

TEAMS[®]

Conference & Expo

Media Advisory: Story Lines to Follow at TEAMS '16

For media covering TEAMS '16, September 26-29, in Atlantic City, eminent experts on several sports-related topics will be sharing their insights, which will be useful for multiple, timely news and analysis stories. All locations shown are at Harrah's Waterfront Conference Center located at 777 Harrah's Boulevard in Atlantic City.

For media registration, please call Ann Shepphird at (877) 577-3700 or register online at https://schneider.teameventmanagement.com/TEAM/OnlineReg/TEAMS_2016/OpenReg_LoginHandler.asp

Event Security: As the events of the past few weeks have shown, including the explosion that caused the cancellation of a 5K in Seaside Park, event security is of paramount concern to event organizers. Steven Adelman from the Event Safety Alliance will be presenting on this topic at a pre-conference session at 10:30 a.m. on Tuesday, September 27, in Wildwood 18-19. Another panel at 1:45 p.m. on Thursday, September 29, in Wildwood 6-7 will feature a discussion on preparing events for any contingency and will include representatives of the New York City Marathon, including the event's medical director.

eSports: One of the fastest-growing segments of the sports-event industry is eSports. A panel discussion exploring the potential of eSports to drive growth in the event industry will be featured at the general session at 12:30 p.m. on Tuesday, September 27, in the Wildwood Ballroom.

Doping: Recent hacks of athlete information taken from WADA have revealed new insights into the ways athletes seek drug exemptions for competition or intentionally try to cheat the system. The UFC's Jeff Novitzky and leading attorney Rich Young, who successfully fought Lance Armstrong, Floyd Landis and Marion Jones in court, will discuss the latest on doping in sports at 2:30 p.m. on Tuesday, September 27, in Wildwood 4-5.

SportsTravel Awards: The winners of the leading peer-based awards program in the sports-event industry will be announced at a ceremony emceed by broadcaster Bonnie Bernstein and featuring appearances by the newly crowned Miss America and the Emmy Award-winning vocal group Tonic Sol-fa. The SportsTravel Awards honor the best events of the past year at the amateur, collegiate and professional levels of sports. The gala will be held Tuesday, September 27, at 7:30 p.m. in the Wildwood Ballroom. The SportsTravel Awards After-Party will feature DJ Spinderella of Salt-N-Pepa and will be held at The Pool After Dark at Harrah's following the awards presentation.

Sports Tourism: As Atlantic City seeks to grow the room nights it books from the sports-tourism market, destinations from around the country will share their innovative strategies in a panel discussion at 2:30 p.m. on Wednesday, September 28, in Wildwood 18-19. The session will be moderated by Don Schumacher, executive director of the National Association of Sports Commissions.

Olympics: With Rome bowing out of contention for the 2024 Olympic Summer and Paralympic Games this week, Paris and Los Angeles are the heavy favorites to land the event. LA 2024 will be providing an update on the latest plans for the bid at the general session at 12:15 p.m. on Wednesday, September 28, in the Wildwood Ballroom. An in-depth analysis of the Rio Olympic Games will be provided by the preeminent expert on sports-related travel, Professor Lisa Delpy Neirotti of The George Washington University, at 9:15 a.m. on Tuesday, September 27, in Wildwood 8-9.

U.S. Open: The recently concluded U.S. Open was one of the most successful in the history of America's largest tennis tournament. The chairman, CEO and president of the U.S. Tennis Association, Katrina Adams, will provide an update on the event and a look at the future of tennis in the U.S., including insights regarding the U.S.T.A. National Campus currently under construction in Orlando. Adams is also vice-president of the International Tennis Federation and chairman of the Fed Cup Committee, which last week announced sweeping changes to the format of the international team event. This general session is at 12:00 p.m. on Thursday, September 29, in the Wildwood Ballroom.

For more information, please call Ann Shepphird at (877) 577-3700. For media registration, please click on https://schneider.teameventmanagement.com/TEAM/OnlineReg/TEAMS_2016/OpenReg_LoginHandler.asp

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