MADRID 10 -12 OCTOBER 2022




NOVOTEL
HOTELS & RESORTS

MADRID
CENTER

www.loyalty-and-awards.com

Premier Conference for Travel Loyalty Experts

- 18th 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 Madrid, the second largest city in the EU

LOYALTY & AWARDS

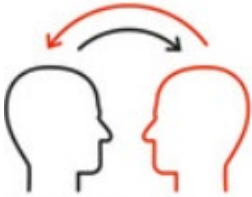
We recognize the challenges you face
in the Sales Process



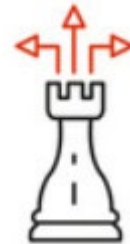
Difficult to reach a global audience



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

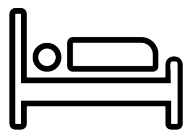
**LOYALTY
& AWARDS**



88%

Manager level and above
= Decision Makers in attendance

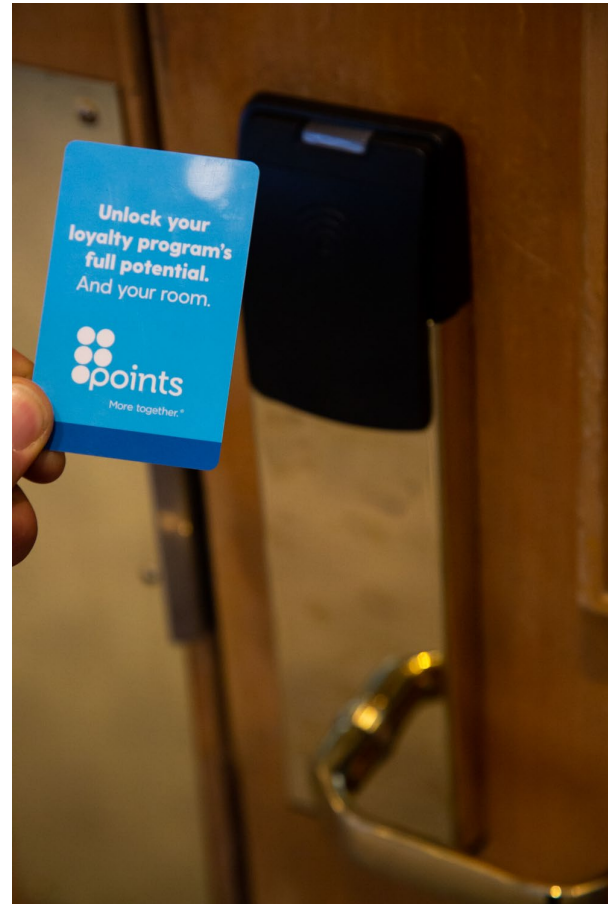
AUDIENCE



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

LOYALTY & AWARDS

Tailor-made Sponsorship Opportunities



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

All your desires are possible!



A-LA-CARTE PRICING

Only pay for what you need
& Create your own customized
sponsorship experience



SPONSORSHIP LOYALTY

Returning 2021 sponsors
receive **10% discount** on total
cost of sponsorship package



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
Ecosystem



SOCIAL EVENTS

Network with
industry leaders in
an intimate setting



PRODUCT SHOWCASE

Demonstrate your
products 1:1 with
attendees



THOUGHT LEADERSHIP

Present trends, case
studies and best
practices with
conference
attendees



GO DIGITAL

Get visibility
through the Loyalty
& Awards official
app




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DUBAI 11-13 OCTOBER 2021

the wise
marketer

دبي

COMARCH

 **SOLUTIONS**



BRAND EXPOSURE

Brand Exposure Sponsorships



GALA DINNER HEADLINE SPONSOR

Exclusive sponsorship of Gala 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

AWARD SPONSORSHIP

Your logo on the Trophy – *4 award options (Best Marketing Campaign / Best Use of Technology / Best Loyalty Partnership / Excellence in Program Management)*

Introduce the award and finalists - Two-minute speech during Gala Dinner

ROLL-UP BANNERS

(Sponsor provided)

Stand-alone banners with company/product promotion

RESERVED TABLE

8 reserved seats for you and your invited guests or prospects

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

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 as sponsor)

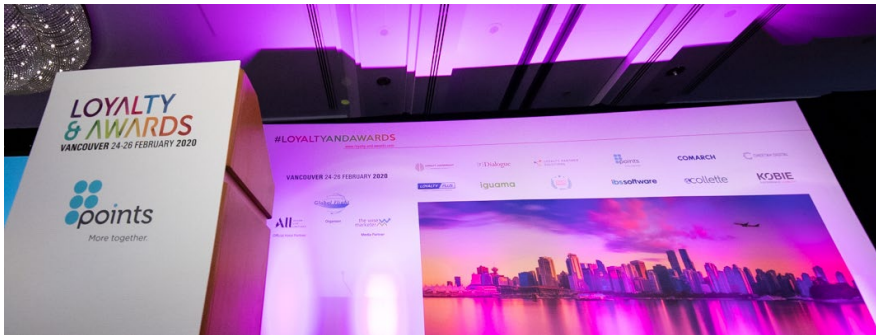
Non-exclusive placement of sponsor logo on website, conference emails and social media posts (LinkedIn)

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

Gala Dinner sponsors receive the greatest amount of exposure and conference co-branding

Higher price point for businesses that can and want the 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



Social Events Sponsorships



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 2022
Instant prints and digital files provided



COCKTAIL RECEPTION

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

GREAT VALUE

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

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

HIGH EXPOSURE

Opening Night Mixer and Pre-Gala Dinner options
Welcome your colleagues to the conference or the Loyalty & Awards Gala

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

Product Showcase Sponsorships



CONFERENCE EXHIBITOR

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

WORKSHOP FACILITATOR

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

PRIVATE MEETING ROOM

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



Product Showcase Benefits

HIGH TOUCH

Exhibition space guarantees all attendees will see you

Workshop gives you a platform for research, education and interaction

LIMITED SPACE AVAILABLE

Exhibition booth: Only 10 available

Workshop: Only 4 available

BRAND RECOGNITION

Customize the experience with giveaways, promotions and 1:1 interaction with attendees

CUSTOMIZATIONS AVAILABLE

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





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the wise
marketer

DUHH



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 around opportunity to showcase your thought leadership

WHITE PAPER DISTRIBUTION

Provided to Global Flight database 3 months before conference date

Distribution at conference to all attendees

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

PRODUCT LITERATURE DISTRIBUTION

1-2-page product/service flyer or advert provided in Delegate Welcome bag

Sponsor provides printed copies



Thought Leadership: Benefits



YEAR AROUND 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

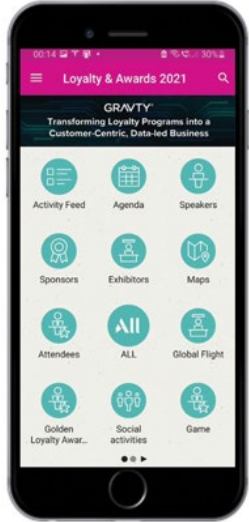
HIGH VALUE / TARGETED DISTRIBUTION

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



GO DIGITAL – L&A App

Go Digital opportunities



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 organization's in-app profile, a landing page with an offer, etc.

SPONSOR PUSH NOTIFICATIONS

Push notifications help you instantly 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



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
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MADRID 10 -12 OCTOBER 2022

2.5
DAYS



Previous Events

Previously engaged since 2005



Further details [here](#)



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**LOYALTY
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MADRID 10-12 OCTOBER 2022

Madrid Strengths

- Hyper connected city & the weather in Madrid is fabulous
- Dynamic business event offering
- Tapas! No matter where you turn in Madrid, there is a tapas restaurant
- It is culturally and ethnically diverse, and you can get anything you want at any time.
- Wide range of cultural and historical treasures such as the Royal Palace, Royal Theater along with numerous museums and art galleries that are unmatched elsewhere in Europe
- Everything is accessible by walking distance from the venue

LOYALTY & AWARDS

Previous Companies in Attendance



LOYALTY & AWARDS

Previous Sponsors in Attendance





Loyalty & Awards in Dubai was an extraordinary experience and a great success for Attached - language intelligence!

Matthijs Kooijman

Director of Sales & Key Accounts

Attached - Language Intelligence



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

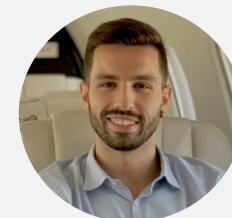


It has been a wonderful experience and very useful, both personally and professionally for me. Many new contacts and relationships after these three intense days that will have a positive impact. I am really looking forward to next year's!

Àlex Baró

Ancillary Revenue Manager

Volotea





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www.loyalty-and-awards.com

www.globalflight.net

#LOYALTYANDAWARDS

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Click on a button above to directly reach me!