

**MOTORSPORTS & SPECIAL EVENTS SUNDAY WORKSHOP**  
 BEST PRACTICES | IDEA SHARING | ACTIVATION | PANEL DISCUSSIONS

**SESSION LEADERS**



**DAVID MARTIN**  
 VP, Business Development,  
 U/S Sports Advisors



**JEFF GOLDSCHER**  
 Principal,  
 JK Squared



**CHAD SEIGLER**  
 VP, Team Marketing Services,  
 NASCAR

**WHO:** Tracks, Sponsors, Agencies, Fairs, Festivals, Special Events, Race Teams, and Broadcast/Media  
**WHAT:** A unique opportunity for the Motorsports & Special Events Industry to come together, hear from Industry experts and "dive deep" into business strategies, best practices and challenges.  
**WHEN:** Sunday, February 8, 2015 | 10:00 AM - 5:00 PM  
**WHERE:** Duke Energy Convention Center, Cincinnati, OH

**AGENDA**

- 10:00am | Workshop Begins  
**MOTORSPORTS STATE OF THE UNION**  
 NASCAR - Chad Seigler, NASCAR
- 10:45am | Dover Motorsports - Mark Rossi,  
*VP, Sales & Marketing, Dover Motorsports*  
 Firefly Music Festival Presentation
- 11:30am | **BREAKOUT SESSIONS:** Take a deep  
 dive into business strategies, best  
 practices and challenges with industry  
 colleagues
- 12:30pm | Lunch
- 1:45pm | Workshop Resumes
- 2:00pm | Vince Cicero, *COO, Western &  
 Southern Open*
- 3:00pm | Bob Chasse, *VP Partnerships  
 Marketing, Professional Bull Riders*
- 5:00pm | Cincinnati Bengals "Welcome to  
 the Jungle" Opening Reception at Paul  
 Brown Stadium



**VINCE CICERO**  
*Chief Operating Officer,  
 Western & Southern Open*





**BOB CHASSE**  
*VP Partnerships Marketing,  
 Professional Bull Riders*

