

# SBC'12

## SPORTS BUSINESS CONFERENCE

**NOVEMBER 4 - 6, 2012**  
**DALLAS, TX**

**EARLY BIRD SPECIAL**  
**Register before May 1st**  
**Receive 25% OFF**  
**Trade Show Booth**

### 4th Annual SPORTS BUSINESS CONFERENCE

**WHERE:** Dallas / Ft. Worth Airport Marriott  
**WHEN:** November 4-6, 2012  
**PRICE:** \$1150 for 10'x10' booth + 2 Attendees  
**INCLUDES:** 2 Main Speakers, The Big Panel, 12 Breakout Sessions  
 2 Breakfasts, 2 Dinners, 2 Lunches  
 SBC Awards Gala & Trade Show

#### BREAKOUT TOPICS:

Tickets, Sponsors, Media Relations, Promotions/Marketing, Non-Traditional Revenues, Gameday Experience, Community Relations, Web Site & Social Networking, Increasing Concessions Revenue, Facility Usage & Improvements Merchandise Trends, Interns, Mascots

ATTENDEES			
QTY	ITEM	EACH	TOTAL
1	Trade Show Booth	\$1150	\$1150
	Additional Attendee Badge*	\$199	

\*Additional attendees from the same organization may take \$40 off the registration price.

Name:		Title:	
Organization:			
Phone:	Ext:	Fax:	
Email:			
Mailing Address:		Billing Address:	
Mailing City:		Billing City:	
Mailing State:	Mailing Zip:	Billing State:	Billing Zip:
Payment: Visa • MC • AmEx • Check	Credit Card Number:		Exp Date:

Authorized Signature / Date \_\_\_\_\_

5 EASY WAYS TO REGISTER		
<b>PHONE</b> 979-985-5125	<b>FAX</b> 208-567-7385	<b>MAIL</b> UK Advertising, Inc. PO Box 10741 College Station, TX 77842
<b>EMAIL</b> chris@infinityvip.com	<b>WEB</b> www.sportsbusinessconference.com	

Your fee includes all SBC agenda programs, dinner on Sunday & Monday and lunch on Monday & Tuesday.

**Cancellation Policy:** A refund will be made if written request is received prior to September 1, 2012. (Refund is subject to \$50 administration fee.) Unfortunately, requests received after September 1, 2012 will not be honored.



Please make check payable to: **UK Advertising, Inc.**  
 Mail this form to: Sports Business Conference  
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 PO Box 10741  
 College Station, TX 77842

Phone: 979-985-5125  
 Fax: 208-567-7385  
 chris@infinityvip.com

**Hotel Information:**  
 The 2012 SBC will be held at the Dallas / Ft. Worth Airport Marriott. A special room block with rates starting at \$139 per night (plus taxes) is offered to SBC '12 attendees. To reserve a room at the special rate, please call 1-817-358-1700 and mention SBC '12 for the group rate.