

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

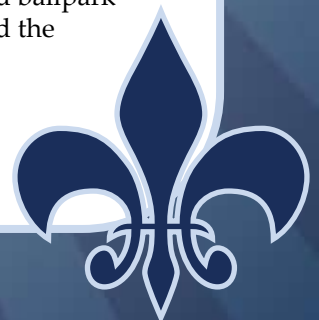
NAPBL Member: \$525 Single or \$475 Group*
Non-Member: \$625 Single or \$575 Group*

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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REGISTRATION AND HOUSING FORM

RETURN WITH DEPOSIT TO: Minor League Baseball Promotional Seminar
P.O. Box A
St. Petersburg, FL 33731
Fax 727-821-5819

PLEASE CHECK ONE
 Member \$525
 Group of 4 or more \$475*
 Non-Member \$625**
 Group of 4 or more \$575*
 Job Seeker \$375
 * = Price per Person

ONLINE REGISTRATION
 Now available for member clubs!
 To register online please log on to
www.milb.net



**REGISTRATION DEADLINE
 SEPTEMBER 4, 2009**

CONTACT INFORMATION

Club/Organization	Contact Person	Email	Telephone
Street Address	City	State	Zip
Fax			

Do you or any personnel representing your organization at the MiLB Promotional Seminar have any special needs as addressed by the Americans with Disabilities Act? Yes No
 If you are interested in participating in the Home Run Derby at Zephyr Field please RSVP below. (More information will be provided at a later date.)
 Please indicate below if you are scheduled to be a Promotional Seminar speaker.

PLEASE LIST SEMINAR ATTENDEES, EMAIL ADDRESSES AND HOUSING REQUIREMENTS BELOW:

Name	Email	Housing Required (Yes or No)	Arrive	Depart	Room Type (S= Single D= Double)	Smoking Room (Yes or No)	Share With (Full Name)	Home Run Derby	Promo. Speaker
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

_____ (Total # of Registrants) x \$ _____ (Registration Fee) = \$ _____ Registration Total
 _____ (Total # of Rooms) x \$ 137.47 (Room Rate and tax*) = \$ _____ Room Deposit (For One Night's Stay)
 REGISTRATION TOTAL + ROOM DEPOSIT = \$ _____ TOTAL AMOUNT DUE NOW

Please make checks payable to:
 Minor League Baseball
 Credit card transactions for registration fees will appear as charges to: Minor League Baseball
 Credit card transactions for hotel fees will appear as charges to: Hilton New Orleans Riverside

PAYMENT INFORMATION

Check Money Order Visa MasterCard (Visa and MasterCard ONLY)

Card Number	Expiration Date	Authorized Signature (card holder)	Print Name (as it appears on card)
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Registration Refund Policy: A refund of registration fees will be made upon written request only if the request is received on or before September 18th, 2009. No refunds will be issued for registration cancellations after this date.
 Hotel Cancellation Policy: The hotel cancellation policy is 72 hours. Cancellations should be made directly with the hotel beginning on September 14th, 2009. Refund for hotel deposit will come directly from the assigned hotel. Although PBPC will use reasonable efforts to accommodate the housing requests of each applicant, PBPC reserves the right in its sole and absolute discretion, to assign, reassign, change or otherwise designate lodging for applicant (and/or the above-identified individuals) at any of the Minor League Baseball Promotional Seminar hotels.
 * Room rate equals rate of \$119.00 + 13% local taxes and fees and \$3.00 occupancy charge per night.
 ** Non-Member rates include other sports organizations and approved baseball organizations.
 NOTE: No registrations will be processed without payment. Late Registration and Housing forms received after September 4th, 2009, as well as on-site registration, will be an additional \$100 per attendee. Housing reservations made after September 4th, 2009 will be at the hotel's prevailing room rate based on availability.