

Corporate Membership Packages	STANDARD \$7,500	DELUXE \$10,000	PREMIUM \$13,500
Memberships/Seat Licenses	4	4	6
All Loyalty360 Brand Members Receive:			
Loyalty Management Magazine digital subscriptions, access to member-only content including interviews, podcasts, videos, research and reports (non-analyst), on-demand webinars, and use of Loyalty360 Member logo on marketing (print, email, website) collateral.			
Resource Access:			
Loyalty360 Member-Only Research, Case Studies, Infographics, and Data Sets	✓	✓	✓
Loyalty360 Loyalty Program Hub and Customer Loyalty Statistics Database	✓	✓	✓
Find a Partner - Online portal access for new technology and service offerings	✓	✓	✓
Loyalty University - Topic-based industry training (Live and On-Demand)	✓	✓	✓
Program Benchmarking	✓	✓	✓
Loyalty360 State of Customer Loyalty Presentation to Your Team	Yearly	Yearly	Bi-Annual
Loyalty360 Analyst:			
Loyalty360 Industry Report Access (ex: Emotional Loyalty, Personalization)	✓	✓	✓
Loyalty360 Analyst Brief (Tech/Agency Partner Specific) Access	N/A	✓	✓
Loyalty360 Analyst Report Access (ex: Technology Today, Quarterly Updates)	N/A	✓	✓
Feedback Forum: Present Your Loyalty Program to Brand Members for Review	N/A	✓	✓
Brand-to-Brand/Brand-to-Supplier Introductions	N/A	✓	✓
Partnership Network (Discount)	N/A	N/A	25% off
Meeting Cadence (Program Review/Content and Marketing Opportunities)	Bi-Annual	Bi-Annual	Quarterly
Analyst Advisory Days (Virtual or On-Site)	Available as an additional opportunity for Loyalty360 Members		
Technology/Agency Partner Sourcing (RFI and RFP Support)	Available as an additional opportunity for Loyalty360 Members		
Program Branding Opportunities:			
Daily News and Press Release Submission (Industry News)	✓	✓	✓
Loyalty Management Digital Magazine Feature - Video/Podcast Included	✓	✓	✓
Loyalty Management Digital Magazine - Full-Page Ad	N/A	N/A	✓
Association Participation:			
Loyalty360 Advisory Board (Application Required)	✓	✓	✓
Community/Networking:			
"Brand Panel" Access - Online Brand-Only Member Community	✓	✓	✓
Digital Roundtables: Topic-Based Small-Sided Meetings (Live + On-Demand via Brand Panel)	✓	✓	✓
Loyalty360 Member Benefits Program	N/A	✓	✓
Additional Association Involvement:			
Conference Pass Discount (Loyalty Expo/Customer Expo Only)	15%	25%	50%
Loyalty360 Job Board Postings (Per Year)	1	2	4
Best in Class/Top 10 Awards (Loyalty360 Member-Only Awards) Consideration/Discount on Loyalty360 Award Entry Fee	✓	✓	✓

Supplier Membership Comparison Chart (Page 1 of 2)

Membership Levels & Pricing	STANDARD \$8,500	SILVER \$27,500	GOLD \$35,000
Memberships/Seat Licenses	2	3	7
General Association Benefits:			
Customized Loyalty360 member page in membership directory, use of Loyalty360 Member logo on marketing collateral, access to member-only content including interviews, on-demand webinars, Loyalty360 loyalty program hub, and customer loyalty statistics database.			
Complimentary 6-month trial memberships (for brand clients)	1	3	4
Content Opportunities with Loyalty360 Including:			
All Loyalty360 members have the ability to contribute: Loyalty Today blog posts and press releases for Industry News.			
Q&A Interviews (Conducted w/ member by Loyalty360, posted as Daily News)	up to 1 per year	up to 2 per year	up to 2 per year
Quote Contributions for Loyalty Trends Articles (posted as Daily News on Loyalty360.org/potentially Loyalty Management Magazine)	up to 4 per year	up to 6 per year	up to 6 per year
Loyalty Management Digital Magazine - Article Submission (Member provided) - Thought Leadership/Best Practices	1 per year	1 per year	2 per year
Research & Reports Submission + Lead Generation (Case Study, Whitepaper, Research) - Member Provided (Posted in Research & Reports)	up to 2 per year	up to 3 per year	up to 4 per year
Loyalty Live Interview (Video + Podcast) - produced by Loyalty360 (Posted on YouTube and Spotify)	1 per year	1 per year	2 per year
30-Minute Webinar + Promotion (Content provided by member) - Topic subject to approval by Loyalty360	N/A	1 per year	1 per year
Loyalty University Digital Workshop - Supplier Member Presentation to Loyalty360 Brands (Live and On-Demand)	N/A	1 per year	1 per year
Loyalty360 Analyst:			
Featured Technology/Service On-Boarding Interview (Article posted in FTS section of Loyalty360.org)	YES	YES	YES
Find a Partner Listing	YES	YES	YES
State of Customer Loyalty Presentation to Your Team	Yearly	Yearly	Bi-Annual
Analyst Brief, conducted by Loyalty360 Analyst/Loyalty360 creates two-page brief	N/A	YES	YES
<ul style="list-style-type: none"> Brand Client Access Codes for Supplier's Analyst Brief on Loyalty360 Coming in 2022 	N/A	YES	YES
Analyst Briefings (60-minute Supplier Update/Demo)	N/A	1 per year	1 per year
Opportunity for Inclusion in Industry Reports (ex: Emotional Loyalty, Personalization, etc.)	N/A	YES	YES
Inclusion in Analyst Reports (Quarterly Updates, Technology Today, Clarity Report in 2022)	N/A	YES	YES
<ul style="list-style-type: none"> Distribution Rights for Technology Today/Clarity Reports (6, 9, or 12 months) 	Contact Loyalty360 for Pricing		
Discount on Purchase of Loyalty360 Analyst Reports (ex: Technology Today)	N/A	YES	YES
Loyalty360 Verified Report, conducted by Loyalty360 Analyst	N/A	N/A	YES

Supplier Membership Comparison Chart

(Page 2 of 2)

Membership Levels & Pricing	STANDARD \$8,500	SILVER \$27,000	GOLD \$35,000
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
Loyalty Management Digital Magazine - Ad Placement (Per Year)	One Quarter Page Ad	One Half Page Ad	One Full Page Ad
Loyalty360 Job Board Postings (Per Year)	1	2	4
Conference Benefits:			
Conference Registration Discount *cannot be combined with other conference discounts; must be a Loyalty360 member to attend expos*	25% off 1 pass/year*	50% off 2 passes/year*	50% off 3 passes/year*
Best in Class/Top 10 Awards (Loyalty360 Member-Only Awards) Consideration/Discount on Loyalty360 Award Entry Fee	YES	YES	YES
Additional Opportunities:			
30-minute Webinar + Promotion (Content provided by member) - Topic subject to approval by Loyalty360	\$8,500 each		
Promotional Email Blasts (Content subject to approval)	Contact Loyalty360 for Pricing		
Customer Loyalty/Customer Experience (Brand-Focused) Research	Contact Loyalty360 for Pricing		
On-Site/Virtual Analyst Advisory Days + Travel	Contact Loyalty360 for Pricing		
Client Case Study Report	Contact Loyalty360 for Pricing		
Loyalty360 Conference Sponsorship/Exhibitor Opportunities	Contact Loyalty360 for Pricing		