Presented by

November 14 & 15, 2011
Fairmont Royal York Hotel
Toronto, Canada

CONFERENCE PROGRAM IS ELIGIBLE FOR CONTINUING LEGAL EDUCATION IN SOME JURISDICTIONS

2011 SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing and Marketing the Business of Sport

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Bob Sokalski
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MONDAY NOVEMBER 14, 2011

7:30 Registration and Continental Breakfast

8:30 Welcome by Conference Chairs

Brian Burke, President and General Manager, Toronto Maple Leafs

Trevor Whiffen, Partner, Dickinson Wright LLP
Governor, London Knights

8:40 Introduction and Opening Remarks

Gord Miller, Sportscaster, The Sports Network

8:45 Commissioners Roundtable: Current Issues Involving the Operation of Sports Leagues

Moderator: Clark Griffith, Sports Lawyer and Former Commissioner, Northern Baseball League

Dave Andrews, President and CEO, American Hockey League

David Branch, Commissioner, Ontario Hockey League, President, Canadian Hockey League

Mark Cohon, Commissioner, Canadian Football League

Bill Daly, Deputy Commissioner and Chief Legal Officer, National Hockey League

George Daniel, Commissioner, National Lacrosse League

10:00 Competing for Dollars: Creative Marketing Strategies and Initiatives

Moderator: Chris Lencheski, President, Phoenicia Sports and Entertainment and NASCAR team owner

Brian Cooper, President and CEO, S & E Sponsorship Group

Jessica Gelman, Vice President of Customer Marketing and Strategy, New England Patriots

Dave Hopkinson, Senior Vice-President of Business Partnerships, Maple Leaf Sports and Entertainment

Jim Tobin, Director of Brand Marketing, Scotiabank

11:00 Networking / Refreshment Break

11:15 Broadcasting Deals and Developments: Attracting New Properties and Viewers in a Crowded Marketplace

Moderator: John Shannon, Television and Broadcast Executive, Rogers SportsNet

Stew Johnston, President, The Sports Network

Phil King, President, CTV Programming and Sports

Nelson Millman, Executive Producer of Studio Productions, Rogers SportsNet

Scott Moore, President of Rogers SportsNet

12:15 Networking Luncheon — Roundtable Discussion: Current Events in the World of Sports featuring Brian Burke, Gord Miller, John Shannon and Gord Stellick

2:00 Sports Injuries and Return to Play: Are We Doing Enough to Protect our Athletes?

Moderator: Dr. Dana Sinclair, Partner, Human Performance International

Alexis Harke, Managing Director and National Practice Leader, JLT Sports & Entertainment Canada

Duane Lewis, Commissioner, Central Hockey League

Barry Munro, Partner, Falconeri Munro Tucci
Chairman, Canadian Spinal Research Organization

Dr. Paul Piccininni, Medical Committee, International Ice Hockey Federation

3:00 Keynote Speaker: Gary Bettman
Commissioner of the National Hockey League

4:00 Player Agents Roundtable: Navigating Salary Caps, Arbitrations, Grievances, Free Agency, and Agent Qualifications

Moderator: Trevor Whiffen, Partner, Dickinson Wright LLP
Governor, London Knights

Don Baizley, Certified Player Agent, Thompson Dorfman Sweatman LLP

Mike Liut, Certified Player Agent, Octagon Athlete Representation

Patrick Morris, Partner and Certified Player Agent, Newport Sports Management

Anton Thun, Certified Player Agent, MFIVE Sports

5:00 Networking Reception for all Speakers, Sponsors, Trade Show Exhibitors & Delegates

6:00 Conference Adjourns for the Day

TUESDAY NOVEMBER 15, 2011

7:30 Continental Breakfast

8:40 Opening Remarks

Brian Burke, President and General Manager, Toronto Maple Leafs

Gord Miller, Sportscaster, The Sports Network

Trevor Whiffen, Partner, Dickinson Wright LLP
Governor, London Knights

8:45 Team Operations: Meeting Stakeholder Expectations in a World of Financial Challenges and Multi-Sport Competition

Moderator: Brian Burke,
President and General Manager, Toronto Maple Leafs

Tom Anselmi, Executive Vice President, Toronto FC

Bryan Colangelo, President and General Manager,
Toronto Raptors

Peter Luukko, President and CEO,
Philadelphia 76ers and Philadelphia Flyers

Bob Nicholson, President, Toronto Argonauts

Bill Polian, President, Indianapolis Colts

10:00 Alternative Revenue Streams: Using Licensing, Merchandising, and New Media to Build your Business

Moderator: Scott Mitchell, President, Hamilton Tiger-Cats
Managing Director, MRX Associates

Michael Bradley, Senior Vice President, Marketing,
NeuLion Communications

Dennis Kim, Executive Director, Brand Marketing,
Canadian Olympic Committee

John McCauley, Director, Digital,
Maple Leaf Sports and Entertainment

Mike Ouellet, Chief of Business Affairs,
National Hockey League Players Association

11:00 Networking / Refreshment Break

11:15 Legal Issues in the World of Sports: Protecting Your League, Team and Players in a Litigious World

Moderator: Trevor Whiffen, Partner, Dickinson Wright LLP
Governor, London Knights

Robin Brudner, Senior Vice President, General Counsel and Corporate
Secretary, Maple Leaf Sports and Entertainment Ltd.

Steve Fehr, Special Counsel to the MLB Players Association
and NHL Players Association

Gordon Kirke, Sports Law Professor,
University of Toronto / Osgoode Hall
Legal Counsel to the Toronto Blue Jays

Bob Sokalski, Partner, Hill Sokalski Vincent Walsh Trippier LLP
Legal Counsel to the Winnipeg Blue Bombers

12:15 Networking Luncheon — Guest Speaker: Bill Polian, President — Indianapolis Colts, National Football League

2:00 Attracting and Hosting Successful Events: Are We in the Business of Sports, Entertainment, or Both?

Moderator: Dr. Lynn Lashbrook, President,
Sports Management Worldwide

Robert Hunter, Executive Vice President, Venues and Entertainment,
Maple Leaf Sports and Entertainment

Chris Rudge, Chairman and Chief Executive Officer,
100th Grey Cup Festival in 2012

Allen Vansen, Senior Vice President, Operations,
Toronto 2015 Pan American Games
Organizing Committee

Tom Wright, Director of Operations,
Ultimate Fighting Championship, Canada

3:00 Labour Unrest in Professional Sports: Striking a Balance Between the Interests of Players and Teams

Moderator: Gord Miller, Sportscaster, The Sports Network

Richard Berthelsen, General Counsel,
National Football League Players Association

Brian Burke, President and General Manager, Toronto Maple Leafs

Don Fehr (Invited), Executive Director,
National Hockey League Players Association

Don Meehan, Partner and Certified NHL Player Agent,
Newport Sports Management

Dr. Jim Riordan, Director of MBA in Sport Management,
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4:15 Conference Ends — Thank You For Attending

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Registration fees are as follows:

1. EARLY BIRD SPECIAL DISCOUNT:
Available for the first 30 regular registrations received and paid in full by September 30, 2011: $795.00 + HST ($898.35)

2. *University and College students: $249.00 + HST ($281.37) Per Day

3. Amateur Organizations: $599 + HST ($676.87) Both Days

4. All Regular Registrations: $479 + HST ($541.27) Per Day or $949.00 + HST ($1,072.37) Both Days

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Thank you for your order.

Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. Delegates acknowledge that there will be no partial or full refunds as a result of any such changes.

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Hotel Rooms:

PrimeTime Sports and Entertainment has secured a number of rooms for delegates at the Fairmont Royal York Hotel at a preferred rate. Details are available by contacting the Reservations Department at 1-800-663-7229. Specify Prime Time Sports and Entertainment Group or use Group Code: PRIM1111_001. Reservations must be made by October 21st, 2011 in order to receive the preferred rate. Reservations are based on hotel availability.

Cancellation and Substitutions

Substitutions of registrants is permitted at any time. If you are unable to find a substitute, a full refund (less $100 administrative fee) is available if a cancellation request is received in writing by October 13, 2011. No refunds are available after October 13, 2011.

Date & Times

November 14-15, 2011

Day One:
7:30 am. Registration & Breakfast,
8:30 am. Opening Remarks,
5:00 pm. **Networking Reception**

Day Two:
7:45 am. Continental Breakfast,
8:40 am. Opening Remarks,
4:15 pm. **Conference Ends**

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