

**"Meet-Up" Overview:** In an effort to expand the NSF education and networking to 365 days of the year, last year we started the NSF "Meet-Up" Program. The program consists of one-night networking events that will be held across the United States in the Fall of 2015. Each "Meet-Up" will consist of a cocktail reception and an hour-long super-panel featuring four (4) top sports executives. A moderator will lead the panelists in a discussion on *"Sports in the Year Ahead – What's your plan to make 2016 your Best Year Ever?"*

**"Meet-Up" History:** This will be the second year of the "NSF Meet-up" program. Prior to the 2015 Forum in Cincinnati we held two "Meet-Ups", one in San Francisco, California and one in Columbus, Ohio, hosted by the Columbus Crew. Due to the success of these two "Meet-Ups" we will be expanding the program to five "NSF Meet-Ups" leading up to the 2016 Forum in Portland, Oregon.



\*Photos from the 2014 NSF "Meet-Ups"

### TENTATIVE EVENT SCHEDULE:

**5:00 - 6:00pm** | Cocktail reception for attendees to network and mingle with each other

**6:00pm** | Forum President, Ron Seaver starts programming by introducing himself and calling up our Meet-up Sponsors & Host to say a few words of welcome to Attendees.

**6:00 - 6:50pm** | Fun and casual discussion with our selected panelists discussing the sports business from their particular vantage point.

**6:50 - 7:00pm** | Audience Q&A with panelists

**7:00 - 7:45pm** | Cocktails and appetizers before thanking everyone and guiding them out of the facility.

### ANTICIPATED AUDIENCE SIZE:

Based on the audience size at the past "Meet-Ups" and the number of "alumni" we enjoy in the selected markets, we anticipate anywhere between **50 – 150 attendees** at a given "NSF Meet-Up". Attendees range from a wide variety of teams and leagues including:



### 2015 NSF "MEET-UP" LOCATIONS AND DATES:



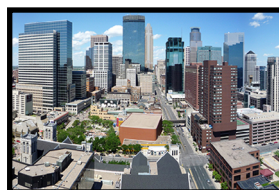
**Dallas, TX**  
 Wednesday, November 4th



**Seattle, WA**  
 Wednesday, November 11th



**San Francisco, CA**  
 Thursday, November 12th



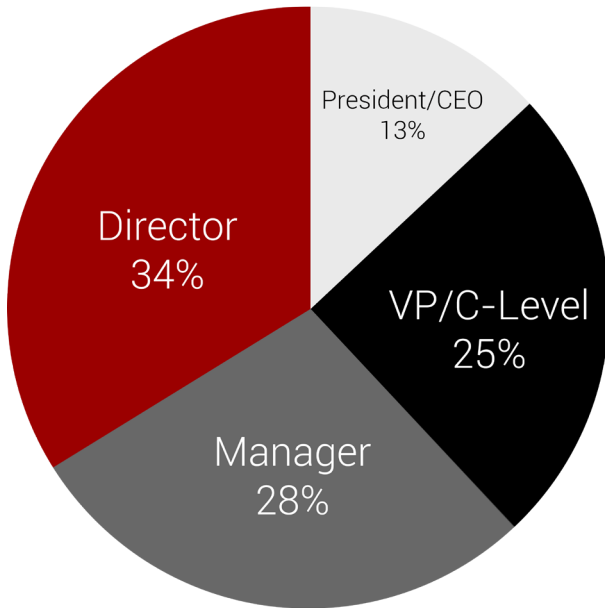
**Minneapolis, MN**  
 Tuesday, November 17th



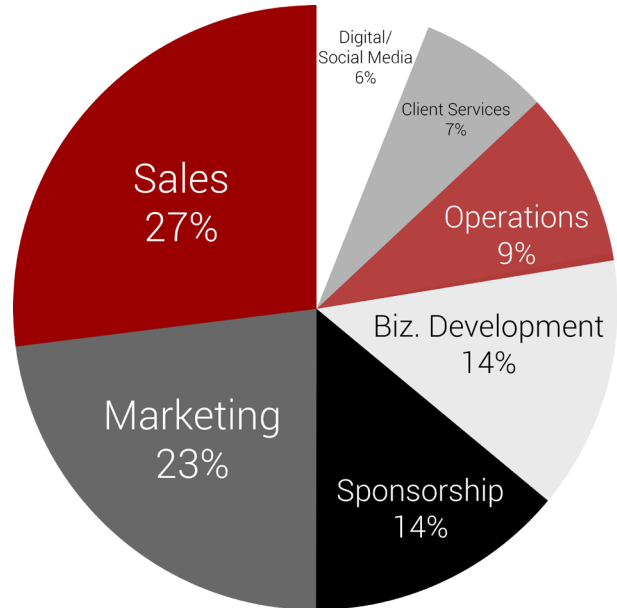
**Chicago, IL**  
 Wednesday, November 18th

**Attendee Demographic:** The NSF "Meet-Ups" are intended to appeal to the typical Forum attendee, therefore the typical audience of a "Meet-Up" closely reflects that of the Forum. The typical Forum attendee breakdown, based on title and department, is as follows:

**ATTENDEES BY TITLE**



**ATTENDEES BY DEPARTMENT**



**About the National Sports Forum:** Now headed into its 21<sup>st</sup> year, the National Sports Forum is the largest annual cross gathering of the top team sports marketing, sales, promotions and event entertainment executives - from throughout the broad spectrum of teams and leagues, (i.e. NFL, MLB, NBA, NHL, Minor Leagues, Racing, Colleges, etc.), in North America.

We meet each year in February for three days of networking, idea sharing and listening to the industry's top spokespeople, through numerous breakout sessions, panel discussions, networking events and keynote speeches.

To learn more about the National Sports Forum you can visit us online at [www.sports-forum.com](http://www.sports-forum.com) or contact **Nicole Del Vecchio at 619.469.4101 ext 207 or [nicole@sports-forum.com](mailto:nicole@sports-forum.com)**



\*Photos from the 2015 National Sports Forum

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