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

#### MONDAYS
- Marketplace Open for Networking & Pre-Conference Speakers **1-2pm ET**
- One-on-One Appointments **2-4pm ET**
- Keynote Speaker Session **4-5pm ET**

#### WEDNESDAYS
- Marketplace Open for Networking & Pre-Conference Speakers **1-2pm ET**
- Group Appointments **2-4pm ET**
- Interactive Session **4-5pm ET**

#### FRIDAYS
- Marketplace Open for Networking & Pre-Conference Speakers **1-2pm ET**
- One-on-One Appointments **2-4pm ET**
- Interactive Session **4-5pm ET**
### IMPORTANT DATES TO REMEMBER

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>6/17</td>
<td>Registration Opens</td>
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<td>7/10</td>
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[www.sportsbizxchange.org](http://www.sportsbizxchange.org)
INDUSTRY PARTNER / EXHIBITOR – IMPORTANT INFO

- 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.

- Cost for Vendors is $595. This amount will be taken from your ALREADY PAID 2020 Symposium registration – therefore, you DO NOT have to pay a dime in 2020 to participate!

- Your 2020 Symposium registration will then transfer to the 2021 Symposium in Birmingham, AL. In 2021, you will then be responsible for paying the $595 to attend/cover the full registration cost.

- Within this virtual event, on Wednesdays, Industry Partners will have the opportunity to invite people/members (maximum of 50) to join them for a live presentation. Exhibitors can showcase their product(s) by offering demos, explanations and hosting a live Q&A.

- **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.

- Please be on the lookout for more details in the upcoming weeks via press releases and emails from our Sports ETA office.

- Thank you in advance and please feel free to call Michelle Wessels at 513.693.4809 with any questions you may have.