



RoseQuarter

2016 OFFICIAL SPONSORS & HOSTS

2016 NATIONAL SPORTS FORUM™

portland | february 14- 16, 2016



THE NATIONAL SPORTS FORUM TURNS...

www.sports-forum.com



BREAKOUT SESSIONS AT A GLANCE

	MONDAY AM	MONDAY PM	TUESDAY AM	TUESDAY PM
SPONSORSHIP	The Sponsor's Perspective	The Star – Home of the Cowboys: Creating New Revenue Streams	Inside the 'New' Anheuser-Busch	The Five-Question Sponsor Promotion Acid Test
MARKETING	The Brand Integration Blueprint	Not Your Father's Marketing Plan...	Grab the Attention of your BEST Prospects	The Fan Journey: Nurturing fans from single ticket to season ticket holders.
TICKET SALES/ MANAGEMENT	Who Owns My Ticket?: Do Sports Properties Have the Right to Say Who Buys Their Tickets?	How Ticket Sales and Technology Go Hand in Hand	Supersizing Groups	The Keys to Monetizing Your Secondary Market
SENIOR MANAGEMENT	Use the 4 Cs to Successfully Adopt Analytics and Drive your Business Further	Doing Well ...by Doing Good – How Environmental Sustainability is Good for your Bottom Line	How Well Do You Know Your Fans? -- Transforming Customer Intelligence to Actionable Insights (<i>TECHNOLOGY</i>)	Employee Engagement - How to Find & Keep the Best
SOCIAL MEDIA	The Do's and Don'ts of Social Media in the Sports Industry	Driving the Fan Relationship Through Media and Your Global Brand	Social B2B Selling via LinkedIn	Designing, Sponsoring & Selling a New Premium Space (<i>BUSINESS DEVELOPMENT</i>)
BUS. DEVELOPMENT/ FAN ENTERTAINMENT	The Death of In-Stadium/In-Arena Signage?	Using Creativity & Innovation to Drive Fan Engagement & Incremental Revenue	Making the Most of the Game Day Experience to Differentiate and Market	20 Fan Entertainment Ideas in Sixty Minutes (<i>FAN ENTERTAINMENT</i>)
WILD CARD	Virtual Reality - the Next Sports Gold Rush!	Understanding Millennials	eSports – Lessons in Engaging the Millennial Audience from this Global Phenomenon	Best of the 2016 Tech Tank
WILD CARD	Activating a Trending Corporate Partnership Category: Fantasy Sports	A Fan for Life – Creating Emotional Fan Experiences in Under-Leveraged Stadium Areas	The Six Best Ideas You Should Be Doing NOW	MEETING MILLENNIALS ON THEIR TERMS – The Ganassi Sound Garage

	PROGRAM	SESSION LEADERS
9:55 am	CASE CUP COMPETITION	(At Hilton Executive Tower)
11:00 am	SUNDAY BRUNCH	(Provided at Hilton Portland)
12:00 pm	SUNDAY WORKSHOPS BEGIN	(All Workshops at Hilton Portland)
OPEN TO ALL	NSF TECH TANK	Stephen Corsaro, National Sports Forum
	“GETTING THE MOST OUT OF THE NSF” WORKSHOP (RECOMMENDED FOR EXHIBITORS)	David Brown, idegy, inc.
	BIG DATA WORKSHOP	Russell Scibetti, KORE Software
PRIVATE SESSIONS	ACADEMIC WORKSHOP	Mike Redlick, UCF & Roy Yarbrough, California University of PA
	BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT (BDSE) WORKSHOP	Christina Wright, NCAA
	MiLB WORKSHOP	Andy Milovich, Myrtle Beach Pelicans & Kyle Bostwick, Vermont Lake Monsters
	MLB WORKSHOP	Kathy Schwab, Milwaukee Brewers & Tom Sheridan, Chicago White Sox
	NON-TRADITIONAL SPORT & ENTERTAINMENT WORKSHOP	Chad Seigler, NASCAR & Dave Muye, FELD Entertainment, Inc.
	NFL WORKSHOP	Brent Schoeb, San Francisco 49ers & Dannon Hulskotter, Minnesota Vikings
	NHL WORKSHOP	Eric Stisser, St. Louis Blues
	OHIO UNIVERSITY WORKSHOP	Jim Kahler, Ohio University
	UNIVERSITY OF OREGON WORKSHOP	Whitney Wagoner & Craig Leon, University of Oregon
2:30 pm	AFTERNOON SNACK	(Provided at Hilton Portland)
3:00 pm	SUNDAY WORKSHOPS RESUME	
5:30 pm	BUSES DEPART HILTON PORTLAND FOR PROVIDENCE PARK	
5:45 pm	PORTLAND TIMBERS “WELCOME TO THE FORUM”	Hosted by the Portland Timbers and Centerplate  
5:45 pm	BEHIND THE SCENES TOUR OF PROVIDENCE PARK	
6:15 pm	COCKTAILS AND APPETIZERS AT PROVIDENCE PARK	
8:15 pm	PORTLAND TIMBERS WELCOME	

SUNDAY



DAVID BROWN
Executive Vice President idegy, inc.



RUSSELL SCIBETTI
VP, Product Strategy, KORE Software



MIKE REDLICK
Dir. External Affairs, DeVos Sport Business Management Program, UCF



CHRISTINA WRIGHT
Asst. Dir. of Human Resources, NCAA



ANDY MILOVICH
General Manager, Myrtle Beach Pelicans



KYLE BOSTWICK
Vice President, Vermont Lake Monsters



KATHY SCHWAB
Sr. Dir. of Marketing, Milwaukee Brewers



TOM SHERIDAN
Sr. Dir. of Ticket Sales, Chicago White Sox



CHAD SEIGLER
VP, Team Marketing Services, NASCAR



BRENT SCHOEB
VP, Corporate Partnerships, San Francisco 49ers



DANNON HULSKOTTER
VP, Marketing & Fan Engagement, Minnesota Vikings



ERIC STISSER
SVP, Corporate Sponsorship, St. Louis Blues



JIM KAHLER
Exec. Dir., Center for Sports Admin., Ohio University



LYNN LASHBROOK
President, Sports Management Worldwide



CHRIS OXLEY
VP, Business Development & Government Affairs, Portland Trail Blazers



ROB MULLENS
Athletics Director, University of Oregon



MIKE GOLUB
President of Business Operations, Portland Timbers



JEREMY DARLOW
Director of Marketing, adidas Football & Baseball

MONDAY

AGENDA









MONDAY, FEBRUARY 15

	PROGRAM (All Events at Hilton Portland)	SPEAKERS	
7:30 am	NEWCOMER'S BREAKFAST	Mary Pink , Iowa State Athletics Department	
9:00 am	OPENING CEREMONIES		
9:30 am	"THE OREGON TRAIL- SPOTLIGHT ON SPORTS IN THE PACIFIC NORTHWEST" Super Panel	MODERATOR: Dr. Lynn Lashbrook , Sports Management Worldwide PANELISTS: Chris Oxley , Portland Trail Blazers; Rob Mullens , University of Oregon; Mike Golub , Portland Timbers; Jeremy Darlow , adidas	
11:00 am	COFFEE BREAK		
BREAKOUT BLOCK 1	11:30 am	SPONSORSHIP The Sponsor's Perspective	Jim Kahler , Ohio University
	MARKETING The Brand Integration Blueprint	Molly Mazzolini , Infinite Scale	
	TICKET MANAGEMENT Who Owns My Ticket?: Do Sports Properties Have the Right to Say Who Buys Their Tickets?	Bill Guertin , The 800-Pound Gorilla	
	SR. MANAGEMENT Use the 4 Cs to Successfully Adopt Analytics and Drive your Business Further presented by AVNET	Mike Arthur , Avnet Technology Solutions	
	SOCIAL MEDIA The Do's and Don'ts of Social Media in the Sports Industry	TBA	
	BUSINESS DEVELOPMENT The Death of In-Stadium/In-Arena Signage? presented by D	Will Ellerbruch , Daktronics	
	WILD CARD Virtual Reality - the Next Sports Gold Rush!	Andy Dolich , Dolich Consulting	
	WILD CARD Activating a Trending Corporate Partnership Category: Fantasy Sports	Brent Schoeb , San Francisco 49ers & Scott Jones , Yahoo Sports	
	12:30 pm	LUNCH IN THE TRADE SHOW	
BREAKOUT BLOCK 2	2:00 pm	SPONSORSHIP The Star – Home of the Cowboys: Creating New Revenue Streams	Eric Sudol , Dallas Cowboys
	MARKETING Not Your Father's Marketing Plan...	Chad Wynn , Texas Rangers	
	TICKET SALES How Ticket Sales and Technology Go Hand in Hand presented by dialsource	Joshua Tillman , Dialsource & Phil Horn , Sacramento Kings	
	SR. MANAGEMENT Doing Well ...by Doing Good – How environmental sustainability is good for your bottom line.	Steve Scott & Christa Stout , Portland Trail Blazers	
	SOCIAL MEDIA Driving the Fan Relationship Through Media and Your Global Brand	TBA	
	FAN ENTERTAINMENT Using Creativity & Innovation to Drive Fan Engagement & Incremental Revenue	Dan Migala , Property Consulting Group/The Migala Report	
	WILD CARD Understanding Millennials	Annie Brackley , Ohio University	
	WILD CARD A Fan for Life – Creating Emotional Fan Experiences in Under-Leveraged Stadium Areas presented by BRC	Christian Lachel & Brad Shelton , BRC Imagination Arts	
	3:00 pm	AFTERNOON SNACK	
3:30 pm	"MXM...MARKETING TO THE NEXT GENERATION" Super Panel sponsored by GMR	MODERATOR: Todd Fischer , GMR Marketing PANELISTS: Jimmy Small , Iowa Speedway; Casey Romany , PepsiCo; Caitlin Moyer , Milwaukee Brewers; Joni Lockridge , PGA of America	
5:45 pm	NSF OPENING NIGHT IN THE TRADE SHOW		

MONDAY



MOLLY MAZZOLINI Partner & Brand Integration Director, Infinite Scale	BILL GUERTIN CEO (Chief Enthusiasm Officer), The 800-Pound Gorilla	MIKE ARTHUR Sr. Dir., Sports & Entertainment, Avnet Services, Avnet Technology Solutions	WILL ELLERBRUCH Regional Sales Manager, Daktronics	ANDY DOLICH President, Dolich Consulting	SCOTT JONES Sr. Product Marketing Manager, Yahoo Sports	ERIC SUDOL VP, Corporate Partnership Sales & Service, Dallas Cowboys	CHAD WYNN Manager, Partnerships, Texas Rangers	JOSHUA TILLMAN Founder and CEO, DialSource	PHIL HORN VP, Ticket Sales and Services, Sacramento Kings	STEVE SCOTT VP, Corporate Partnership, Portland Trail Blazers	CHRISTA STOUT VP, Social Responsibility, Portland Trail Blazers	DAN MIGALA Founding Partner, PCG/The Migala Report	TODD FISCHER VP, Client Management, GMR Marketing	JIMMY SMALL President, Iowa Speedway	CASEY ROMANY Senior Brand Manager, PepsiCo	CAITLIN MOYER Director-New Media, Milwaukee Brewers	JONI LOCKRIDGE Director, Digital Strategy, PGA of America
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	PROGRAM (All Events at Hilton Portland)	SPEAKERS		
9:00 am	OPENING REMARKS			
9:45 am	"WHAT KEEPS YOU UP AT NIGHT" Super Panel sponsored by 	MODERATOR: Abe Madkour, Sports Business Journal/Sports Business Daily PANELISTS: Ethan Casson, San Francisco 49ers; Ken Hudgens, FELD Motor Sports; Chris McGowan, Portland Trail Blazers; Mark Prows, MGM Resorts		
10:45 am	COFFEE BREAK			
BREAKOUT BLOCK 3	11:15 am	SPONSORSHIP Inside the 'New' Anheuser-Busch MARKETING Grab the Attention of your BEST Prospects TICKET SALES Supersizing Groups SR. MANAGEMENT How Well Do You Know Your Fans? -- Transforming Customer Intelligence to Actionable Insights SOCIAL MEDIA Social B2B Selling via LinkedIn FAN ENTERTAINMENT Making the Most of the Game Day Experience to Differentiate and Market WILD CARD eSports – Lessons in Engaging the Millennial Audience from this Global Phenomenon presented by  SAMMY The Six Best Ideas You Should Be Doing NOW	Nick Kelly, Anheuser-Busch Ron Contorno, Full House Sports Marketing Kathy Burrows, Sold Out Seating TBA Corey Breton, Los Angeles Football Club Declan Bolger, Major League Soccer Matt Hill, GMR Marketing Ron Seaver, National Sports Forum	
	12:30 pm	LUNCH IN THE TRADE SHOW		
	BREAKOUT BLOCK 4	2:30 pm	SPONSORSHIP The Five-Question Sponsor Promotion Acid Test MARKETING The Fan Journey: Nurturing fans from single ticket to season ticket holders presented by  TICKET MANAGEMENT The Keys to Monetizing Your Secondary Market presented by  SR. MANAGEMENT Employee Engagement - How to Find & Keep the Best BUSINESS DEVELOPMENT Designing, Sponsoring & Selling a New Premium Space FAN ENTERTAINMENT 20 Fan Entertainment Ideas in Sixty Minutes WILD CARD Best of the 2016 Tech Tank WILD CARD MEETING MILLENNIALS ON THEIR TERMS – The Ganassi Sound Garage	Steve Delay, SRO Partners & Co-Author Matt Zilli, Marketo, Inc. Troy Kirby, UC Davis ; Eric Lapointe, Jasper Joyce, Jeff Morander Jason Bitsoff, FELD Entertainment, Inc. Jared Kozinn & Jeff Webster, Detroit Lions Eric Nichols, University of South Carolina Gamecocks Stephen Corsaro, National Sports Forum John Olguin, Chip Ganassi Racing
		3:40 pm	AFTERNOON SNACK BREAK	
		4:00 pm	"THAT'S THE TICKET" Super Panel sponsored by 	MODERATOR: Tom Sheridan, Chicago White Sox PANELISTS: Flavil Hampsten, San Jose Sharks; Mark Plutzer, MLB Advanced Media; Mike Kenney, Harlem Globetrotters; Rob Sine, IMG Learfield Ticket Solutions
		6:00 pm	2016 BUDWEISER GALA - Hosted by the Portland Trail Blazers and Levy Restaurants   	 Keynote Speaker VIN LANANNA 2016 Olympic Head Coach - Men's Track & Field President, TrackTown USA Associate Athletic Director, Olympic Development, University of Oregon

TUESDAY

																	
ETHAN CASSON Chief Revenue Officer, San Francisco 49ers	KEN HUDGENS COO, FELD Motor Sports	CHRIS MCGOWAN President & CEO, Portland Trail Blazers	MARK PROWS SVP Entertainment Operations, MGM Resorts	COREY BRETON SVP of Premium Products and Ticketing, LAFC	DECLAN BOLGER VP, Club Services, Major League Soccer	MATT HILL SVP Global Sports & Entertainment Consulting, GMR Marketing	STEVE DELAY Sponsorship & Ticket Sales Consultant; Managing Partner, SRO Partners; Co-Author	MATT ZILLI Sr. Director of Product Marketing, Marketo, Inc.	TROY KIRBY Director of Ticket Operations, UC Davis	ERIC LAPOINTE Director, Business Partnerships, Ticket Galaxy	JASPER JOYCE Director, Ticket Sales, Harlem Globetrotters	JEFF MORANDER EVP, Ticket Sales & Strategy, Arizona Coyotes	JASON BITSOFF VP & GM Sponsorship & Strategic Alliances, FELD Entertainment	JARED KOZINN Dir. Business Development & Premium Seating, Detroit Lions	JEFF WEBSTER Corporate Partnerships, Detroit Lions	ERIC NICHOLS Assistant AD/CMO, University of South Carolina	FLAVIL HAMPSTEN EVP, Chief Sales & Marketing Officer, San Jose Sharks

NETWORKING EVENTS



The 2016 Opening Night Celebration will be held at **Providence Park** directly following the Sunday Workshops. Attendees will take part in a behind-the-scenes look at the Portland Timbers stadium, a reception with light appetizers and cocktails, and officially be welcomed to the 2016 National Sports Forum by the 2015 MLS Cup Champions, the Portland Timbers!



The **Moda Center**, home of the Portland Trail Blazers, will play host to this year's Budweiser Gala. As the final event of the 2016 National Sports Forum, the Budweiser Gala will include a tour of the arena, dinner and drinks, and a special Keynote presentation from Vin Lananna, the 2016 Olympic Head Coach - Men's Track & Field and President of TrackTown USA.

NSF SUNDAY WORKSHOPS

Best Practices & Idea Sharing

	SUNDAY WORKSHOPS	WORKSHOP DESCRIPTION
OPEN TO ALL	NSF TECH TANK	The NSF Tech Tank is designed to expose innovative companies to teams, sports properties and agencies. Open to all NSF Attendees & Exhibitors.
	"GETTING THE MOST OUT OF THE NSF" WORKSHOP	RECOMMENDED FOR EXHIBITORS. Stop in to hear some tips and tricks on how you can maximize your time at this year's NSF! Open to all NSF Attendees & Exhibitors.
	BIG DATA WORKSHOP	This workshop will provide an overview of all the various data-driven systems out there and how they all connect in a team's ecosystem. Complete with case studies and panel discussions. Open to all NSF Attendees & Exhibitors.
PRIVATE SESSIONS	ACADEMIC WORKSHOP	Join other professionals in academia in this unique opportunity to come together and discuss and apply practical application to sports management related academic classrooms.
	BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT (BDSE) WORKSHOP	This special interactive program is reserved exclusively for the BDSE cohort. The session will focus on networking, leadership and career development centered around increasing diversity within the leadership ranks of the sports industry.
	MiLB WORKSHOP	A unique opportunity for MiLB executives to come together to discuss creativity, ticketing, sponsorship & marketing as it applies to Minor League Baseball. Join the industry's most innovative executives for this day-long session.
	MLB WORKSHOP	A candid round table discussion with MLB executives on ticket sales, services and marketing. Come be a part of the camaraderie, ask the tough questions, get better insight and take it all back to your respective clubs.
	NON-TRADITIONAL SPORT & ENTERTAINMENT WORKSHOP	A unique opportunity for non-traditional sport and entertainment events to come together, hear from Industry experts and "dive deep" into business strategies, best practices and challenges.
	NFL WORKSHOP	Connect with fellow NFL executives in a private idea-sharing session highlighting marketing and ticketing strategies, sponsorship opportunities as well as suite sales initiatives.
	NHL WORKSHOP	Join league executives during this strategizing session exclusively for those in the NHL. Leadership strategies, sponsorship activation and best practices will all be shared in this exclusive meeting.
	OHIO UNIVERSITY WORKSHOP	Open exclusively to Ohio University Alums and professional MSA/MBA students already working in the industry. This executive education workshop will cover career development, sales and marketing best practices.
UNIVERSITY OF OREGON WORKSHOP	Open exclusively to University of Oregon Alums working in the industry. This executive education workshop will cover career development, sales and marketing best practices.	

ADCHIEVEMENT AWARDS 2016

The 2016 **ADchievement Awards** recognize the year's most outstanding advertising campaigns in sports. The competition brings in hundreds of submissions from the top teams, agencies, leagues, motorsports properties and more, to take home the award for the best and most effective advertising in eight categories. Winners will be announced on-stage at the 2016 National Sports Forum in Portland on February 16th.

SAMMY

The 2016 **SAMMY Award** (Sales, Advertising, Marketing & Management idea of the Year) finalists will highlight six revenue-generating ideas that saw BIG results in the industry.

The six SAMMY finalists will present their objectives, actions and results to the 2016 NSF attendees. Join us to decide who will win top honors this year during the "Six Best Ideas You Should Be Doing NOW!" Breakout Session on Tuesday, February 16th.



The 2016 **OM Foundation Award** celebrates an individual in the sports and entertainment industry who goes above and beyond to better their community.

Individuals are nominated and the recipient is hand selected by the NSF Steering Committee and OM Foundation Award Selection Committee. The recipient will be awarded the OM Foundation Award at the 2016 National Sports Forum in Portland.

NSF BUSINESS of DIVERSITY in SPORTS and ENTERTAINMENT

32 of the top up-and-coming diverse sports professionals, representing many of the major organizations in the industry, will be awarded scholarships for the fourth annual NSF **Business of Diversity in Sports and Entertainment program**.

Chaired by a twelve-person committee, this inclusive program will focus on leadership and career development centered around increasing diversity within the leadership ranks of the industry. Each scholarship recipient will attend the BDSE program Sunday and the full conference Monday and Tuesday.



The 10th annual **Case Cup Competition** will be held at the 2016 National Sports Forum. Nine of the nation's top MBA and Sports Masters programs will compete to show their program has what it takes to take home the cup!

Watch as the sports industry's rising stars show off the skills obtained in their program and vie to be named the 2016 Case Cup Winner!

The 2016 Case Cup Field:



2016 NSF TRADE SHOW

BUSINESS GETS DONE AT THE FORUM

EXHIBIT AT THE 2016 NSF TRADE SHOW

1. Gain access to hundreds of sports business decision-makers
2. Show off your products and services
3. Network and build relationships with executives in all areas of the sports industry

DON'T WAIT TO REGISTER, SPACE IS LIMITED!



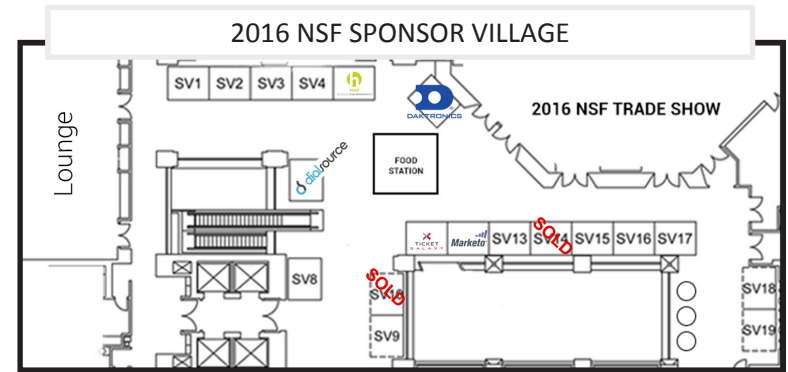
*Exclusivity not available for NSF Exhibitors

SINGLE BOOTH - \$3,695*

*Price Expires January 15, 2016

FOR MORE INFORMATION CONTACT

Ryan Heidrich
619.469.4101 x 205
ryan.h@sports-forum.com



LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES FOR THE 2016 NATIONAL SPORTS FORUM

As a sponsor you'll have the opportunity to gain exposure to hundreds of influential managers and executives in the sports industry in a dynamic, interactive setting.

FOR MORE INFORMATION CONTACT

Dustin Ouellette at 619.303.1675 | dustin@sports-forum.com
Stephen Corsaro at 619.303.1688 | stephen@sports-forum.com

REGISTER FOR THE 2016 NSF

Register now for the 2016 National Sports Forum for **\$1,595** per badge **OR** take advantage of the NSF **TRIPLE PLAY OFFER: 3 Attendees from the same organization for \$3,500***

Price of badges will increase on **January 16th**, so don't wait, sign up to attend the **TOP** education and networking conference in sports business!

TO REGISTER:

Contact Nicole Del Vecchio - **619.469.4101 x 207** | nicole@sports-forum.com OR visit us online at www.sports-forum.com

*The Triple Play Offer is a discounted rate, therefore it is non-refundable once purchased, non-transferable to anyone outside of your organization, nor does it carry any roll-over value should any of your three attendees not be able to attend the upcoming 2016 National Sports Forum.



2016 STEERING COMMITTEE

DAVID BROWN
Executive Vice President
idegy, inc.

SC Member Since: 2003



STEVE DUPEE
Executive Vice President, Business
Development
GMR Marketing

SC Member Since: 2004



JIM KAHLER
Executive Director, Center for
Sports Administration
Ohio University

SC Member Since: 2004



MIKE REDLICK
Dir. of External Affairs, DeVos Sport
Business Management Program
University of Central Florida

SC Member Since: 2005



MARY PINK
Associate Athletics Director for
Marketing & Promotions
Iowa State Athletics Department

SC Member Since: 2010



KATHY SCHWAB
Senior Director, Marketing
Milwaukee Brewers

SC Member Since: 2010



TOM SHERIDAN
Sr Director, Ticket Sales &
Premium Seating
Chicago White Sox

SC Member Since: 2010



BRIAN BYRNES
Senior Vice President, Sales &
Marketing
Oklahoma City Thunder

SC Member Since: 2011



SUE HOLLENBECK
Director of Sports Business
OKCCVB

SC Member Since: 2013



DAN MIGALA
Founding Partner
PCG/The Migala Report

SC Member Since: 2013



DANNON HULSKOTTER
Vice President, Marketing & Fan
Engagement
Minnesota Vikings

SC Member Since: 2014



BRYANT PFEIFFER
Vice President, Club Services
Major League Soccer

SC Member Since: 2014



KYLE BOSTWICK
Vice President
Vermont Lake Monsters

SC Member Since: 2015



JOSE DUVERGE
Manager of Business Development
Major League Soccer/ Soccer
United Marketing

SC Member Since: 2015



ANDY MILOVICH
VP, General Manager
Myrtle Beach Pelicans

SC Member Since: 2015



DAVE MULLINS
Vice President, Client Development
GMR Marketing

SC Member Since: 2015



DAVE MUYE
Sr. Director, Sponsorships &
Strategic Alliances
Feld Entertainment, Inc.

SC Member Since: 2015



ERIC NICHOLS
Assistant AD/CMO
University of South Carolina

SC Member Since: 2015



BRENT SCHOEB
VP, Corporate Partnerships (Sales
& Service)
San Francisco 49ers

SC Member Since: 2015



CHAD SEIGLER
Vice President, Team Marketing
Services
NASCAR

SC Member Since: 2015



ERIC STISSER
Senior Vice President, Corporate
Sponsorship
St. Louis Blues

SC Member Since: 2015



CHRIS WUJCIK
Senior Director, Sports Strategy
GMR Marketing

SC Member Since: 2015



LISA BOAZ
Manager of Local Sports
Sponsorship
Anheuser-Busch

SC Member Since: 2016



ACCOMMODATIONS

Hilton Portland & Executive Tower

921 SW 6th Ave, Portland, OR 97204

P: (503) 226-1611

The official host hotel of the 2016 National Sports Forum is the **Hilton Portland & Executive Tower**. The Hilton will also be hosting all educational programming of the 2016 NSF (Sunday Workshops, Super Panels and Breakout Sessions) and the 2016 NSF Trade Show.

All NSF attendees can receive a special rate of \$189 per night. The room block will fill up quickly so make sure to book your room early! You can call the Hilton and make your reservation via phone, just make sure to mention the National Sports Forum when booking to secure the \$189/night rate!



2016 NSF TECH TANK

The NSF Tech Tank is designed to expose innovative companies to teams, sports properties and agencies. The NSF Tech Tank will be held on **Sunday, February 14, 2016 from 11:30am - 5:30pm** and will consist of **four "flights"** centered on specific technological trends in the sports industry:

1. Social & Digital Media -

This flight seeks to introduce new ways for sports properties and sponsors to engage fans both inside the stadium and outside of events through social & digital means.

2. Ticketing -

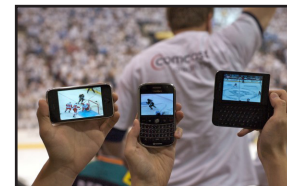
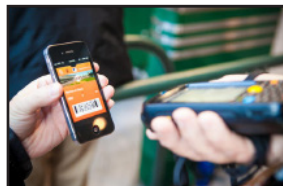
This flight is focused on driving ticket sales with companies that have developed unique new ways to aid sports properties in their efforts to increase ticketing revenues.

3. In-Venue Fan Engagement -

Sports properties and sponsors are looking to you to share your technologies that can elevate the fan experiences as well as unique new methods to enhance corporate sponsorship activation.

4. "Wild About Apps" -

Showcase your application and/or app integration with a focus on enhancing fan interaction, optimize stadium operations, generate new revenue streams, increase game day sales, and more.



For more information or to participate in the NSF Tech Tank contact Stephen Corsaro at 619.303.1688 or stephen@sports-forum.com

THANK YOU TO OUR SPONSORS & PARTNERS

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STRATEGIC PARTNERS



PLATINUM VENDORS/VENDOR +



EVENT AFFILIATES



2016
**NATIONAL
SPORTS FORUM™**
portland | february 14- 16, 2016

The National Sports Forum
7290 Navajo Rd. Suite 204
San Diego, CA 92119

2016 SPONSORS + HOSTS



TICKET
G A L A X Y



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JOIN US
at the

2016 National
Sports Forum
Portland, OR

SINGLE ATTENDEE BADGE*

*Price expires January 15th

\$1,595

TRIPLE PLAY OFFER
(3 ATTENDEES
FROM SAME ORGANIZATION)

\$3,500

www.sports-forum.com

Contact Nicole Del Vecchio: 619.469.4101 x 207 | nicole@sports-forum.com