

# TEAMS<sup>®</sup>

## CONFERENCE + EXPO

### TEAMS '17 Conference & Expo Showcases Orlando

***A thrilling opening celebration, the hottest topics in sports, exclusive venue tours and off-site sessions enthralled attendees at the world's largest gathering of sports-event organizers***

The TEAMS '17 Conference & Expo—the world's leading conference and expo for the sports-event industry—kept attendees on the cutting edge of industry trends. Presented by Northstar Travel Group and hosted by Visit Orlando, TEAMS '17 was held in Orlando October 30–November 2.

"We offered a variety of unique programming on the agenda—including the addition of the eSportsTravel Summit—this year at TEAMS '17," said Timothy Schneider, founder and chairman of the Sports Division of Northstar Travel Group. "We enjoyed welcoming TEAMS attendees to Orlando and providing them the latest in sports-specific content as well as access to industry experts."

New at TEAMS '17 was the eSportsTravel Summit, a series of educational sessions that examined the growing impact of e-sports on destinations and venues. Topics included the similarities and differences of organizing and hosting e-sports competitions; insights into how artificial intelligence, augmented reality, virtual reality, facial recognition and e-sports will transform the sports-event industry; and an examination of the launch of the NBA 2K League as a platform for the engagement of the next generation of sports fans. Another first at the TEAMS Conference was the Rewards and Recognition Roundtable, which provided sports-event organizers and host cities the opportunity to learn how they can use non-cash incentive programs using brand-name merchandise, gift cards and travel to achieve their organizational objectives.

Additionally, concurrent sessions examined topics that included sponsorship integration and activation; waterfront developments; big-event best practices for any sized event; live-event production for video distribution; and creating a technological infrastructure to enhance your events. Attendees had the opportunity to attend off-site tours at ESPN Wide World of Sports and the Orange County Convention Center as well as off-site sessions at the Golf Channel headquarters, the WWE Performance Center, the USTA National Campus and Amway Center, home to the NBA's Orlando Magic.

TEAMS '17 also featured the presentation of the 2017 SportsTravel Awards at a gala held at Hard Rock Live Orlando and emceed by Mike Hill of Fox Sports. The National Congress of State Games also presented its Athlete of the Year awards. Musical entertainment was provided by Tito Puente Jr. and his Latin Jazz Ensemble.

In addition to educational programming, TEAMS '17 offered numerous opportunities for networking including the Event Organizer Marketplace, a reverse trade show that augmented the TEAMS Expo, and a Late-Night Lounge, which offered an informal setting for pursuing sports-related business objectives. A closing party at Icebar Orlando included 70 tons of carved ice.

TEAMS '18 will be held in Louisville, October 1–4. For more information on TEAMS '18, please visit [TEAMSconference.com](http://TEAMSconference.com) or call (877) 577-3700.

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**Northstar Travel Group** is the owner of well-known brands including Travel Weekly, TravelAge West, Business Travel News, Successful Meetings, Meetings & Conventions, Travel Weekly China, Incentive, M&C China and SportsTravel. The company produces the annual TEAMS Conference & Expo and more than 50 face-to-face events in 13 countries in retail travel, corporate travel, travel technology and the meetings industry. In addition, Northstar owns Phocuswright, the leading research, business intelligence and event producer serving the fastest growing segment of the travel industry, online travel distribution. Northstar is also the majority shareholder in Inntopia, the leading SaaS e-commerce software provider serving the mountain destination, activities and specialty destination travel markets.