

2015  
**NATIONAL  
 SPORTS FORUM™**  
 Cincinnati | February 8-10, 2015  
 TWENTIETH ANNIVERSARY 1996 - 2015

## NSF SUNDAY WORKSHOP | NEGOTIATION DAY

The National Sports Forum is the largest annual cross-gathering of the top team sales, marketing and business development executives - from the broad spectrum of teams and leagues in North America. The 2015 NSF will be held at the **Duke Energy Convention Center** February 8-10, 2015.

### WHAT

#### is the NSF NEGOTIATION DAY?

A unique opportunity to learn a systematic approach to negotiations that increases effectiveness and leads to better margins and relationships.

### WHO SHOULD ATTEND?

Teams, Leagues, Sponsors, Agencies, Motorsports, Media Partners – anyone who negotiates.



#### SESSION LEADER

**MIKE BLACKSTONE**

*Vice President*  
 SNI Sports



### SAVE THE DATE

**SUNDAY, FEBRUARY 8, 2015**

**10:00am - 5:00pm**

at the

**DUKE ENERGY CONVENTION  
 CENTER** in Cincinnati, OH

### AGENDA

- 10:00am | **Systematic Approach**
- 10:45am | **Break**
- 11:00am | **Probing**
- 12:00pm | **Lunch**
- 1:00pm | **Listening & Preparation**
- 1:50pm | **Break**
- 2:10pm | **Proposing**
- 3:30pm | **Open Discussion/Questions**
- 5:00pm | **NSF Opening Night** at Paul Brown Stadium

### HOW TO ATTEND

#### Registration

Single Attendee Badge

.....\$1,695

#### Triple Play Offer

3 Attendees From the Same Organization

.....\$3,500

*\*Please Note: Price valid to the '15 NSF*

**WWW.SPORTS-FORUM.COM**

FOR MORE INFORMATION CONTACT: NICOLE DEL VECCHIO at (619) 469 - 4101 x 207 | nicole@sports-forum.com