

LOYALTY360 AWARDS™

2025 Loyalty360 Award Nominations

Early Bird Deadline: December 31, 2024

Final Deadline: March 3, 2025



Submit Your Entry for the 2025
Loyalty360 Awards Here!

LOYALTY360 AWARDS™

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2025 Loyalty360 Awards: Call for Entries Now Open

The call for entries for the 2025 Loyalty360 Awards is officially open! This marks the twelfth year of the Loyalty360 Awards, the most coveted awards in customer loyalty. With an emphasis on objectivity, the Loyalty360 Awards recognize brands that build lasting and profitable relationships with customers.

Over the years, the Loyalty360 Awards have recognized some of the world's most well-known companies and their customer loyalty, experience, and engagement efforts. Loyalty360 Award winners represent a distinct group of brands leading the charge in customer loyalty innovation.

This year's Loyalty360 Awards feature 18 categories, overall awards for 360-Degree Brand and 360-Degree Supplier, and individual recognitions for the Loyalty360 Champions of Customer Loyalty Award and Loyalty360 Emerging Leaders.

As your team reads through the submission requirements and deadlines, please feel free to contact us with any questions. We look forward to receiving your entry and honoring all finalists at the [2025 Loyalty Expo, May 20-22 in Orlando, Florida.](#)

About Loyalty360

Loyalty360 is the association for customer loyalty. We bring together the best loyalty-focused professionals from the biggest brands and technology and service providers under one roof. Through Loyalty360, these professionals find invaluable resources, networking opportunities, and guidance provided by internal thought leaders and brands/suppliers on the cutting edge of customer loyalty.

Past Brand Winners Include...



Past Supplier Winners Include...



See Additional Past Loyalty360 Award winners [here](#)

Benefits of Entering (and Winning) the Loyalty360 Awards

The Loyalty360 Awards acknowledge leading customer loyalty strategies. Receive the recognition your team's hard work deserves. Winning a Loyalty360 Award demonstrates to your industry colleagues and customers that you are uniquely committed to customer loyalty.

Raise awareness for your brand and loyalty efforts. As a Loyalty360 Award finalist, your accomplishments will be highlighted in our extensive coverage of the awards on Loyalty360.org. Loyalty360 will conduct an interview with each finalist before the winners are announced. Additionally, Loyalty360 will cover the award winners' stories and feature them on the Loyalty360 homepage and in Loyalty Management Magazine.

Meet customer loyalty leaders in-person. Finalists for in-person presentation categories are invited to deliver a short presentation to conference attendees during Loyalty360's Loyalty Expo. Each brand finalist will receive one complimentary pass to attend the entire event.

Official Loyalty360 Award winner logo and banner usage. All Loyalty360 Award finalists and winners are permitted to use the 2025 Loyalty360 Awards logo on their website, as well as in digital and print marketing collateral. Loyalty360 will create custom social media banners for each finalist to promote their nomination.

Be a part of the celebration. Loyalty360 Award finalists and their supplier partners are invited to attend the Loyalty360 Awards dinner and ceremony during Loyalty Expo in May 2025. All winners and category placements will be announced at this time.

Trophies! Each award finalist will receive a 2025 Loyalty360 Award trophy. Trophies will be mailed to the winners after the final awards ceremony.



Eligibility and Key Dates

Eligibility

- Any brand with a customer loyalty strategy, initiative, or program is eligible to enter. Entry is open to brands of any size worldwide. You are considered a brand/marketer if your company offers a loyalty and/or engagement program or strategy to your business' end consumer. Industry examples include, but are not limited to, retailers, restaurants, travel/hospitality, non-profit organizations, financial/banking institutions, CPG, telcos, sports/entertainment, and fuel/automotive.
- You are considered a vendor, supplier, or consulting partner if your organization provides products or services to companies in need of loyalty and/or engagement solutions and support. Examples include, but are not limited to, technology platforms and strategic agencies.
- Loyalty360 membership is not required to participate in the Loyalty360 Awards.
- Brands may submit themselves or vendors, suppliers, or consulting partners may submit on behalf of their brand clients. Contact information for a senior member from the nominated brand's team is required at submission.
- Loyalty360 reserves the right to make recommendations on additional or alternate categories that may be a better fit for the entry after an initial review. Loyalty360 will notify the brand if there is a recommendation for an additional or alternate category. Additionally, Loyalty360 may contact brand representatives in the event there is a question on any part of the award submission.
- Should the brand be named a finalist, the brand is required to participate in the final judging round for virtual and in-person categories. All brand finalists are required to attend the 2025 Loyalty Expo for the Loyalty360 Awards ceremony.
- Brands may submit for as many categories as they would like.
- All finalists for Loyalty360 Awards are given consideration for the Loyalty360 Best in Class Awards, our Members Only award category.

Finalists and Winners

Finalists will be named at the end of March for each for each category. To complete the judging process, the finalists will be invited to the 2025 Loyalty Expo in Orlando, FL, where each brand will give a brief presentation of their entry to conference attendees. Following the presentations, Platinum, Gold, Silver, and Bronze winners will be announced during an awards ceremony. All finalists will receive an award at the ceremony.

If the brand is not able to accept their nomination by the noted deadline or make their final presentation, the category runner-up will be nominated as a replacement.

Vendor/Supplier partners may assist with the creation of their client's final presentation deck, but may not present on stage for or with a brand client during the final judging round.

Key Dates and Deadlines:

All Categories:

- **Call for Submissions Opens: November 6, 2024**
- **Early Bird Deadline: December 31, 2024**
- **Final Deadline: March 3, 2025**
- **Finalists Announced: March 31, 2025**

In-Person Categories:

- **Video Interviews with Finalists: April 7 to May 2, 2025**
- **May 20-22, 2025: Loyalty360 Loyalty Expo - Finalist presentations and Loyalty360 Awards ceremony**

Virtual Presentation Categories:

- **Virtual finalist presentations: April 14 to May 2, 2025**
- **May 20-22, 2025: Loyalty360 Loyalty Expo - Loyalty360 Awards ceremony**

For questions, please contact CarlyStemmer@Loyalty360.org

Submission Requirements

To Enter

All submissions must be completed online through the [Loyalty360 Awards portal here](#). You will be asked to provide contact and company information, and then you will fill out entry forms for the category or categories you wish to enter. You may exit the form and continue it later if necessary. Once the call for entries is closed, you may not edit your submission.

Entry Fee

To submit, there is a per category entry fee. Please visit the Loyalty360 Awards website for information on entry fees. Entry fees are to be paid upon submission completion. Don't forget to submit as soon as possible to take advantage of early bird rates!

Entries will not be judged until Loyalty360 is in receipt of finalized entry forms and payment.

For the Champion of Customer Loyalty Awards and the Loyalty360 Emerging Leaders Awards (Individual Awards), please see the nomination website for separate application fees and details.

Submission Content and Completeness

Companies are not required to complete all the questions on the entry form, but are encouraged to respond to as many questions as possible, as incomplete entries may lack enough information for accurate and objective assessments by judges.

Only text responses included within the character limit guidelines will be presented to judges. Judges will not be able to review any images, videos, or other content attached to the entry.

In order to streamline efforts, we ask that brands submit the following with their awards entry. These items will only be used if the brand is named a finalist, to be displayed in an video montage during the Loyalty360 Awards ceremony. Please email to Loyalty360 if file sizes are too large.

- High-resolution, print-quality company logo
- 1-2 video clips (YouTube videos, commercials, brand campaigns) featuring the brand, to be used for videos played during the Loyalty360 Awards ceremony.

Failure to submit additional information as requested and within the requested timeframe may result in disqualification from the Loyalty360 Awards. If selected as a finalist, Loyalty360 will be in touch regarding any additional materials needed.

When submitting responses, be sure to give as much detail as possible when describing the program, strategy or initiative, opportunities, challenges, and how success was defined and demonstrated.

Confidentiality

Loyalty360 may publish portions of the content you submit in your nomination if your brand is named as a Loyalty360 Award finalist. Entrants should mark any sensitive information "not for publication" on entry forms. Information will be presented by Loyalty360 to judges in a blind manner; judges will not have visibility into the specific company, brand, or product that is being judged.

Loyalty360 Award Categories at a Glance

Any brand with a customer loyalty strategy, initiative, or program is eligible to enter. Entry is open to brands of any size worldwide. You are considered a brand/marketer if your company offers a loyalty and/or engagement program or strategy to your business' end consumer. Industry examples include, but are not limited to, retailers, restaurants, travel/ hospitality, non-profit organizations, financial/banking institutions, CPGs, telcos, sports/entertainment, fuel/ automotive, and manufacturers.

In-Person Presentations - Categories (12):

- Brand-to-Brand Partnerships
- Creative Campaign and Communications
- Customer Analytics, Insights, and Metrics
- Customer Experience Strategy
- Customer Loyalty Strategy
- Customer Loyalty Transformation
- Excellence in Gamification
- Global Loyalty Program
- Loyalty Program Design
- Offer, Incentive, and Reward Design
- Personalization Strategy and Innovation
- Technology and Trends

Overall Awards (2):

- 360-Degree Brand Award
- 360-Degree Supplier Award

Virtual Presentations - Categories (6):

- B2B Customer Loyalty
- Co-Brand/Private-Label Credit Card Offerings
- Corporate Social Responsibility and Loyalty
- Employee Engagement and Impact
- New Loyalty Program Launch
- Premium and Subscription Loyalty

Individual Recognitions (2):

- Champion of Customer Loyalty Award
- Loyalty 360 Emerging Loyalty Leaders

[Submit Your Loyalty360 Award Entry Here!](#)

Loyalty360 Award Categories (In-Person Presentations)

Finalists for the following categories are required to attend May's Loyalty Expo to give a brief presentation to conference attendees. For these presentations, brands will be asked to prepare a short slide deck, which can include visuals, graphics, and videos, to voice their case for why their brand should win.

Winners for each category will be announced at the Loyalty Expo, during the Loyalty360 Awards ceremony.

Submissions for the following categories will go through a multi-part judging process:

- **Part 1:** Finalists for the following categories determined by Loyalty360
- **Part 2:** Percentage of final vote determined by Loyalty360 Advisory Board + Conference Committee
- **Part 3:** Percentage of final vote determined by Loyalty Expo attendees during in-person presentations (1 vote per conference attendee)

Platinum, Gold, Silver, and Bronze will be given for the following:

Brand-to-Brand Program Partnerships

Today's successful customer loyalty programs are not launched in a vacuum, and a growing number of brands are embracing the idea of partnering with one another to fully engage their respective consumers. This type of partnership was not always common, but as brands move into a new realm of co-opetition, they realize that outside-of-the-box thinking and unique partnerships can prove mutually beneficial and drive measurable program results for both partners. This award will recognize brand finalists that best leverage these outside brand partnerships to successfully drive loyalty.

Creative Campaign and Communications

To stand out from the crowd, customer loyalty demands creativity. Considering the number of programs bombarding consumers today, only the most distinctive campaigns succeed in breaking through the static to stand on their own as unique entries in the hearts, minds, and inboxes of consumers. This category rewards brands thinking outside the box to engage these consumers in new and innovative ways through short-term campaigns.

Customer Analytics, Insights, and Metrics

The Customer Analytics, Insights, and Metrics category focuses on the brand's accessibility, measurement, and management of customer data — internally and externally — and how marketers are managing that data to create long-term customer loyalty. Finalists in this category will have demonstrated how they are putting customers first by leveraging metrics, including customer data (first-party/zero-party data), voice of the customer, customer feedback, CRM, and market research, with the proven end result of increased customer loyalty.

Customer Experience Strategy

Now more than ever, brands need to demonstrate a true understanding of their customer's expectations through the delivery of positive customer experiences as a result of a comprehensive customer experience strategy. From technology to training to socialization and implementation, these brands are committed to delivering consistently positive customer experiences from all levels of their organization. The Customer Experience Strategy may be a part of or separate from the brand's overall customer loyalty strategy.

Customer Loyalty Strategy

Through a combination of technology, training, socialization, and implementation, finalists in the Customer Loyalty Strategy category are truly dedicated to keeping customer loyalty top of mind. This category recognizes brands that have implemented an effective long-term customer loyalty strategy with measurable impacts. This can include traditional points-based customer loyalty/rewards programs or non-transactional loyalty/engagement strategies.

Customer Loyalty Transformation

Brands with successful customer loyalty and experience strategies understand that they should never take a "set it and forget it" approach. Marketers always need to anticipate their journey and actively consider "what's next." As many brands look to improve, update, or revamp their loyalty strategies, this category will recognize companies that have successfully demonstrated that their loyalty program re-launch or updates have resulted in a measurable increase in customer loyalty, engagement, and/or satisfaction while also proving themselves as a valuable brand differentiator.

Loyalty360 Award Categories (In-Person Presentations)

Excellence in Gamification

This award celebrates brands that have creatively woven gamification elements into their loyalty programs and strategies to captivate and engage customers beyond traditional methods. We're looking for brands that leverage game-based mechanics—such as branded games, scavenger hunts, quizzes, challenges, sweepstakes, and badges—to create a more dynamic, immersive, and enjoyable loyalty experience. Entrants should demonstrate how their gamification strategies not only drive customer participation but also foster long-term loyalty and deeper brand connections.

Global Loyalty Program

This category recognizes brands with a successful global presence in customer loyalty across multiple regions. Open to programs that have effectively adapted their loyalty strategies for diverse markets, entrants should demonstrate how they build lasting loyalty by balancing global consistency with local relevance. This category will showcase innovative approaches to engaging customers worldwide, adapting to cultural and regional differences, and achieving impactful results on a global scale.

Loyalty Program Design

At the core, the most successful loyalty programs are more than the sum of their features. While many programs feature similar granular mechanisms, it is how these features work in tandem that gives a program its identity and enables measurable, iterative growth. Finalists for this category will have demonstrated that their program does the little things to ensure that every piece of the loyalty puzzle works together to create a seamless, user-friendly, and effective initiative.

Offer, Incentive, and Reward Design

Offers, rewards, and incentives are typically major components of any customer loyalty program or strategy. If your incentives, offers, and reward options are both unique and effective, we want to hear from you. Brands recognized as finalists for this category will have demonstrated their commitment to innovative offers, incentives, and rewards that are personalized, resonate with customers, drive engagement, and foster brand loyalty.

Personalization Strategy and Innovation

This category honors brands that excel in crafting personalized experiences through a data-driven approach. Entrants should illustrate how their programs tailor interactions to meet customer needs and preferences, enhancing engagement and fostering loyalty. Examples may include customized website content, targeted communications that resonate with specific customer segments, and offers or rewards that reflect individual purchasing behaviors and preferences. Brands should highlight their approaches to integrating personalization into the customer journey and its positive impact on building strong, lasting customer loyalty.

Technology and Trends

Successful customer loyalty and engagement strategies rely on technology to better understand, connect with, and serve customers. This category recognizes brands and their supplier partners that have leveraged technologies and techniques (ex: CDP, machine learning, artificial intelligence, augmented reality, gamification) to develop a fresh approach to their loyalty strategy. Finalists in this category will have demonstrated exceptional innovation, leadership, and strategic vision in the implementation of technology-driven solutions to enhance customer loyalty.

Overall Awards (No Direct Entry):

360-Degree Brand Award

Our comprehensive overall award, the 360-Degree Brand Award recognizes brands for overall excellence in all facets of customer experience and loyalty. To qualify for this award, brands must enter three or more of the above categories and be named a finalist in at least one. Only submissions for in-person categories will be counted towards the 360-Degree Brand Award.

360-Degree Supplier Award

In addition to our 360-Degree Brand Award, we will also recognize the solutions providers whose clients had best combined performances across all categories. These suppliers will receive points based on where their clients placed in their respective categories, and top earners will be recognized as winners of the 360-Degree Supplier award. Only submissions for in-person categories will be counted towards the 360-Degree Supplier Award.

Loyalty360 Award Categories (Virtual Presentations)

Finalists for the following categories are required to give a brief virtual presentation before May's Loyalty Expo. For these presentations, brands will be asked to prepare a short slide deck, which can include visuals, graphics, and videos, to voice their case for why their brand should win.

Loyalty360 Brand and Supplier Members, Loyalty Expo conference attendees, brand finalists, and supplier partners that submit a brand finalist are eligible to watch virtual presentations and participate in the voting process. Virtual presentations will be available live and on-demand, with voting limited to one vote per company per category.

Finalists are required to attend May's Loyalty Expo, where winners for each category will be announced during the Loyalty360 Awards ceremony.

Submissions for the following categories will go through a multi-part judging process:

- **Part 1:** Finalists for the following categories determined by Loyalty360
- **Part 2:** Percentage of final vote determined by Loyalty360 Advisory Board + Conference Committee
- **Part 3:** Percentage of final vote determined by Loyalty360 Brand and Supplier Members, Loyalty Expo conference attendees, brand finalists, and supplier partners that submit a brand finalist (1 vote per company)

Platinum, Gold, Silver, and Bronze will be given for the following:

B2B Customer Loyalty

While not as common as many traditional B2C loyalty initiatives, B2B programs and customer loyalty strategies are gaining momentum within the industry. Customers of these B2B programs may not be motivated by the same incentives as a B2C program member. Additionally, there likely are several other hurdles in a B2B purchase as compared to B2C, which requires these brands to think outside of the box when building a successful program. This category will showcase B2B brands that are taking a unique approach to building positive customer experiences and customer loyalty.

Co-Brand/Private-Label Credit Card Offerings

This category focuses on co-brand and private-label credit card programs that drive customer loyalty and enhance engagement. Brands are invited to provide detailed insights into their co-brand or private-label credit card offerings, emphasizing the unique benefits and rewards available to cardholders. Entrants should illustrate how

these programs are structured to foster loyalty through exclusive perks such as special discounts, enhanced rewards for purchases, and personalized experiences that resonate with cardholders. Brands should also share details on how the card offering aligns with the brand's overall loyalty initiatives and its effectiveness in retaining and satisfying customers.

Corporate Social Responsibility and Loyalty

Today's leading brands are focused on the world around us in addition to their core offering. Consumers are placing more value on how brands enhance humanity across an array of possibilities, including sustainability, community impacts, charitable giving, and diversity, equity, and inclusion. This award recognizes brands that are making tangible and authentic impacts based on their commitment to their mission statement, core values, and customers.

Employee Engagement and Impact

An engaged employee is one of the most valuable resources a company can have. Creating this engagement, however, is much easier said than done and requires a culture of alignment that ensures every employee is working together toward a shared goal of the larger brand identity. Finalists of the Employee Engagement and Impact category will have built this culture and created an engaged workforce that understands what the brand promise is, where it's going, and how it will get there.

New Loyalty Program Launch

This award category celebrates newly launched loyalty programs or initiatives that have been introduced to the public within the last 24 months. Participants should highlight the innovative aspects of their launch, showcasing features that differentiate the program from competitors. While new programs may have limited metrics, brands are encouraged to share details of the program's design process, customer and employee feedback mechanisms, program communications, education, and socialization efforts, as well as initial results that demonstrate the program's success.

Premium and Subscription Loyalty

This category recognizes loyalty programs that incorporate a paid (premium) or subscription element, offering upgraded benefits beyond those available in free tiers or standard loyalty programs. Brands should demonstrate how their premium or subscription offerings enhance the customer experience by delivering exclusive perks such as dedicated customer support, free shipping, early access to products, and special discounts. Entrants are encouraged to showcase the value proposition of their paid tier, highlighting how it effectively engages customers and fosters loyalty through unique benefits that set it apart from free options.

Loyalty360 Award Categories (Individual Recognitions)

Individual Recognitions:

Individual recognitions for the Champions of Customer Loyalty and Loyalty360 Emerging Loyalty Leaders will be recognized during the Loyalty360 Award ceremony at this year's Loyalty Expo. Winners will be contacted at the end of March and must attend Loyalty Expo to receive their award. Winners will receive a partial discount on conference registration.

Champion of Customer Loyalty Award

This special recognition will be presented to individuals who have made outstanding contributions to the customer loyalty and experience industry. This may include industry executives, brand program leaders, and loyalty subject matter experts. Nominations can be made from anyone in the industry, or individuals may nominate themselves. Brand marketers or supplier partners may be nominated for this award. Individuals will be recognized at the 2025 Loyalty Expo as part of the Loyalty360 Awards.

Please note that there is an application fee for this award.

Nomination details must include confirmation of current company/job title and headshot/brief bio of the nominated individual.

Loyalty360 Emerging Loyalty Leaders

The Emerging Loyalty Leaders Award honors the outstanding achievements and potential of individuals under the age of 40 who are making significant strides in the customer loyalty, engagement, and experience industry. This award recognizes up-and-coming individuals who have demonstrated exceptional leadership, innovation, and dedication in shaping the future of customer loyalty. Whether through pioneering technology solutions, creative engagement initiatives, or strategic program development, these individuals have proven their ability to drive positive change and make a significant impact within the loyalty landscape.

Please note that there is an application fee for this award.

Nomination details must include confirmation of current company/job title and headshot/brief bio of the nominated individual.



Tips for Submitting a Winning Loyalty360 Award Entry

Wondering how your brand can get the attention of this year's judging panel and conference attendees? Here are a few tips to help:

Choosing Your Category (or Categories)

If you question which category may be the best fit for your brand, make sure to review the category descriptions, as well as the [questions for individual categories here](#). Also, feel free to reach out to Loyalty360. We are happy to provide category suggestions based on the campaign, program, or strategy you would like to submit.

If you do have an initiative that stretches over into more than one category, don't be afraid to go for multiple awards. Keep in mind that brands submitting for three or more categories are eligible for the 360 Degree Award – an overall award based on an amalgamation of a single brand's respective finishes in the individual or multiple categories.

Tailor Your Submission for Each Category

Often brands have a campaign, program, or strategy that could fit into multiple categories. When submitting for more than one category, be sure to read each question and adjust your responses accordingly. Each category has a different set of questions that tie back to its overall theme or topic. Mention why your brand is not only building overall customer loyalty and customer experience, but what you are doing specifically regarding the category topic. The same judge may not read all your entries, so also include background information on your brand for each submission.

More Than Loyalty Programs

The Loyalty360 Awards are focused on much more than just programmatic loyalty. Just because your brand doesn't have a long, established loyalty program does not mean you're counted out. Most of our categories focus on bigger picture customer loyalty and customer experience – from campaigns to new technology adoption, employee initiatives, and more.

We Want Results - Share Metrics and Overall Impact

One of the most essential pieces of advice we give every year: quantitative and qualitative metrics are among the most important parts of every entry. Providing them is one of the best ways winners set themselves apart from the pack. Some departments (shout out to PR and legal) are reluctant to share metrics, but typically there is a clear connection between the amount of detail shared and the most impactful entries that come through each year.

We take brands' trust seriously and handle the details shared in award entries very carefully. All entries are judged in a blind fashion. Brand names and references are not shared, and awards submission details are not shared outside of judging without your permission. This is your chance to share your successes – don't be afraid to put yourself out there. Sharing program, strategy, or campaign participants, revenue, growth, employee comments, user feedback, and more give judges a complete picture of your entry.

Everyone Loves a Good Story

As you go through your award submission, be sure to connect the dots. Give us background information on your company and the details of the initiative you are nominating and the results, but tell us how your entry had an impact on your company overall. What did your team learn? Were there hurdles along the way? Where is the initiative today, and what's next? All these pieces help paint a bigger picture that can give the judges additional context.

Get Your Team Involved

The Loyalty360 Awards is a great way to recognize your team and partners for all their hard work. As any program, strategy, or campaign is a group effort, so is submitting awards entries. Be sure to get input and feedback from your team, supplier partner(s), and/or brand client(s) to help build a complete story.

Start Early!

Deadlines sneak up on everyone. Leave your team enough time to complete the awards questionnaire thoroughly before the deadline hits. There are only a handful of questions for each category, but we want to make sure you have enough time to answer each question fully, get proper input and signoff, and include as much detail as character limits allow.

What Makes Your Brand Unique?

Finally, we want to know what makes your brand unique and why you believe your team is deserving of a 2025 Loyalty360 Award. With thousands of loyalty and customer-focused strategies out there, we need details on what makes your brand stand out, what your team's most significant learning or takeaway has been, and what you've done to build lasting loyalty and positive experiences with your customers. The work that brands put forth each year always amazes us, and we are looking forward to more great stories this year.

Timelines & Expectations

Timeline

The final deadline for Loyalty360 Awards entries is March 3, 2025. Please reference [the Loyalty360 Awards submission portal for updates](#). Judging will take place in April and finalists will be notified during the week of April 8. Finalists will participate in the final judging round during Loyalty Expo, May 20–22, in Orlando, FL.

[Submit Your Loyalty360 Award Entry Here!](#)

LOYALTY expo
POWERED BY LOYALTY360

May 20–22, 2025

Embassy Suites by Hilton Orlando
Lake Buena Vista South | Orlando, FL

Presented by Loyalty360, the association for customer loyalty, Loyalty Expo provides the knowledge and best practices necessary to guide your team and brand on your customer loyalty journey. Join the top event where attendees learn from the best-in-class brand leaders, technologists, and service providers you need in a rapidly evolving customer loyalty landscape.

Expectations of Loyalty360 Awards Finalists



Attend [Loyalty Expo](#), taking place May 20–22 in Orlando, FL



Provide creative elements (video, print, logos, visuals, etc.) that describe your program. These may be created by or in collaboration with Loyalty360.



Participate in a finalist presentation**



Participate in an interview with a Loyalty360 staff writer

*Each brand finalist is invited to attend the Loyalty360 Loyalty Expo. Free passes and discounts are only to be used by the brand finalist. Vendors or other partners submitting on behalf of a brand that is selected as a Loyalty360 Awards finalist are not entitled to any conference discount.

**Brand finalists are required to present during the Loyalty Expo for the final judging process. If a brand finalist is unable to attend the conference, the brand will be disqualified. Vendors or partners may not present for or with a brand finalist.

