

Membership Levels & Pricing	STANDARD \$7,500	SILVER \$20,000	GOLD \$30,000
Memberships / Seat Licenses	2	3	7
General Association Benefits:			
All Loyalty360 members receive the following benefits: Customized Loyalty360 member page in membership directory, use of Loyalty360 Member logo on marketing (print, email, website) collateral, Loyalty Management Magazine print subscriptions, and access to member-only content including interviews, podcasts, videos, white papers, and archived conference sessions and webinars.			
Complimentary 6-month trial memberships (for brand clients)	1	3	4
Conference Benefits:			
Conference Registration Discount *cannot be combined with other conference discounts; must be a Loyalty360 member to attend expos*	50% off 1 pass/year*	50% off 2 passes/year*	50% off 3 passes/year*
Content Opportunities with Loyalty360 Including:			
All Loyalty360 members have the ability to contribute: Loyalty Today blog posts, Loyalty Management Magazine print and online articles, and press releases for Industry News.			
On-Boarding Q&A interview (posted as Daily News)	YES	YES	YES
Additional Q&A article(s), edits by Loyalty360 (posted as Daily News)	up to 1 per year	up to 2 per year	up to 2 per year
Quote/Thought Leadership Article Contributions (posted as Daily News)	up to 4 per year	up to 8 per year	up to 8 per year
White Paper promotion - Member provided (includes lead generation)	up to 2 per year	up to 4 per year	up to 4 per year
"Loyalty Live" Feature Video Session/Livestream - produced by Loyalty360	1 per year	1 per year	2 per year
Loyalty360 30-Minute Standard Webinar + Promotion	N/A	1 per year	2 per year
Loyalty360 Analyst:			
Featured Technology/Service On-Boarding Interview (Includes One-Page Article)	YES	YES	YES
Updated for 2021 - Find a Partner Listing (After Featured Technology/Service Interview Completion)	YES	YES	YES
Analyst Brief, penned by Loyalty360 analyst	N/A	YES	YES
- Analyst Access Meetings	N/A	Quarterly	Quarterly
- Opportunity for Inclusion in Industry Reports/Briefs	N/A	YES	YES
- Brand Introductions (Yearly)	N/A	YES	YES
- Ability to participate in RFIs / RFPs	N/A	YES	YES
Advertising:			
Email Ad: (625*60) - Top of Email - 1 run of week	1 per year	1 per year	1 per year
Email Ad: (625*60) - Middle/Bottom of Email - 1 run of week	N/A	1 per year	1 per year
Web Ads: (250*250) - Throughout website - 1 month run	1 per year	2 per year	2 per year
Additional Opportunities:			
On-Site Analyst Briefing Days (Travel not included)		\$15,000/each	
Standard Webinar (moderated by Loyalty360, content/speaker provided by member)		\$8,500/each	
Loyalty360 Verified Report		\$8,500/each	
Loyalty360 Conference Sponsorship		Contact Loyalty360 for Information	

Corporate Membership Packages	STANDARD \$5,000	DELUXE \$7,500	PREMIUM \$12,500
Memberships/Seat Licenses	2	3	5
General Association Benefits:			
All Loyalty360 members receive the following benefits: Customized Loyalty360 member page in membership directory, use of Loyalty360 Member logo on marketing (print, email, website) collateral, Loyalty Management Magazine digital subscriptions, and access to member-only content including interviews, podcasts, videos, research and reports (non-analyst), and archived conference sessions and webinars.			
Resource Access:			
Loyalty360 Member-Only Research, Case Studies, Infographics, and Data Sets	✓	✓	✓
Loyalty360 Loyalty Program Hub and Customer Loyalty Statistics Database	✓	✓	✓
Program Benchmarking (Loyalty Landscape) & State of Customer Loyalty	Yearly	Yearly	Yearly
State of Customer Loyalty Meeting (Brand + Loyalty360)	Bi-Annual	Bi-Annual	Quarterly
Community/Networking:			
"Brand Panel" Portal Access - Interactive Online Member Community	✓	✓	✓
Loyalty360 Member Benefits Program	✓	✓	✓
Find a Partner - Online portal access for new technology and service offerings	✓	✓	✓
Access to Tech, Agency, & Service Provider Brand Client Groups and Discussions	✓	✓	✓
Topic-Based and/or Industry-Focused Small-Sided Meetings (Live + Recordings)	✓	✓	✓
Brand Recognition/Visibility:			
Industry News (Press Release) Coverage + Daily News Articles	✓	✓	✓
Video/Podcast Interview + Loyalty Management Print Magazine Feature	✓	✓	✓
Association Participation:			
Priority Speaker Consideration for Loyalty360 Events	✓	✓	✓
Loyalty360 Advisory Board (Application Required)	✓	✓	✓
Loyalty360 Analyst Access:			
Loyalty360 Analyst Brief Access	N/A	✓	✓
Loyalty360 Industry Report/Analyst Report Access	N/A	✓	✓
Brand Partnership Facilitation	N/A	✓	✓
Peer-Based (Brand Members) Program Presentation and Review	N/A	✓	✓
Analyst Support - Competitive Analysis	Available as an additional opportunity for Loyalty360 Members		
RFI and RFP Sourcing	Available as an additional opportunity for Loyalty360 Members		
Additional Association Involvement:			
Complimentary Conference Passes (Loyalty Expo/Customer Expo Only)	50% off 2 per year	50% off 5 per year	3 per year
Loyalty Expo/Customer Expo Conference Discounts on Additional Passes	10%	20%	50%
Loyalty360 Member-Only Award Consideration/Discount on Loyalty360 Award Entry Fee	✓	✓	✓

All membership benefits above are tied to seat licenses. Each membership level can purchase additional seat licenses/memberships for \$1500/each.