

## FROM WEST TO EAST – The Forum Prepares for Baltimore 2010!

Business will be taking place this winter as the Sports Industry will come together in Baltimore, Maryland for idea sharing, networking opportunities and relationship building. With overwhelming support from the Baltimore Ravens, the official host of the 2010 National Sports Forum, the Forum agenda is gradually coming together. At the same time, the Industry is already asking about the details surrounding the 15th National Sports Forum. The 2010 National Sports Forum will be held on February 1-3, 2010 at the Renaissance Baltimore Harborplace Hotel. For additional information, here is a sneak peak at some of the pieces that are in place for 2010 attendees...



**"Behind the Scenes" Tours:** One of the traditions experienced by NSF attendees is the exclusive "Behind the Scenes" tours of sporting venues in the host city.

The 2010 Budweiser Gala will be hosted at one of Baltimore's premier sporting venues, M&T Bank Stadium, home of the Baltimore Ravens. Officially opened in 1998, the stadium also serves as an alternative venue for the John Hopkins University men's lacrosse team.



We're anticipating a memorable Tuesday evening that will challenge to be amongst the best Budweiser Galas in our history. We hope you'll be there to experience it!

On Wednesday afternoon, we'll be visiting Oriole Park at Camden Yards for a "Behind the Scenes" tour and luncheon. Arguably one of the finest sporting venues that blends tradition with state-of-the-art design, NSF Founder and President Ron Seaver states,

"We're really excited about the opportunity to visit Camden Yards and showcase the Orioles on Wednesday afternoon, it'll be a great time for everybody involved!"



Please stay tuned throughout the summer for further announcements!

**Keynote Speakers:** Continuing with tradition, the Forum will showcase keynote presentations from top sports executives in the Industry. This year we are pleased to announce that Baltimore Ravens owner, Steve Bisciotti, will be your 2010 Budweiser Gala keynote speaker.



We are in the process of finalizing the remaining keynote speaker slots with major industry leaders. From the discussions we've had so far, we are excited and hopeful that we will provide you with outstanding keynote speakers in Baltimore.

**Panel Discussions:** The 2010 Forum will provide attendees with a compliment of breakout sessions from various tracks. Some of the tracks will be about marketing, sponsorship, senior management and one of the most widely spoken about tracks today, the economy.

Two of the super panels in Baltimore will include, "And Now a Word From Our Sponsors..." presented by



BANSHEE MUSIC

Daktronics and Banshee Music's "Blending of Sports & Entertainment" panel. Last year, these super panels were full of great discussion points and we're looking forward to another great round of exclusive content and insight.

**Trade Show:** This year we have a more intimate and condensed trade show area, but we have just as many exhibitor booths for 2010 as we did in 2009! The trade show area is literally steps from the main general session ballroom. We plan to have the following trade show sessions: two lunch sessions (Monday & Tuesday), Monday evening at the Trade Show and the late morning session before noon on Wednesday. We hope you will benefit from this year's trade show layout and as a vendor you'll receive a great return on your experience by staying in front of the industry at the Forum in Baltimore.

The 2010 NSF Steering Committee is currently in the process of selecting speakers and breakout session topics for Baltimore. Please stay tuned to developments by visiting our newly designed website at [www.sports-forum.com](http://www.sports-forum.com) or by calling 800-232-3133 x 204.

### Corpus Christi Hooks & The Open Road Final Update

Throughout previous Newswires, we have shared updates with you about the film *The Open Road*, starring Justin Timberlake. The Associated Press recently announced the film will be released in the United States by Anchor Bay Films in late Summer 2009.



### INSIDE THIS ISSUE

- 2 – 2009 Ballpark Tour  
Dylan, Nelson & Mellencamp
- 3 – The 2010 NSF Steering Committee
- 3 – Checkin' in with Kevin Rochlitz
- 4 – Adweek Media  
Official Media Partner of the 2010 NSF Achievement Awards
- 4 – Super Summer Special
- 5 – Business Getting Done Through the Forum

## Follow the NSF on the web!

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With the guidance of Sundeep Kapur and John Curnutt of NCR, the NSF is now part of the social media landscape! Visit our home webpage at [www.sports-forum.com](http://www.sports-forum.com) to become connected! Also, check out [www.emailyogi.com](http://www.emailyogi.com) for expert advice on eMarketing.



# SAVE THE DATE



Jul 31	<b>Super Summer Special Deadline*</b> (Attendee-\$1195/Single Booth \$2695/Double Booth-\$4195)
Aug 1 to Oct 15	<b>Early Registration**</b> (\$1295/\$2795/\$4295)
Oct 16 to Nov 30	<b>NSF ADchievement Awards &amp; SAMMY Award entry period</b>
Oct 16 to Dec 31	<b>Regular Registration</b> (\$1395/\$2895/\$4395)
Jan 1 to Feb 1	<b>Late Registration</b> (\$1495/\$2995/\$4495)

\***Super Summer Special** – Attendees/Exhibitors receive a 2-for-1 Airfare Voucher (\$500 value) and complimentary, one-year subscription to either Adweek or Brandweek magazine (\$299 value).

\*\***Early Registration** – Attendees/Exhibitors receive a complimentary, one-year subscription to either Adweek or Brandweek magazine (\$299 value).

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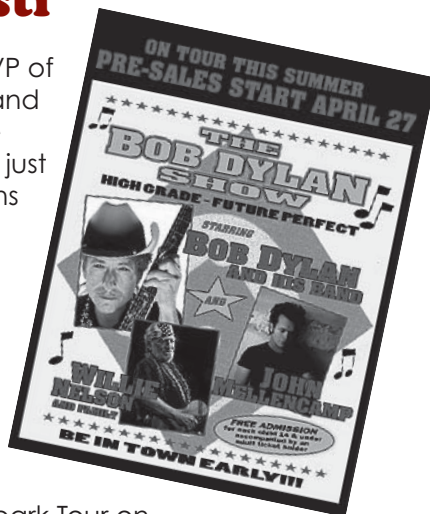


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## 2009 Ballpark Tour will make stops in Round Rock and Corpus Christi

J.J. Gottsch, Executive VP of Ryan Sanders Baseball and NSF Steering Committee Member, has more than just baseball to entertain fans this summer. The Dell Diamond (home of the Triple-A Round Rock Express) and Whataburger Field (home of the Double-A Corpus Christi Hooks) will host Bob Dylan, Willie Nelson and John Mellencamp's 2009 Ballpark Tour on August 4th and 5th. Bringing this special opportunity to a ballpark is a great example of combining sports and entertainment to maximize stadium usage on an otherwise open date during the baseball season. The 2009 tour will cover 22 minor league ballparks from July 2 – August 15.



To see if the 2009 Ballpark Tour is coming to a location near you, visit <http://www.mellencamp.com/tour.php>.

Source: [www.roundrockexpress.com](http://www.roundrockexpress.com); [www.cchooks.com](http://www.cchooks.com); [www.bobdylan.com](http://www.bobdylan.com)

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# THE 2010 NATIONAL SPORTS FORUM STEERING COMMITTEE



**Kevin Rochlitz**  
VP of National Sales  
and Partnerships  
Baltimore Ravens



**David Brown**  
Regional VP,  
Midwest  
IMG College



**Steve LaCroix**  
VP, Sales &  
Marketing  
Minnesota Vikings



**Jason Bitsoff**  
VP-GM Sponsorship  
& Strategic Alliances  
Feld Entertainment



**Steve Dupee**  
VP - Group Account  
Director  
GMR Marketing



**Jim Kahler**  
Executive Director of  
the Center for Sports  
Administration  
Ohio University



**David Martin**  
Account Director  
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**Todd Parnell**  
President  
Greenberg Sports  
Group



**Mike Redlick**  
VP, Business  
Development  
San Francisco 49ers



**Jim Bloom**  
Business  
Development  
Fifth Finger



**J.J. Gottsch**  
Executive Vice  
President  
Ryan Sanders  
Baseball



**Michael Stanfield**  
VP, Ticket &  
Suite Sales  
New Orleans Saints



**Wendy Grover**  
Director of Corpo-  
rate Partnerships  
Anaheim  
Ducks/Honda Center



**Jeff Eiseman**  
Vice President  
Ripken Professional  
Baseball



**Michael Williams**  
VP, Marketing  
San Francisco 49ers



**Kathy Schwab**  
Sr. Director of  
Marketing  
Milwaukee Brewers



**Mary Pink**  
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Director, Marketing  
Iowa State University



**Mike Tatoian**  
Executive Vice  
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Dover Motorsports



**Mike Bucek**  
EVP/CMO  
Phoenix Coyotes



**Jennifer Carlson**  
Dir. Of Corp.  
Sponsorships &  
Service  
Seattle Storm



**Tom Sheridan**  
Director of Ticket  
Sales  
Chicago White Sox

The NSF  
welcomes its  
newest  
Steering  
Committee  
members!

## Checkin' in with Kevin Rochlitz

Since the first National Sports Forum in 1996, two men have experienced the previous fourteen Forums; NSF Founder & President, Ron Seaver and NSF Steering Committee member Kevin Rochlitz, Baltimore Ravens. We'd like to take a moment and get Kevin's thoughts on the past fourteen years and the upcoming Forum in Baltimore:

### What are your thoughts on the Forum finally going to Baltimore?

Having the National Sports Forum come to Baltimore is great! The Baltimore Ravens organization is excited to host this event and over the past four years some of our staff has attended every year and they love it! For me, being that this will be the 15th and I have been a part of all of them is very special for us to host this. We can't wait to showcase M&T Bank Stadium and also experience some great fun in the Inner Harbor in Baltimore. Over the years that I have attended, I have done business

at the Forum and met some great people. The Forum is great for networking and has become a fraternity/sorority for individuals in the sports field.

### Personally, what does the 15th Forum mean to you?

There are people involved in the Forum that were in my wedding and some of the people I have met at the conferences are some of my best friends today. No one has all the answers and the Forum displays a route of which you can learn a lot from others. Also, over the past 14 years, when people attend, it's not about the organization or the team that they represent, but it's about the individuals who come together to learn and meet new people. The ego is taken away, right away!

### How much has the Forum changed over fourteen years?

From the first Forum in Colorado Springs when there were 30 attendees, till now where there are over 650 attendees, the feeling and the experience is the same, but the numbers have grown dramatically. As part of the Steering Committee, we have made a point to

keep it the same and make it feel the same way when we had 30 people there. The industry has changed as we all have more and more challenges every day.

### What are some of your thoughts on being part of the 2010 NSF Steering Committee?

The Steering Committee is critical to the success of the Forum as the individuals on the Steering Committee spend a lot of time on making it better year after year. Ron (Seaver) and his staff in San Diego live it everyday and provide us with all of the tools we need to be successful.

The National Sports Forum continues to bring sports executives together and it is great to see the relationships and business that has been started (and continues) over the years.

All in all, it is amazing to see how fast this Forum has grown and the number of people who are involved in putting it on.

# ADWEEK

## AdweekMedia Becomes the Official Media Partner of the 2010 NSF ADchievement Awards

The National Sports Forum is proud to announce that AdweekMedia is the official media partner of the 2010 NSF ADchievement Awards.

Arguably the best source of news, information and ideas for agency, media and marketing professionals, AdweekMedia (parent brand of Adweek, Brandweek and Mediaweek brands) is excited about the sports marketing industry. Brandweek Editor-in-Chief, Todd Wasserman states, "As more viewers screen out television with devices like TiVo, sports marketing's importance grows as a venue for reaching consumers in an environment where they're receptive to marketing messages."

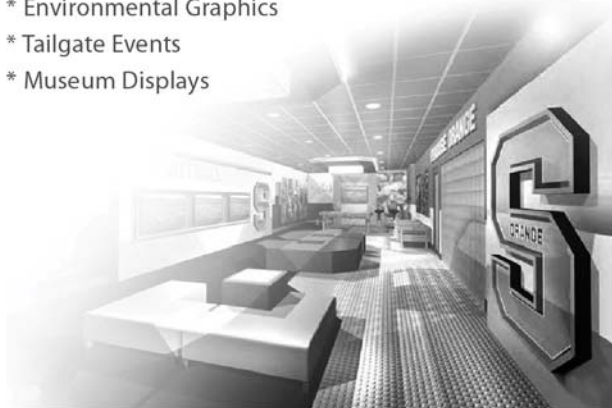
### About the NSF ADchievement Awards

Now entering its seventh year, the 2010 NSF ADchievement Awards will be presented February 1-3, 2010, at the 2010 National Sports Forum in Baltimore. Organizations go head to head in eight different categories (television, radio, print, out-of-home, in stadium/in arena, sales collateral, alternative media, Internet/web-based) for the chance to be recognized as the leader in the sports marketing industry! On top of the eight categories, the prestigious NSF ADchievement Overall Award of Excellence will be presented to the sports property with the best cumulative advertising.



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- \* Environmental Graphics
- \* Tailgate Events
- \* Museum Displays



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# Super Summer Special



Until July 31, 2009 Super Summer registration rates:

#### Attendees

Attendee - \$1195  
One day badge - \$750

#### Exhibitors

Exhibitor Single Booth - \$2695  
Exhibitor Double Booth - \$4195

**The Super Summer Special includes a 2-for-1 Airfare Voucher (\$500 value) and a complimentary, one-year subscription to either Adweek or Brandweek magazine (\$299 value).**

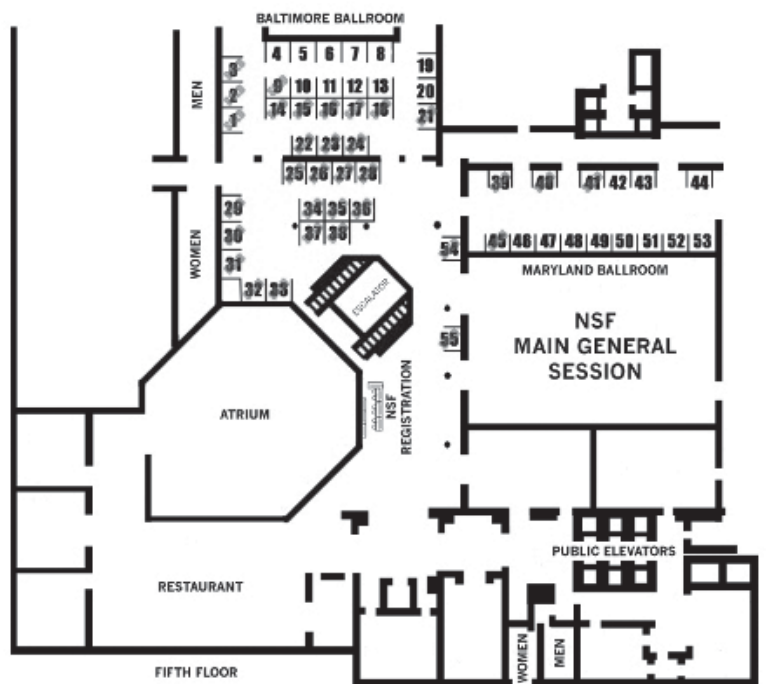
After July 31, registration prices will increase and the 2-for-1 Airfare Voucher will no longer be offered.

The National Sports Forum will be held at the Renaissance Baltimore Harborplace Hotel in Baltimore, Maryland on February 1-3, 2010. Reservations can be made at [www.sports-forum.com/2010nsf/hotel/](http://www.sports-forum.com/2010nsf/hotel/) If you register by phone, be sure to inform them that you are with the 2010 National Sports Forum to get the special conference rate. For more information or to register, call Desiree at 800-232-3133 x 204.



### 2010 NSF TRADE SHOW

FEBRUARY 1-3, 2010  
RENAISSANCE BALTIMORE HARBORPLACE HOTEL



This diagram has been provided by the hotel as of April 1, 2009 and is subject to change  
Last updated: May 31, 2009

# Business getting done through the Forum

North America -- As a result of the relationship developed between i6 and Kevin Lyman (Vans Warped Tour) at the 2009 National Sports Forum, i6 was selected to design and produce a unique, limited-edition ticket for the 2009 Vans Warped Tour, America's longest running music festival tour. The goal was to drive presale tickets and resulted in a new presale record! Kevin also chose i6 to do the same for his Rockstar Mayhem Festival, again resulting in record sales. i6 is excited to have the opportunity to provide fans and sponsors of Warped Tour and Mayhem Festival with added value through their tickets. This is i6's first venture into the music industry and comes as a result of the networking opportunities provided by the NSF.



Source: Verbal and written interview with Rodney Moore, i6

Corpus Christi, TX -- The Board of Directors of World War II aircraft carrier U.S.S. Lexington believed they needed to reach a younger audience to keep stories of the "Greatest Generation" alive. After an extensive national search led by J.J. Gottsch (U.S.S. Lexington Board member and NSF Steering Committee member), VEE Corp was selected to design and build the exhibits with youth in mind. VEE Corp equipped the carrier with three virtual battle stations along with a backdrop and cockpit to provide a unique photo opportunity. "We are thrilled to be able to work with a highly experienced and nationally renowned partner such as VEE Corp," said Lexington Executive Director, Rocco Montesano. With new attractions on-board, the Lexington looks forward to providing a wonderful experience for all of its visitors.



Source: <http://www.ussexington.com/pdfs/press/pressadvisorylaunch.doc>

St. Louis, MO & Minneapolis, MN -- Broadnet is connecting fans with their favorite teams in real time conversations. Recently, Broadnet hosted FanForums (live, real time discussions) with the St. Louis Rams and Minnesota Vikings and their respective season-ticket holders. "Since last year's National Sports Forum, we've cultivated relationships with several professional sports organizations. Many of them have utilized our Platform to reach out to season ticket holders and engage them in an interactive and personal way. Strengthening a team's relationship with their best customers and creating a tighter sense of community among fans is what FanForum is all about." said Frank Ford, Business Development Manager at Broadnet. Roughly 8,000 fans attended these events and gave NFL teams their perspective on the coming season. Broadnet provides unique, live experiences to a breadth of clients and will host similar FanForums in the coming months.



Source: Verbal and written interview with Frank Ford, Broadnet

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## ALUMNI NEWS

NSF SC member, **David Brown**, formerly Ohio State Associate AD for External Relations, was recently named Regional VP - Midwest for IMG College.

NSF alum, **Heath Price-Khan** has taken a position as the Director of Sponsorship and Premium Seat Sales for the House of Blues at the Mandalay Bay Casino & Sportsbook in Las Vegas.

Former SC member, **David Abrutyn**, was recently named Managing Director, Senior Vice President & Head of IMG Global Consulting.

The San Diego Padres recently named former Arizona Diamondbacks Executive VP & COO, **Tom Garfinkel** club President & COO

Steering Committee member, **Mike Redlick** was recently named VP of Business Development for the San Francisco 49ers.

Congratulations to **GMR Marketing** for being selected as the 2009 Sports Event Marketing Firm of the Year at SportsBusiness Journal's annual Sports Business Awards.

Congratulations to **Chad Bolen** of the Memphis Grizzlies for participating and completing the "Memphis in May Mountain Bike Triathlon". Chad entered in the 1/3-mile swim, 10 mile mountain bike, and 3-mile trail run to raise money and awareness for Mid-South Adaptive Sports and Recreation (MASR).

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