LOYALTY 360

the Loyalty Marketers Association

Our Mission

To provide an unbiased, market driven, "voice of customer" focused clearinghouse / think tank for all loyalty, incentive, reward, and engagement marketing opportunities, insights and responses.

Purpose

The organization (Loyalty 360) will actively listen, engage and provide to the marketplace and to our members a forum through which we will proactively determine true industry metrics, facilitate market driven research and actionable case studies, as well as increase the awareness of, and promote with integrity, the practices of loyalty, incentive, reward and engagement marketing so that it ascends to be the most important facet of a CMO's job.

Membership Packages

Until December 2009

Platinum Membership

- Active participation for direction of Loyalty 360 (councils, research, best practices - brand building)
- Ability to contribute relevant case study / articles for Loyalty Management
- 1 Advisory Committee Seat for Loyalty 360
- ½ page ad in the 2009 Loyalty Expo Manual
- 1 Full page ad in 2 issues of Loyalty Management Magazine
- 10 free annual standard Loyalty 360 Memberships for company employees
- 5 free annual standard Loyalty 360 Memberships for clients
- 2 webinars annually
- Free standard booth or $5,000 sponsorship credit at Loyalty Expo 2009
- Banner on Loyalty 360 website (larger size) for six months
- 2 emails (semi-annually) to Loyalty 360 database
- 5 free employee registrations for Loyalty Expo 2009
- 5 free client registrations for Loyalty Expo
- Unlimited job posting / recruiting access on Loyalty 360 (Q2 2009)
- Access to Loyalty Expo 2008 DVDs and presentations
- Listing in Loyalty 360 directory as Platinum Member
- Sponsor Logo in relevant marketing materials (direct mail and email signature)
- Placement of case studies, research and program development perspectives to the Loyalty 360 database
- Complimentary Loyalty Management subscriptions for employees
- Ability to respond to RFP's, RFI's, and other market specific requests (Q1 2009)
- Access to member database and all website content, multimedia-webinars, and materials (Q2 2009)
- Sponsor Logo on each page of Loyalty Management website (Q2 2009)
- Ability to use Loyalty 360 Platinum Member logo on all marketing materials
- Ability to sit on relevant industry councils (Q1 2009)

Membership Packages

Until December 2009

Gold Membership

- Ability to submit relevant case study/ articles for Loyalty Management
- 1/2 page ad in 2 issues of Loyalty Management Magazine
- 5 free annual standard Loyalty 360 Memberships for company employees
- 2 free annual standard Loyalty 360 Memberships for clients
- 1 webinar annually
- 50% booth discount or $2,500 sponsorship credit at Loyalty Expo 2009
- Banner on Loyalty 360 website (smaller size) for six months
- 1 email to Loyalty 360 database
- 3 free employee registrations for Loyalty Expo 2009
- 5 free client registrations for Loyalty Expo 2009
- 10 job postings per year on Loyalty 360 (Q2 2009)
- Access to Loyalty Expo 2008 DVDs and presentations
- Listing in Loyalty 360 directory as Gold Member
- Sponsor Logo in relevant marketing materials (direct mail and email signature)
- Placement of case studies, research and program development perspectives to the Loyalty 360 database
- Complimentary Loyalty Management subscriptions for employees
- Ability to respond to RFP's, RFI's, and other market specific requests (Q1 2009)
- Access to member database and all website content, multimedia-webinars, and materials (Q2 2009)
- Ability to use Loyalty 360 Gold Member logo on all marketing materials
- Ability to sit on relevant industry councils (Q1 2009)

Silver Membership

- 1/4 page ad in 2 issues of Loyalty Management
- 3 free annual standard Loyalty 360 memberships for company employees
- 2 free annual standard Loyalty 360 memberships for clients
- Webinars offered at 50% discount
- 25% booth discount or $1,250 sponsorship credit at Loyalty Expo 2009
- Banner on Loyalty 360 website (smaller size) for three months
- 1 email to Loyalty 360 database
- 3 free employee registrations for Loyalty Expo 2009
- 2 free client registrations for Loyalty Expo 2009
- 5 job postings per year on Loyalty 360 (Q2 2009)
- Access to Loyalty Expo 2008 DVDs and presentations
- Listing in Loyalty 360 directory as Silver Member
- Sponsor Logo in relevant marketing materials (direct mail and email signature)
- Placement of case studies, research and program development perspectives to the Loyalty 360 database
- Complimentary Loyalty Management subscriptions for employees
- Ability to respond to RFP's, RFI's, and other market specific requests (Q1 2009)
- Access to member database and all website content, multimedia-webinars, and materials (Q2 2009)
- Ability to submit relevant case study / articles for Loyalty Management
- Ability to use Loyalty 360 Silver Member logo on all marketing materials
- Ability to sit on relevant industry councils (Q1 2009)

Membership Packages

Until December 2009

Custom Membership

Annual Price: TBD

- We realize that these packages may not fit the requirements of all organizations and individuals
- We will work with you to customize the package that best meets your needs

Premium Membership

- Listing in Loyalty 360 directory as Premium Member
- Access to Loyalty Expo 2008 DVDs and presentations
- 25% discount on three conference registrations
- Three complimentary Loyalty Management Subscriptions
- Potential placement of and access to case studies, research and program development perspectives to the Loyalty 360 database
- Access to member database and all website content, multimedia-webinars, and materials
- Ability to use Loyalty 360 Member logo on all marketing materials
- Ability to sit on relevant industry councils

Standard Membership

- Listing in Loyalty 360 directory as a Member
- Access to Loyalty Expo 2008 presentations
- 20% discount on conference registrations(s)
- Complimentary Loyalty Management Subscription(s)
- Potential placement of and access to case studies, research and program development perspectives to the Loyalty 360 database
- Access to member database mailing addresses and all website content, multimedia-webinars, and materials
- Ability to use Loyalty 360 Member logo on all marketing materials
- Ability to sit on relevant industry councils