

FANS



CONTESTS

tickets

FUN

Birmingham, AL
September 26 - 28, 2007

the **Minor League Baseball** promotional seminar



Welcome

The 2007 Minor League Baseball Promotional Seminar is just around the corner. This year's event will take place in Birmingham, AL, home of the Birmingham Barons. We are excited to head to this great city to mingle with old friends, meet new friends, share ideas and strategies along with having fun! The Minor League Baseball Promotional Seminar provides an atmosphere for attendees to come together and discuss what did and did not work within sports. Please take a few moments to look over this brochure, as you'll see this is a can't-miss seminar for anyone in the sports industry! We look forward to seeing you in September!

- Minor League Baseball

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



Walk Away With



- Unique and proven promotional ideas
- A better appreciation of Minor League Baseball and sports promotions including some of the frustrations & remedies from other markets
- Different approaches to Customer Service
- Ideas on how to fit into your community
- A new found friendship with other attendees through networking
- An all-inclusive guide to the Seminar (featuring speakers, vendors, sponsors, and staff) for later contact

Seminar Overview



Looking for a new idea to sell tickets? Looking for a new in-between innings promotion? Looking for a new way to reward season ticket holders? Attendees of the Seminar will receive all of that information and more. At the Seminar, you will have the opportunity to listen to some of the top executives from the sports industry. These executives will discuss what has worked, why it works, and some ideas that don't work! The Seminar is a great way to get a jump start on the 2008 season.

This year's Seminar will feature Breakout Sessions and Workshops on Wednesday afternoon. These Breakout Sessions and Workshops will give attendees the opportunity to customize their Seminar experience, choosing to listen to the topics that they will benefit from the most.

The Seminar will also feature social events including a Welcome Reception at the Alabama Sports Hall of Fame, presented by the Greater Birmingham CVB and a cocktail party at Rickwood Field followed by dinner, a tour and flag football game at Regions Park, presented by HOK Sport, on Wednesday evening. Thursday evening will feature a cocktail party on the exhibit floor followed by an event at the entertainment complex, WorkPlay, presented to you by Outdoor Cap Company. All of these events will give attendees time to network while enjoying refreshments and featured entertainment.

Exhibits will be set-up for a 2-day show to offer you an opportunity to check out some of the latest products and services on the market. Exhibit hours are during Seminar breaks, breakfast, lunch and happy hours. Friday's lunch will be available in a box lunch style to accommodate attendees that plan to depart directly following the Seminar.

Register now, online at www.milb.net or with the enclosed form, because one idea is worth the price of admission!

This Year's Line Up

Rick Brenner, President/GM, NH Fisher Cats
 Frank Burke, President/GM, Chattanooga Lookouts
 Chuck Domino, President, Reading Phillies
 Dave Echols, GM, Charleston RiverDogs
 Tony Ensor, President/GM, Colorado Springs Sky Sox
 Jim Jarecki, VP, West Michigan Whitecaps
 North Johnson, GM, Myrtle Beach Pelicans
 CJ Knudsen, GM, Vermont Lake Monsters
 Pete Laven, GM, Arkansas Travelers
 Bob Masewicz, Owner, Total Sports Entertainment
 Todd Parnell, GM, Altoona Curve
 Buck Rogers, GM, Brevard County Manatees
 Mike Schline, GM, New Orleans Zephyrs
 Jeff Tagliaferro, Asst. GM, NH Fisher Cats
 Travis Toth, VP/GM, Mobile BayBears
 Amy Venuto, Executive Dir., Ripken Baseball Group
 John Willi, VP/GM, New Britain Rock Cats
 And many more to come.

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 for three days with the operators 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 and the other Seminar outings, on-site and off. For more information, visit www.PBEO.com.

Registration Info

NAPBL Member: \$475 single or \$425 (four or more)
 Non-Member*: \$575 single or \$525 (four or more)

NOTE*: Member rate is for clubs/leagues that are members of the NAPBL. Non-Member rates include all other clubs/teams/leagues/sports organizations.

Fee Includes: All seminar events including presentations, breakfast and lunch, exhibits, the Welcome Reception, presented by the Greater Birmingham CVB, Rickwood Field Happy Hour, Regions Park outing, presented by HOK Sport, Exhibit Floor Happy Hour, and WorkPlay outing, presented by Outdoor Cap Company.

Tuesday, 9/25	Event
5:30 - 7:30 PM	Welcome Reception & Registration presented by the Greater Birmingham CVB
Wednesday, 9/26	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 - 12:30 PM	Seminar
12:30 - 1:00 PM	Lunch
1:00 - 2:00 PM	Exhibit Floor Opens (Dessert Hour)
2:00 - 4:30 PM	Seminar - Breakout Sessions &/or Workshops
4:45 PM	Buses Depart for Rickwood Field
5:00 - 6:30 PM	Rickwood Field Happy Hour
7:00 - 9:30 PM	Regions Park - Tour, Dinner & Flag Football presented by HOK Sport
Thursday, 9/27	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 - 12:30 PM	Seminar
12:30 - 1:00 PM	Lunch
1:00 - 2:00 PM	Exhibit Floor Opens (Dessert Hour)
2:00 - 5:00 PM	Seminar
5:00 - 6:00 PM	Bottom of the 9th Happy Hour on the Exhibit Floor
6:45 PM	Buses Depart for WorkPlay
7:00 - 10:00 PM	WorkPlay, presented by Outdoor Cap Company
Friday, 9/28	Event
8:00 AM	Job Fair Room Opens
8:00 - 9:00 AM	Breakfast
9:00 AM - Noon	Seminar
Noon - 1:30 PM	Closing of Seminar/ Lunch-To-Go



Transportation

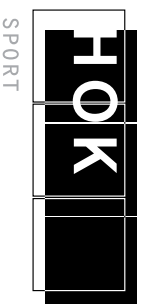
The Sheraton Birmingham offers a complimentary shuttle to and from the airport for guests. Once you have your baggage, locate the Sheraton Birmingham Courtesy phone and schedule a pickup. Shuttles run every 30 minutes to and from the airport. The Birmingham International Airport is located 10 minutes from downtown Birmingham. Taxi cabs are available outside of baggage claim at the airport. The average taxi cab cost is \$15.00 one way from the airport to downtown.



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



Baseball America



REGISTRATION AND HOUSING FORM

RETURN WITH DEPOSIT TO: Minor League Baseball Promotional Seminar
 P.O. Box A
 St. Petersburg, FL 33731
 Tel. 727-822-6937
 Fax 727-821-5819

PLEASE CHECK ONE:

- Member \$475
 Group of 4 or more \$425*
 Non-Member (Sport organization, club, league) \$575
 Group of 4 or more \$525*
 Job Seeker \$375

* = Price per Person



REGISTRATION DEADLINE AUGUST 29

CONTACT INFORMATION

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

Do you or any personnel representing your organization at the Minor League Baseball Promotional Seminar have any special needs as addressed by the Americans with Disabilities Act? Yes No

If you are interested in playing in the Flag Football Game at Regions Field please RSVP below. (More information will be provided at a later date.)

Please List Seminar Attendees, Email Addresses and Housing Requirements Below:

Name	Email	No Housing Required	Arrive	Depart	Room (S= Single D= Double)	Smoking Room (Yes or No)	Share With (Full Name)	Flag Football Game
_____	_____	_____	_____	_____	_____	_____	_____	_____
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_____ (Total # of Registrants) X \$ _____ (Registration Fee) = _____ Registration Total
 _____ (Total # of Rooms) X \$142.50 (Room Rate and tax*) = \$ _____ Room Deposit (For One Night's Stay)

REGISTRATION TOTAL + ROOM DEPOSIT = \$ _____ TOTAL AMOUNT DUE NOW

PAYMENT INFORMATION

- Check Money Order Visa MasterCard (Visa and MasterCard ONLY)

Please make checks payable to:
 Minor League Baseball
 Credit card transactions for registration fee will appear as charges to: Minor League Baseball
 Credit card transactions for hotel fee will appear as charges to the: Sheraton Birmingham

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 7th, 2007. 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 10th, 2007. 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 \$125.00 + 14% local taxes and fees.
 ** Late Registration and Housing forms received after August 29th, 2007, as well as on-site registration, will be an additional \$100 per attendee. Housing reservations made after August 29th, 2007 will be at the hotel's prevailing room rate based on availability.