Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

SportsBIZ XChange
Informational Packet
SportsBIZ XChange, presented by Sports ETA, is a month-long schedule of virtual business appointments and industry networking opportunities for its members and sports events rights holders from August 3-21.

The SportsBIZ XChange will take place every Monday, Wednesday, and Friday August 3rd through August 21st.

- On Mondays and Fridays, one-on-one appointments take place with 24 total appointments available per schedule.
- On Wednesdays, group meetings take place with a total of 9 group meetings available per schedule.
- One-on-one appointments will be 20 minutes (compared to the 10-minute appointments at Symposium).

### SCHEDULE

SportsBIZ XChange, presented by Sports ETA, is a month-long schedule of virtual business appointments and industry networking opportunities for its members and sports events rights holders from August 3-21.

<table>
<thead>
<tr>
<th>MONDAYS</th>
<th>WEDNESDAYS</th>
<th>FRIDAYS</th>
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<tbody>
<tr>
<td>Marketplace Open for Networking &amp; Pre-Conference Speakers 1-2pm ET</td>
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<tr>
<td>One-on-One Appointments 2-4pm ET</td>
<td>Group Appointments 2-4pm ET</td>
<td>One-on-One Appointments 2-4pm ET</td>
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<tr>
<td>Keynote Speaker Session 4-5pm ET</td>
<td>Interactive Session 4-5pm ET</td>
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IMPORTANT DATES TO REMEMBER

6/17 - Registration Opens

7/6 - Registration Closes

7/10 - Appointment Portal Opens

7/22 - Appointment Portal Closes

7/29 - Schedules Distributed

8/3 - Event Kicks Off
• Through our research and on-going communication with our members, we know there are currently budget and travel limitations. SportsBiz XChange allows our members to conduct business with dozens of industry decision-makers in a matter of days through innovative technology offered by our best-in-class provider Conference Scheduling Solutions (CSS).

• SportsBiz XChange will allow the opportunity for business development and networking, in a virtual platform. Attendees will have the opportunity to take part in a maximum of 24 possible one-on-one appointments and nine (9) RFP round table appointments.

• The virtual event will take place throughout the month of August (3-days each week) on Mondays, Wednesdays, and Fridays.

• Rights holders enjoy complimentary registration in exchange for participating in one-on-one appointments.

• Another person from your organization can attend an appointment in your place if you are unavailable. You are registering for a schedule, not an individual person’s attendance. If you are the registered attendee and become unable to attend a scheduled appointment, another person from your organization may take your place in that appointment.

• Virtual attendees will have multiple one-on-one 20-minute appointments with key decision-makers, as well as several 30-minute event overview appointments.

• Rights holders are able to upload and present RFPs, videos, and other documents through the digital portal. There will also be numerous social networking opportunities in Virtual Lounges.

• Please note: This is NOT a virtual Symposium, but an entirely new event. There is a separate registration for this event. Please visit www.sportsbizxchange.org to register.

• Call Michelle Wessels at 513.693.4809 with any questions you may have.