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NSF NATIONAL SPORTS FORUM MINNEAPOLIS–ST.PAUL 2017

MINNEAPOLIS-ST. PAUL, MINNESOTA

US bank stadium

FEBRUARY 12-14, 2017

GLEN TAYLOR
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DAVE ST. PETER
President
Minnesota Twins

MARK WILF
Owner/President
Minnesota Vikings

DR. BILL MCGUIRE
Owner
Minnesota United FC

CRAIG LEIPOLD
Owner/Governor
Minnesota Wild

BREAKOUT SESSIONS AT A GLANCE

ALL PROGRAMMING WILL BE HELD AT THE MINNEAPOLIS CONVENTION CENTER ACROSS FROM THE HILTON MINNEAPOLIS

	MONDAY AM	MONDAY PM	TUESDAY AM	TUESDAY PM
SPONSORSHIP	New Stadiums & New Expectations	If a Brand Could Sell Themselves a Sponsorship, This is How They'd Do it	Anheuser-Busch: Plus One	The Sponsor's Perspective
MARKETING	Advertising During the Rebuilding Years	How to Maximize Sponsorship and Campaigns by Activating Athletes	The Future of Sports: It's All About That Story	Marketing to Moms in a Connected World
TICKET SALES/ MANAGEMENT	Introducing Texting into the Sales Equation	Ticket Sales Marketplace: Transforming the Status Quo	R U Analytics?	Leveraging Secondary Market Sales Data: Solutions to Manage, Visualize, and Maximize
SENIOR MANAGEMENT	Insights on Building & Maintaining a Winning Corporate Culture	Managing Up...	Best Practices in Naming Rights	Green is the New Black - How the Minnesota Twins are Driving Profitability & Deep Fan Love
SOCIAL/DIGITAL MEDIA	Converting Fan Engagement into Revenue: Digital Strategies to Drive Marketing, Sponsorship, & Ticketing ROI	TBA	Why NASCAR Makes Content Disappear	Keeping Up with the Ever Changing World of Social Media
BUS. DEVELOPMENT/ FAN ENTERTAINMENT	Generating Revenue Outside the White Lines	Introducing FC Barcelona to the Americas	The Fastest Growing Revenue Stream in Sports	What's Special to Your Fans?
WILD CARD	Monetizing the Internet	How to Use Humor to Connect with Millennials	Generating Ticket Sales through Mobile Engagement	The Increasing Importance of Ancillary Revenue
WILD CARD	10 Years of Sponsorship Research - Previously Unpublished Insights from Sports' Longest Running Sponsorship Tracking Study	Making the Most of VR: 10 Tips for Sports Marketers	The Six Best Ideas You Should Be Doing NOW!	Best of the 2017 Tech Tank

**Speakers & sessions subject to change*

SUNDAY, FEBRUARY 12

AGENDA

	PROGRAM (All Events at Minneapolis Convention Center)	SESSION LEADERS
9:55 am	**CASE CUP COMPETITION**	*(At Minneapolis Convention Center)*
11:00 am	**SUNDAY BRUNCH**	*(Provided at Minneapolis Convention Center)*
12:00 pm	**SUNDAY WORKSHOPS BEGIN**	*(All Workshops at Minneapolis Convention Center)*
NEW	INSIDE SALES MANAGERS (ISM) WORKSHOP *(PRIVATE SESSION)*	**ISM Committee**
	INNOVATION LAB WORKSHOP *(OPEN TO ALL)*	**Dan Migala** & **Brian Gainor**, *PCG & SportsDesk Media*
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.*
	RTSE (RACES, TOURNAMENTS, & SPECIAL EVENTS) WORKSHOP	**Chad Seigler,** *NASCAR,* **Dave Muye,** *FELD Entertainment, Inc.*, & **David Martin**
	ACADEMIC WORKSHOP	**Mike Redlick,** *UCF* & **Roy Yarbrough**, *California University of PA*
PRIVATE SESSIONS	BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT (BDSE) WORKSHOP	**Christina Wright,** *Ohio University*
	MiLB WORKSHOP	**Andy Milovich,** *Myrtle Beach Pelicans* & **Chip Maxson,** *Sacramento River Cats*
	MLB WORKSHOP	**Kathy Schwab,** *Milwaukee Brewers* & **Tom Sheridan,** *Chicago White Sox*
	NFL WORKSHOP	**Brent Schoeb,** *San Francisco 49ers* & **Dannon Hulskotter,** *Minnesota Vikings*
	NHL WORKSHOP	**Eric Stisser,** *St. Louis Blues* & **John Durbin,** *Pegula Sports & Entertainment*
	OHIO UNIVERSITY WORKSHOP	**Jim Kahler,** *Ohio University*
2:30 pm	**AFTERNOON SNACK**	*(Provided at Minneapolis Convention Center)*
3:00 pm	SUNDAY WORKSHOPS RESUME	
5:30 pm	BUSES DEPART MINNEAPOLIS CONVENTION CENTER FOR U.S. BANK STADIUM	
5:45 pm	**MINNESOTA VIKINGS "WELCOME TO THE FORUM"**	*Hosted by the Minnesota Vikings, FELD Entertainment, and M Hospitality*
5:45 pm	BEHIND THE SCENES TOUR OF U.S. BANK STADIUM	
6:15 pm	COCKTAILS AND APPETIZERS AT U.S. BANK STADIUM	
8:15 pm	MINNESOTA VIKINGS WELCOME	

SUNDAY **MONDAY**

DAN MIGALA *Chief Innovation Officer*, PCG & SportsDesk Media

BRIAN GAINOR *VP of Innovation*, PCG & SportsDesk Media

DAVID BROWN *Executive Vice President*, idegy

CHAD SEIGLER *VP, Team Marketing Services*, NASCAR

DAVE MUYE *Sr. Dir. Sponsorships & Strategic Alliances*, FELD Entertainment

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

CHRISTINA WRIGHT *Visiting Assistant Professor*, Ohio University

ANDY MILOVICH *VP, General Manager*, Myrtle Beach Pelicans

CHIP MAXSON *General Manager*, Sacramento River Cats

KATHY SCHWAB *Sr. Director, Marketing*, Milwaukee Brewers

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

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

DANNON HULSKOTTER *VP, Marketing & Fan Engagement*, Minnesota Vikings

ERIC STISSER *SVP, Corporate Partnerships*, St. Louis Blues

JOHN DURBIN *Director of Marketing*, Pegula Sports & Entertainment

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

GLEN TAYLOR *Owner*, Minnesota Timberwolves & Lynx

MARK WILF *Owner/ President*, Minnesota Vikings

AGENDA

MONDAY, FEBRUARY 13

	PROGRAM (All Events at Minneapolis Convention Center)		*SPEAKERS*
7:30 am	**NEWCOMER'S BREAKFAST**		**Mary Pink,** *Iowa State Athletics Department*
9:00 am	OPENING CEREMONIES		
9:30 am	**"VIEW FROM THE OWNER'S BOX - INSIGHTS FROM THE TWIN CITIES LEADING SPORTS TEAMS"** Super Panel		**MODERATOR: Abe Madkour,** *Sports Business Journal/SBD* **PANELISTS: Glen Taylor,** *Minnesota Timberwolves & Lynx;* **Mark Wilf,** *Minnesota Vikings;* **Craig Leipold,** *Minnesota Wild;* **Dr. Bill McGuire,** *Minnesota United FC*
11:00 am	**COFFEE BREAK presented by SeatGeek**		
BREAKOUT BLOCK 1			
11:30 am	**SPONSORSHIP**	New Stadiums & New Expectations	**Chad Wynn,** *Texas Rangers*
	MARKETING	Advertising During the Rebuilding Years	**Kathy Schwab,** *Milwaukee Brewers* & **Nancy O'Brien,** *Minnesota Twins*
	TICKET SALES	Introducing Texting into the Sales Equation presented by zipwhip	**Chris Wilson,** *Portland Timbers*
	SR. MANAGEMENT	Insights on Building & Maintaining a Winning Corporate Culture	**Mark Gress, Jr.,** *Prodigy Sports*
	DIGITAL MEDIA	Converting Fan Engagement into Revenue: Digital Strategies to Drive Marketing & Sponsorship	**Carin Anderson & Phil Ervin,** *Minnesota Wild*
	BUSINESS DEVELOPMENT	Generating Revenue Outside the White Lines presented by Daktronics	**Will Ellerbruch,** *Daktronics*
	WILD CARD	Monetizing the Internet presented by AMPTHINK	**Pat Coyle,** *AmpThink*
	WILD CARD	10 Years of Sponsorship Research-Previously Unpublished Insights from Sports' Longest Running Sponsorship Tracking Study	**Nikolay Panchev,** *Turnkey Intelligence*
12:30 pm	**LUNCH IN THE TRADE SHOW presented by allure**		
BREAKOUT BLOCK 2			
2:00 pm	**SPONSORSHIP**	If a Brand Could Sell Themselves a Sponsorship, This is How They'd Do It	
	MARKETING	How to Maximize Sponsorship and Campaigns by Activating Athletes	**Gina Scott,** NFL Players Association
	TICKET MANAGEMENT	Ticket Sales Marketplace: Transforming the Status Quo presented by SeatGeek	**Jeff Ianello,** *SeatGeek*
	SR. MANAGEMENT	Managing Up…	**Steve LaCroix,** *Minnesota Vikings*
	SOCIAL/DIGITAL MEDIA	TBA	**TBA**
	BUSINESS DEVELOPMENT	Introducing FC Barcelona to the Americas	**Arturo de la Fuente,** *FC Barcelona*
	WILD CARD	How to Use Humor to Connect with Millennials	**DJ O'Neil,** *Hub Strategy*
	WILD CARD	Making the Most of VR: 10 Tips for Sports Marketers	**John Buzzell,** *If/Then*
3:00 pm	**AFTERNOON SNACK BREAK presented by SeatGeek**		
3:30 pm	**"WHAT'S NEXT?"** Super Panel sponsored by BRC Imagination Arts		**MODERATOR: Bryan Rasch,** *GMR Marketing* **PANELISTS: Christian Lachel,** *BRC Imagination Arts*; **Jay Parker,** *Daktronics*; **Nathan Lindberg,** *Twitch*; **Andy Hayman,** *GMR Marketing*
5:45 pm	NSF OPENING NIGHT IN THE TRADE SHOW presented by zipwhip PSAV		

**Speakers & sessions subject to change*

CRAIG LEIPOLD *Owner/ Governor,* Minnesota Wild

DR. BILL MCGUIRE *Owner,* Minnesota United FC

CHAD WYNN *Manager, Partnerships,* Texas Rangers

MARK GRESS, JR. *VP, Recruiting,* Prodigy Sports

CARIN ANDERSON *VP, Corporate Partnerships,* Minnesota Wild

WILL ELLERBRUCH *Regional Sales Manager,* Daktronics

PAT COYLE *Marketing Leader & Wi-Fi Business Advisor,* AmpThink

NIKOLAY PANCHEV *SVP, Research,* Turnkey Intelligence

GINA SCOTT *VP, Partner Services,* NFL Players Association

JEFF IANELLO *EVP, Client Partnerships,* SeatGeek

STEVE LACROIX *CMO,* Minnesota Vikings

DJ O'NEIL *CEO,* Hub Strategy

JOHN BUZZELL *EVP, Digital & Innovation,* If/Then

BRYAN RASCH *Chief Innovation Officer,* GMR Marketing

CHRISTIAN LACHEL *Executive Creative Director/VP,* BRC Imagination Arts

JAY PARKER *VP, Live Events & Spectaculars,* Daktronics

NATHAN LINDBERG *Dir. of Global Esports Sponsorships,* Twitch

ANDY HAYMAN *Head of Content Development & Production,* GMR Marketing

TUESDAY, FEBRUARY 14

AGENDA

	PROGRAM (All Events at Minneapolis Convention Center)		*SPEAKERS*
9:00 am	**OPENING REMARKS**		
9:45 am	**"WHAT KEEPS YOU UP AT NIGHT"** Super Panel		**MODERATOR: Dennis Mannion** **PANELISTS: Ethan Casson,** *Minnesota Timberwolves & Lynx*; **Dave St. Peter,** *Minnesota Twins;* **Rob Light,** *CAA*
10:45 am	**COFFEE BREAK presented by** SeatGeek		
BREAKOUT BLOCK 3			
11:15 am	**SPONSORSHIP**	Anheuser-Busch: Plus One	**Nick Kelly,** *Anheuser-Busch*
	MARKETING	The Future of Sports: It's All About That Story presented by BRC	**Christian Lachel,** *BRC Imagination Arts*
	TICKET MANAGEMENT	R U Analytics?	**Karlis Kezbers,** *Oklahoma City Thunder*
	SR. MANAGEMENT	Best Practices in Naming Rights	**AJ Maestas,** *Navigate Research*
	SOCIAL MEDIA	Why NASCAR Makes Content Disappear	**Amanda Lordy,** *NASCAR*
	BUSINESS DEVELOPMENT	The Fastest Growing Revenue Stream in Sports	**Nikki Romolo,** *Sporting Kansas City*
	WILD CARD	Generating Ticket Sales through Mobile Engagement presented by ReplyBuy	**Josh Manley,** *ReplyBuy*
	SAMMY	The Six Best Ideas You Should Be Doing NOW!	**Ron Seaver,** *National Sports Forum*
12:30 pm	**LUNCH IN THE TRADE SHOW presented by** allure		
BREAKOUT BLOCK 4			
2:30 pm	**SPONSORSHIP**	The Sponsor's Perspective	**Jim Kahler,** *Ohio University*
	MARKETING	Marketing to Moms in a Connected World	**Amy LeWinter Dubinsky & Kenna Conway,** *FELD Entertainment*
	TICKET SALES	Leveraging Secondary Market Sales Data: Solutions to Manage, Visualize, & Maximize presented by TICKET GALAXY	**Barry Kahn,** *Qcue*
	SR. MANAGEMENT	Green is the New Black - How the Minnesota Twins are Driving Profitability & Deep Fan Love	**Aileen McManamon,** *5T Sports Group*
	SOCIAL MEDIA	Keeping Up with the Ever Changing World of Social Media	**Joel Richardson,** *Old Hat*
	FAN ENTERTAINMENT	What's Special to Your Fans?	**Kurt Hunzeker,** *MiLB*
	BUSINESS DEVELOPMENT	The Increasing Importance of Ancillary Revenue	**David Christie,** *Minnesota Twins*
	WILD CARD	Best of the 2017 Tech Tank	**Stephen Corsaro,** *National Sports Forum*
3:40 pm	**AFTERNOON SNACK BREAK presented by** SeatGeek		
4:00 pm	**"THAT'S THE TICKET"** Super Panel sponsored by TICKET GALAXY		**MODERATOR: Tom Sheridan,** *Chicago White Sox* **PANELISTS: Russ Stanley,** *San Francisco Giants*; **Ryan Tanke,** *Minnesota Timberwolves & Lynx*; **David McElwee,** *Orange Bowl Committee;* **Greg Kish,** *Legends*
6:00 pm	2017 BUDWEISER GALA - Hosted by the Minnesota Twins and Delaware North Budweiser · Minnesota Twins · Delaware North		 Keynote Speaker **TONY PETITTI** *Chief Operating Officer* Major League Baseball

TUESDAY

**Speakers & sessions subject to change*

ETHAN CASSON *CEO,* Minnesota Timberwolves & Lynx

DAVE ST. PETER *President,* Minnesota Twins

ROB LIGHT *Partner,* CAA

NICK KELLY *Director, Experiential Marketing - Sports,* Anheuser-Busch

KARLIS KEZBERS *Dir., Business Intelligence & Ticket Strategy,* Oklahoma City Thunder

AJ MAESTAS *President,* Navigate Research

AMANDA LORDY *Director, Partner Engagement,* NASCAR

NIKKI ROMOLO *Director of Events,* Sporting Kansas City

AMY DUBINSKY *VP, Event Marketing & Sales,* FELD Entertainment

BARRY KAHN *Founder & CEO,* Qcue

AILEEN MCMANAMON *Managing Partner,* 5T Sports Group

JOEL RICHARDSON *Social Media Guru,* Old Hat

KURT HUNZEKER *VP, Marketing Strategy & Research,* MiLB

DAVID CHRISTIE *Sr. Director of Target Field Events,* Minnesota Twins

RUSS STANLEY *SVP, Ticket Services & Client Relations,* San Francisco Giants

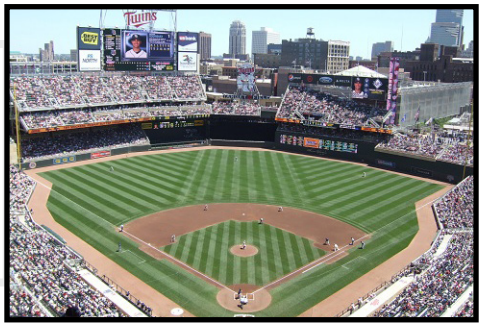
RYAN TANKE *SVP, Chief Revenue Officer,* Minnesota Timberwolves & Lynx

DAVID MCELWEE *VP, Bus. Dev.,* Orange Bowl Committee

GREG KISH *VP, Sales & Service - LA Stadium @ Hollywood Park Project,* Legends

NETWORKING EVENTS

The 2017 Opening Night Celebration will be held at **U.S. Bank Stadium** directly following the Sunday Workshops. Attendees will take part in a behind-the-scenes look at the Minnesota Vikings' new stadium, a reception with light appetizers and cocktails, and officially be welcomed to the 2017 National Sports Forum!



Target Field, home of the Minnesota Twins, will play host to this year's Budweiser Gala. As the final event of the 2017 National Sports Forum, the Budweiser Gala will include a tour of the ballpark, dinner and drinks, and a special Keynote presentation from **Tony Petitti**, the *Chief Operating Officer* for Major League Baseball.

NSF SUNDAY WORKSHOPS

Best Practices & Idea Sharing

	SUNDAY WORKSHOPS	WORKSHOP DESCRIPTION
NEW	**INSIDE SALES MANAGERS (ISM) WORKSHOP** *(PRIVATE SESSION)*	To help Inside Sales Managers get professional development that services their unique needs, the NSF is launching the first Inside Sales Managers Workshop dedicated to management training skills.
NEW	**INNOVATION LAB** *(OPEN TO ALL)*	The Innovation Lab is designed to help create an actionable, strategic approach to identifying new sponsorship opportunities, unearthing and accurately assessing the value of non-traditional and high-impact assets and programs and going to market with a compelling positioning in the marketplace that will attract local, national, and International brands.
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	**"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	**RTSE (RACES, TOURNAMENTS, & SPECIAL EVENTS)**	A unique opportunity for races, tournaments, & special events to come together, hear from Industry experts and "dive deep" into business strategies, best practices and challenges.
OPEN TO ALL	**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.
PRIVATE SESSIONS	**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.
PRIVATE SESSIONS	**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.
PRIVATE SESSIONS	**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.
PRIVATE SESSIONS	**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.
PRIVATE SESSIONS	**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.
PRIVATE SESSIONS	**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.

ADchievement Awards 2017

The 2017 **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 2017 National Sports Forum in Minneapolis-St. Paul on February 14th.

SAMMY

The 2017 **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 2017 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 14th.

2017 NSF Case Cup Competition

The 11th annual **Case Cup Competition** will be held at the 2017 National Sports Forum. Eight 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 2017 Case Cup Winner!

The 2017 Case Cup Field:

University of South Carolina · University of Oregon · University of Nebraska Lincoln · University of South Florida · Ohio University · The George Washington University Washington, DC · Temple · LBSU Graduate Program in Sport Management

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 *fifth* 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.

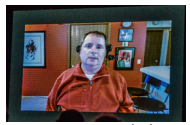
NSF National Sports Forum Est. 1996 // OM Foundation

The 2017 **OM Foundation Award** celebrates an individual and an organization in the sports and entertainment industry who goes above and beyond to better their community.

Individuals and organizations are nominated and the recipient is hand selected by the NSF Steering Committee and OM Foundation Award Selection Committee. Recipients will be awarded the OM Foundation Award at the 2017 National Sports Forum in Minneapolis-St. Paul.

2014 OM Foundation Award Recipient
Danny Heinsohn
Dallas, TX

2015 OM Foundation Award Recipient
Artie Kempner
Cincinnati, OH



2016 OM Foundation Award Recipient
Dave Busta
Portland, OR

2016 OM Foundation Organizational Award Recipient
Round Rock Express
Portland, OR

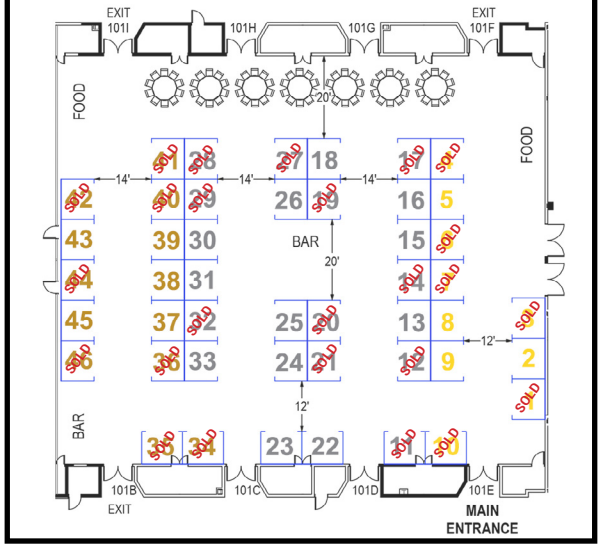
BUSINESS GETS DONE AT THE FORUM

EXHIBIT AT THE 2017 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

SPACE IS LIMITED... REGISTER NOW!

2017 NSF TRADE SHOW MAP

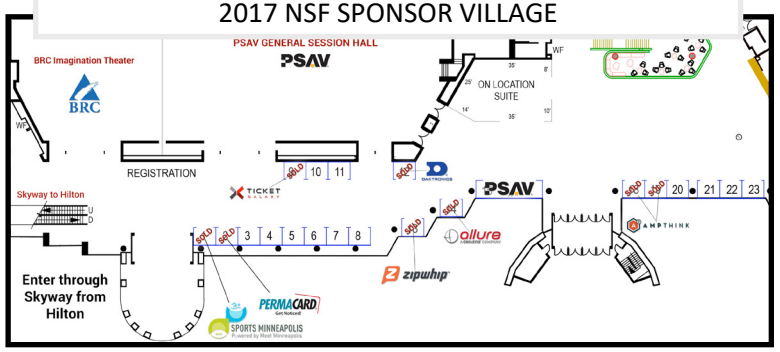


*Exclusivity not available for NSF Exhibitors

GOLD BOOTH - $4,995
SILVER BOOTH - $3,995
BRONZE BOOTH - $2,995

THE NSF TRADE SHOW & SPONSOR VILLAGE WILL BE LOCATED AT THE MINNEAPOLIS CONVENTION CENTER

2017 NSF SPONSOR VILLAGE



LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES FOR THE 2017 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
Stephen Corsaro at 619.303.1688 | stephen@sports-forum.com

REGISTER FOR THE 2017 NSF

Register now for the 2017 National Sports Forum at **$1,595** per badge **OR** take advantage of the NSF **TRIPLE PLAY OFFER** - ***3 Attendees from the same organization for $3,500****

Don't wait, badge prices will increase on **January 16th!** Sign up today to attend the **TOP** education and networking conference in sports business!

TO REGISTER:
Contact Haley Jurick - **619.469.4101 x 207**
haley@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 2017 National Sports Forum.

2017 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

DAN MIGALA
Chief Innovation Officer
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

ANDY MILOVICH
VP, General Manager
Myrtle Beach Pelicans

SC Member Since: 2015

DAVE MULLINS
Vice President, Client Development
GMR Marketing

SC Member Since: 2015

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Feld Entertainment, Inc.

SC Member Since: 2015

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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

LISA WOODWARD (BOAZ)
Manager, Sports Sponsorship
Anheuser-Busch

SC Member Since: 2016

SHERI BARROS
Director, Marketing Consulting
Career Sports & Entertainment

SC Member Since: 2017

JOHN DURBIN
Director of Marketing
Pegula Sports & Entertainment

SC Member Since: 2017

KARLIS KEZBERS
Director, Business Intelligence & Ticket Strategy
Oklahoma City Thunder

SC Member Since: 2017

JONI LOCKRIDGE
Director of Business Strategy & Operations
Omnigon

SC Member Since: 2017

CHIP MAXSON
General Manager
Sacramento River Cats

SC Member Since: 2017

MOLLY MAZZOLINI
Partner & Director of Brand Integration
Infinite Scale

SC Member Since: 2017

ACCOMMODATIONS

The official host hotel of the 2017 National Sports Forum is the

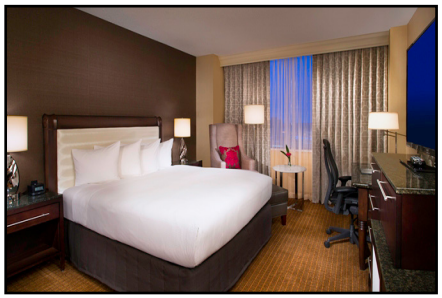
Hilton Minneapolis

1001 S. Marquette Ave., Minneapolis, MN 55403

P: (612) 376-1000

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!

Only a short skywalk away from the Minneapolis Convention Center!



www.sports-forum.com/attendees/accommodations/

Returning for its second year...

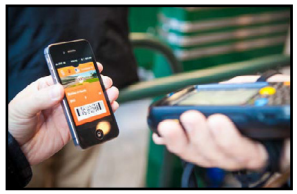
NSF TECH TANK

The NSF Tech Tank is designed to expose innovative companies to teams, sports properties and agencies. Tech Tank will be held on **Sunday, February 12, 2017 from 11:00am - 5:00pm** and will consist of **three "flights"** centered on specific technological trends in the sports industry:

1. Corporate Partnership & Brand Activation -
In this flight we look to uncover new technologies that can add value to existing corporate partnerships, as well as technologies that could introduce new revenue streams to sports properties.

2. Ticketing -
This flight aims to showcase innovative companies in the ticketing space and will focus on new and unique ways for sports properties to increase their ticketing revenues, drive season ticket renewals, maximize inside sales operations, and more.

3. The Fan Experience -
"The Fan Experience" flight aims to showcase innovative companies assisting sports organizations in creating a next level of engagement with their fans inside and outside their venue. This flight is looking to introduce new and innovative companies to properties to generate a memorable fan experience.



For more information or to participate in the NSF Tech Tank contact Stephen Corsaro at 781.534.8513 or stephen@sports-forum.com

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