

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 (brand for 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 quotes in Loyalty360 articles and industry papers.			
Q&A articles, edits by Loyalty360 (posted as Daily News)	up to 2 per year	up to 2 per year	up to 4 per year
White Paper promotion - Member provided (includes lead generation)	2 per year	4 per year	4 per year
Video (and podcast) Interview via Skype - produced by Loyalty360	N/A	1 per year	2 per year
Executive Perspective Campaign (Paper + Webinar) - Co-Sponsor	N/A	1 per year	N/A
Executive Perspective Campaign (Paper + Webinar) - Sole Sponsor	N/A	N/A	1 per year
Loyalty360 Analyst:			
New for 2020 - Featured Technology/Service On-Boarding Interview (Includes One-Page Article)	YES	YES	YES
Updated for 2020 - Find a Partner Listing (After Featured Technology/Service Interview Completion)	YES	YES	YES
Analyst Brief, penned by Loyalty360 analyst	N/A	YES	YES
- Inclusion in Technology Today Industry Report	N/A	YES	YES
- Brand Introductions (Yearly)	N/A	YES	YES
- Ability to participate in RFIs / RFPs	N/A	YES	YES
Advertising:			
Email Ads: (625*60) - Top of Email - 1 week run	1 per year	1 per year	2 per year
Web Ads: (250*250) - Top of Page - 1 month run	1 per year	1 per year	2 per year
Magazine Ads in Loyalty Mgmt. Magazine	1 Quarter Page Ad per year	1 Half Page Ad per year	1 Full Page Ad 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	
Custom Research Sponsorship		Contact Loyalty360 for Information	

Corporate Membership Packages	STANDARD \$5,000	DELUXE \$7,500	PREMIUM \$12,500
Memberships/Seat Licenses	2	5	10
General Association Benefits:			
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Content/Resource Access:			
Loyalty360 Member-Driven Research, Case Studies, Infographics and Data Sets	✓	✓	✓
Loyalty360 Industry Reports - Technology Today, Analyst Briefs, Verified Reports	✓	✓	✓
Community/Networking:			
New for 2020 - "Brand Panel" Portal Access - Interactive Online Member Community	✓	✓	✓
New for 2020 - Loyalty360 Member Benefits Program (Based on Seat Licenses)	✓	✓	✓
Loyalty360 Brand Summit Invitation (Registration Required)	✓	✓	✓
Topic-Based and/or Industry-Focused Small Sided Meetings	✓	✓	✓
Digital Roundtable Access - Brand Only Member Led Meetings	✓	✓	✓
- Archived Digital Roundtable Session Access (Videos and Podcasts)	✓	✓	✓
Brand Recognition/Visibility:			
Industry News (Press Release) Coverage	✓	✓	✓
Daily News article(s) - penned by Loyalty360	✓	✓	✓
Video/Podcast Interview - produced by Loyalty360	✓	✓	✓
Loyalty Management Print Magazine Feature - penned by Loyalty360	✓	✓	✓
Association Participation:			
Priority Speaker Consideration for Loyalty360 Events	✓	✓	✓
Loyalty360 Committees - Opportunity to Join (Based on Seat Licenses)	✓	✓	✓
Loyalty360 Advisory Board (Application Required)	✓	✓	✓
Loyalty360 Analyst:			
Find a Partner - Online portal access for new technology and service offerings	✓	✓	✓
Program Review (Including Brand Partnership Facilitation)	Initial	Initial & Ongoing	Initial & Ongoing
Program Audit: Benchmarking Based on Loyalty Landscape Report		✓	✓
Analyst Support - Market Trends & Insight, Best Practices and 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)	2 per year	3 per year	5 per year
Loyalty Expo/Customer Expo Conference Discounts	10% off additional	20% discount off additional	25% discount off additional
Loyalty360 Top10 and Best in Class Awards Consideration	✓	✓	✓