



SUNDAY JULY 27, 2008

TECH-N.O.-BOWL

Friday, July 25 – Saturday, July 26, 2008

A Sports Technology and Digital Media Conference
Presented by the DDD, LTC, and AFL

JOIN US IN NEW ORLEANS FOR THE ARENABOWL XXII TECH-N.O.-BOWL SPORTS TECHNOLOGY AND DIGITAL MEDIA CONFERENCE.

The Arena Football League has partnered with local organizations—Downtown Development District and the Louisiana Technology Council—to present a series of events focused on the technology component of professional sports, an evolving set of tools and best practices that can be applied to almost any business you can imagine.

FRIDAY, JULY 25TH

6-8 PM Networking Cocktail Hour at LeMieux Galleries
(332 Julia Street in the Warehouse Arts District)

SATURDAY, JULY 26TH (NEW ORLEANS ARENA)

10-12 PM Tour of Sports Technology
12- 1 PM Lunch
1-3 PM Panel Discussion and Q&A

Confirmed Panelists include

Damon Philips Vice President, ESPN 360.com

Eric Schmidt Director, Affiliate Sales and Marketing, Advanced Services, Fox Cable

Philip Nelson Senior Vice President, NewTek

Sarah Jeon Vice President, Content Strategy and Acquisition, Sling Media

Chris Stelly Director of Film Industry Development, Louisiana Economic Development

Moderator Ken Kerschbaumer Editorial Director, Sports Video Group

Mark your calendar for July 25-26, 2008. Find out how the pro sports industry has adapted to changes in technology so it could employ new media platforms, mobile advertising, and social networks to its considerable advantage.

Email RSVP.4biztechNOLA@gmail.com
or fax 212-252-8030 your registration form today!

