

BACK TO THE BIG EASY



SEPTEMBER 30-OCTOBER 3, 2009 HILTON NEW ORLEANS RIVERSIDE



SEMINAR OVERVIEW & OUTINGS

The 2009 Minor League Baseball Promotional Seminar, a "can't miss" event for professionals from many types of sports organizations, will be held in the city of New Orleans from September 30 to October 3. The Hilton New Orleans Riverside, which will act as the Seminar's host hotel, is mere blocks from the city's world famous French Quarter district.

The Pacific Coast League New Orleans Zephyrs will serve as hosts for the 32nd annual gathering of sports executives in the city also known as The Big Easy. The event, which also features a job fair and trade show, begins with a "Welcome Reception" from 7-9 pm on Wednesday, September 30.

Seminar presenters will provide attendees with numerous ideas through the impressive mélange of philosophies involving sales, marketing and promotions they will offer over the next two-and-a-half days of the event. Attendees will also have more opportunities to network and share ideas with their peers than there are ingredients in a bowl of Louisiana seafood gumbo throughout their stay in New Orleans.

After the 7th Inning Stretch Happy Hour on Thursday, attendees will make the short trip to Zephyr Field for a behind-the-scenes tour of the ballpark and a Home Run Derby. There will also be time for attendees to experience the eccentricities and charm found in the music, entertainment, food and art of The Big Easy with an off-site event on Friday, October 2 at Cats Meow in the French Quarter.

Reserve your spot now! Become a better sports executive and experience all that the great city of New Orleans has to offer! *Laissez les bons temps rouler!* (Let the good times roll!)



NEW THIS YEAR!

Revised Roundtables

Attendees will be able to choose to participate in one of four roundtable discussion groups, headed by two speakers per table, on Thursday afternoon. Roundtable topics will include "How Green Are You?" and "Using Technology and Social Networking Sites to Maximize Your Business."

Open Mic Breakouts

Friday afternoon's Breakout Sessions have been revamped to a more hands-on and open dialogue forum! Attendees will have their choice between a Ticket/Sales breakout session and one that focuses on Game Entertainment. Everyone is encouraged to bring ideas to share, as well as questions to ask the breakout session speakers.

"Best of" contest!

Awards will be presented to clubs in categories such as Best Green Promotion; Best In-Game Promotion; Best Non-Game Day Event; Best Theme Night; and Best Overall Promotion. Clubs are encouraged to submit their names, or other teams' names, by July 17 for the promotions/events that can occur anytime during the 2009 season. Events scheduled for after the July 17 deadline can still be submitted.

The top five finalists in each category will be announced the first week in August. Finalists will be encouraged to attend the Promo Seminar to present their promotion and accept their award should they be chosen as a winner.

WALK AWAY WITH...

- ✦ Unique and proven promotional ideas
- ✦ A better appreciation of Minor League Baseball and sports promotions including some of the do's & don'ts from other markets
- ✦ Different approaches to Customer Service
- ✦ A new found friendship with other attendees from networking
- ✦ Ideas on how to become a better fixture in your community
- ✦ An all inclusive guide to the Seminar (featuring speakers, vendors, sponsors, and staff) for later contact

GET A JOB

Attention Job Seekers: The Minor League Baseball Promotional Seminar is your chance to meet and interview with industry executives before the "hiring season" begins. This is your chance to network all three days with the individuals that will be hiring for the upcoming season. There will be a formal job posting room and interviews will be held during seminar hours. Make sure to bring plenty of resumes as you learn the "ins-and-outs" of the baseball business.

There is a special rate of \$375 for job seekers which includes all seminar functions such as the cocktail parties, breakfast and lunch, and the stadium and off site outing. For more information, visit www.PBEO.com.

TRANSPORTATION

The Louis Armstrong International Airport is located 18 miles from the Hilton New Orleans Riverside. Taxi cabs are available outside of the Baggage Claim area at the airport. The average taxi cab cost is \$30.00 one way from the airport to the hotel.

A shuttle service is available to/from the airport and hotel from Airport Shuttle New Orleans. A one-way trip costs \$15.00 per person. Call 504-522-3500 for more details or to make a reservation. Ticket booths are located on-site in the lower level baggage claim area.

New Orleans has a very accessible and reasonably priced public transportation system, too. It only costs \$1.25 to take an RTA bus or one of the city's famed streetcars, which travels down Riverfront and Canal Street.

AGENDA

WEDNESDAY, 9/30	EVENT
7:00 - 9:00 pm	Welcome Reception & Registration
THURSDAY, 10/1	EVENT
7:30 am	Registration Opens
8:00 am	Job Fair Room Opens
8:00 - 9:00 am	Breakfast on the Exhibit Floor
9:00 am - Noon	Seminar
Noon - 2:00 pm	Lunch & Dessert Hour on Exhibit Floor
2:00 - 5:00 pm	Seminar including Roundtables
5:00 - 6:00 pm	7th Inning Stretch Party on Exhibit Floor
6:30 pm	Buses load for Zephyr Field
7:00 - 9:30 pm	Zephyr Field - Tour, Dinner & Home Run Derby
FRIDAY, 10/2	EVENT
8:00 am	Registration Opens
8:00 am	Job Fair Room Opens
8:00 - 9:00 am	Breakfast on the Exhibit Floor
9:00 am - Noon	Seminar
Noon - 2:00 pm	Lunch & Dessert Hour on Exhibit Floor
2:00 - 5:00 pm	Seminar including Breakout Sessions
5:00 - 6:00 pm	Bottom of the 9th Happy Hour on Exhibit Floor
7:00 - 9:00 pm	Off-Site Event at Cats Meow
SATURDAY, 10/3	EVENT
8:00 am	Registration Opens
8:00 am	Job Fair Room Opens
8:00 - 9:00 am	Breakfast on Exhibit Floor
9:00 am - Noon	Seminar
Noon - 1:30 pm	Closing of Seminar & Lunch-To-Go

REGISTRATION INFORMATION

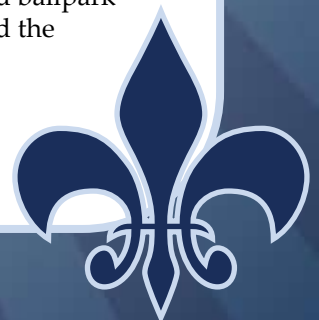
NAPBL Member: \$525 Single or \$475 Group*
Non-Member: \$625 Single or \$575 Group*

Registration Deadline is September 4, 2009

Note: Member rate is for clubs/leagues that are members of the NAPBL. Non-Member rates include other sports organizations and approved baseball organizations.

Fee Includes: All seminar events including presentations, breakfast & lunch, exhibits, the Welcome Reception, the Zephyr Field ballpark outing, exhibit floor happy hours and the event at Cats Meow.

* Group is four or more from the **same organization**.





Minor League Baseball Promotional Seminar
P.O. Box A
St. Petersburg, FL 33731
www.MiLB.com

THIS YEAR'S SPEAKERS

Visit www.MiLB.com for an up-to-date list of speakers and topics.

WHO SHOULD ATTEND?

General Managers, Ticketing, Personnel, Marketing, Promotions, Customer Service/Satisfaction, Community Relations, Employee Development/Retention/Human Resources, Operations, Sales, New Business Development, Website Development/eCommerce, Advertising/Media

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