SPORTS LAW
LEADERSHIP SUMMIT

Maximizing revenue opportunities, managing athletic career lifecycles, and protecting the “brand”

Gain key insights from these industry players:

Scott Bearby
Associate General Counsel
NCAA (Indianapolis, IN)

Michael Drucker
Vice President & Associate General Counsel
Collegiate Licensing Company (Atlanta, GA)

Gary Gertzog
Senior Vice President, Business Affairs & General Counsel
NFL Properties (New York, NY)

Jeffrey B. Gewirtz
Counsel (sports & entertainment transactions / marketing / media)
The Coca-Cola Company (Atlanta, GA)

Harold R. Henderson
Executive Vice President
NFL Management Council (New York, NY)

Greg Kirstein
General Counsel
Columbus Blue Jackets
NHL (Columbus, OH)

Jonathan Mariner
Executive Vice President, Finance
MLB (New York, NY)

Travis Tygart
Senior Managing Director, General Counsel
United States Anti-Doping Agency (Colorado Springs, CO)

David Williams
Vice Chancellor & General Counsel
Vanderbilt University

George K. H. Schell
Senior Managing Counsel
Marketing, Trademarks & Licensing
The Coca-Cola Company (Atlanta, GA)

Master Class on Drafting & Negotiating Complex Endorsement and Sponsorship Agreements: Friday, September 29, 2006

Top sports lawyers, agents, government officials, league counsel, and sports advertising counsel will share key negotiating strategies and their expertise on how to:

- KEEP athletes on the field and out of trouble
- MANAGE sponsorship agreements in a highly competitive atmosphere
- NEGOTIATE player endorsement deals to get the best exposure for the player and the brand
- COVER all the bases when negotiating broadcast rights
- IMPLEMENT win/win sports-related brand integration deals in a new media environment
- REPRESENT athletes in an ethical manner while striving to achieve high profit yields
- ADAPT to a playing field that is always changing when financing sports franchises and related deals
- MAXIMIZE your bargaining power when representing collegiate athletes and teams

Register Now • 888-224-2480 • AmericanConference.com/sportslaw
Reach the top of your game at this highly comprehensive sports law and business summit!

As an attorney or businessperson in the sports industry, you represent some of the highest paid, highest-profile people in the country. These teams, leagues, athletes and corporations rely on you to represent them with the utmost level of professionalism, in a manner which will yield only top-rate results. Don't miss this unique opportunity to discuss the most challenging and interesting sports-related issues in an open forum with your fellow practitioners.

Depending on your role in the industry, your daily activities may include keeping the athletes (and the fans) from getting hurt and out of trouble, negotiating the best sponsorship or endorsement deals for the advertisers or athletes you represent, financing sports-related deals, or ensuring compliance with league regulations. You must ensure that you can best represent your clients, particularly the most demanding ones, in every situation. The American Conference Institute has designed this first-ever Sports Law Leadership Summit, where you can hear and share practical insights on:

• Keeping contractual restrictions relating to athletes’ conduct practical and realistic
• Cultivating brand strategies based on varying levels of sponsorship
• Entering endorsement deals with competing companies
• Policing unauthorized use of athletes’ and teams’ names
• Predicting the future of collective bargaining agreements for the different leagues
• Evaluating league rules that implicate the antitrust laws

You can also add value to your attendance by taking advantage of our interactive Master Class on, Drafting & Negotiating Complex Endorsement and Sponsorship Agreements. Hear expert negotiating tactics and views on how to structure these highly complex, multi-faceted transactions.

Do not miss this unique opportunity to network with your colleagues and peers, and get ready to dig deep into the hottest issues facing your clients today. You’ll also benefit from the extensive written materials prepared by the speakers especially for this conference.

Register now to ensure your place at what’s sure to be a sold-out event! Call 1-888-224-2480, fax your registration form to 1-877-927-1563, or register online at www.americanconference.com/sportslaw

WHO SHOULD ATTEND

In-house counsel at any sports league or team
Sports advertising & marketing counsel
Sports agents
Attorneys who specialize in the following practice areas:
• sports law
• sports licensing
• intellectual property
• entertainment finance

SPONSORSHIP OPPORTUNITIES

ACI works closely with each sponsor to create a distinctive package tailored to individual marketing and business development objectives. Our objective with every sponsor is to foster a rewarding and long-term partnership through the delivery of a wide variety of sponsorship benefits and thought leadership opportunities. For more information, please contact: Benjamin Greenzweig, Director of Business Development, U.S. (212) 352-3220 ext. 238 or B.Greenzweig@AmericanConference.com

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Continuing Legal Education Credits

Accreditation will be sought in those jurisdictions requested by registrants which have continuing legal education requirements. To request credit, please check the appropriate box on the Registration Form.

This course has been approved in accordance with the requirements of the New York State Continuing Legal Education Board in the amount of XX hours. An additional XX credit hours will apply to workshop participation.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California in the amount of XX hours. An additional XX credit hours will apply to workshop participation.
Wednesday, September 27, 2006

7:30  Registration and Continental Breakfast

All conference participants are invited to join their colleagues for a breakfast hosted by ALSTON+BIRD LLP

8:15  Co-Chairs’ Opening Remarks

Jeffrey B. Gewirtz
Counsel (sports & entertainment transactions / marketing / media)
The Coca-Cola Company (Atlanta, GA)
Lisa Rovinsky
Partner
Manatt, Phelps & Phillips (New York, NY)

Keeping Athletes on the Playing Field and Out of Trouble

8:30  Protecting Players

Travis Tygart
Senior Managing Director, General Counsel
United States Anti-Doping Agency (Colorado Springs, CO)
Mary VanDerweele
Assistant General Counsel
NIKE Inc. (Beaverton, OR)
Craig Fenech
President
The Sparta Group Media/Coaches Inc. (Morristown, NJ)
Moderator:
William Bock, III
Partner
Kroger, Gardis & Regas, LLP (Indianapolis, IN)

• Analyzing and monitoring compliance with league requirements for protecting players from fans, each other, and themselves
  - standards on fan conduct
  - standards on player conduct
• Preventing athletes’ bad behavior at the contract phase
  - keeping conduct-related restrictions or prohibitions
    practical, realistic, and effective
  - criminal behavior
  - steroid use and drug testing
  - gambling
  - equipment tampering
• Ensuring the best protections against player injury
• How major sponsors of amateur sporting events protect participants
  - insurance options
  - background checks
  - establishing codes of conduct

9:45  Protecting Fans

Greg Kirstein
General Counsel
Columbus Blue Jackets, NHL (Columbus, OH)
Mechelle Evans
Vice President, Legal & Business Affairs
Madison Square Garden (New York, NY)
Brian Socolow
Partner
Loeb & Loeb LLP (New York, NY)

• Overview of league standards
  - CAN/CSA-Z262.7, Guidelines for Spectator Safety in Indoor Arenas
• Complying with ADA Standards for Accessible Seating

11:00  Coffee Break

11:15  Managing Sponsorship Agreements

Gary Gertzog
Senior Vice President, Business Affairs & General Counsel
NFL Properties (New York, NY)
Jeffrey B. Gewirtz
Counsel (sports & entertainment transactions / marketing / media)
The Coca-Cola Company (Atlanta, GA)
Lisa Rovinsky
Partner
Manatt, Phelps & Phillips (New York, NY)

• Understanding the league and/or players association rules that apply to the deal
• Identifying business objectives and leveraging opportunities
  - individual player deals
  - team deals
  - league deals
  - venue deals
• Managing sponsorships on an international level
  - Olympic games
  - world championships
• Developing brand strategies depending on different sponsorship levels
• Working competitive concerns into agreements
• Incorporating ancillary rights into the sponsorship agreement

12:30  Networking Luncheon for Speakers & Delegates

All conference participants are invited to join speakers and colleagues for a networking lunch hosted by PROSKAUER ROSE LLP

1:45  Player Endorsement Contracts – Maximizing Exposure & Revenue, While Minimizing Risk

Andrew Stroth
Senior Vice President of Talent Marketing
CSMG International, Ltd. (Chicago, IL)
Michael Hauser
Partner
Alston & Bird (Atlanta, GA)
Brian Heidelberger
Partner
Winston & Strawn (Chicago, IL)

• Obtaining the best endorsement deal for your client
• Managing player relationships with the brand
• Identifying “red flags” in endorsement agreements
3:00 Refreshment Break

3:15 Negotiating Sports-Related Brand Integration Deals in a New Media Environment

*Michael Drucker*
Vice President & Associate General Counsel
Collegiate Licensing Company (Atlanta, GA)

*Tshneka Tate*
Assistant General Counsel, Media and Series Marketing
Nascar, Inc. (Charlotte, NC)

*James J. Williams*
Attorney
General Motors Corporation (Detroit, MI)

Moderator:

*Douglas N. Masters*
Partner
Loeb & Loeb LLP (Chicago, IL)

A rapidly growing industry in sports marketing is brand integration. Every form of new media, especially video games, strategically incorporate brands at every turn, goal, home run, and basket. Douglas Masters of Loeb & Loeb will lead a discussion of branded entertainment experts who regularly negotiate sports-related brand integration deals. They will discuss the ins and outs of the deals, and explain how to maximize exposure and revenue for all parties involved.

4:30 Protecting Intellectual Property Rights for Athletes, Leagues, and Brands

*Ayala Deutsch*
Senior Vice President & Chief Intellectual Property Counsel
NBA Properties, Inc. (New York, NY)

*Kelly Maynard*
Assistant General Counsel
United States Olympic Committee (Colorado Springs, CO)

*David Ervin*
Partner
Collier, Shannon & Scott (Washington, DC)

Moderator:

*Brian Dickerson*
Partner
Maguire & Schneider LLP (Columbus, OH)

- Addressing ambush marketing – protecting the value of your property
  - proactive vs. reactive measures
  - understanding associational and pass-through rights
  - maintaining exclusivity
- Policing the use of athletes’ or leagues’ names by unauthorized users
  - the special problem of fantasy sites
  - players’ names and likenesses
  - player and league statistics
- Protecting trademarks or athlete’s names from counterfeiting
- Establishing the extent to which a company can use an endorser’s likeness
  - limiting the scope of the grant
- Update on CDM Distribution & Marketing v. MLB Advanced Media

9:30 Collective Bargaining Roundtable Discussion

*Harold R. Henderson*
Executive Vice President, Labor Relations
Chairman, NFL Management Council (New York, NY)

*Ron Klempner*
Associate General Counsel
National Basketball Players Association (New York, NY)

*Howard L. Ganz*
Partner
Proskauer Rose LLP (New York, NY)

Each year, it seems that one of the leagues faces a potential strike due to labor union issues. After months of negotiation, the NFL and the players union agreed upon a deal that raised the proposed salary cap for players. This will effectively keep the best (and highest paid) players on NFL teams, at least until 2011, when the Collective Bargaining Agreement is set to expire. In this session Howard Ganz, Harold Henderson, and Ron Klempner will discuss the principles of the collective bargaining agreements (CBA), and their implementation in the individual leagues. They will then discuss common CBA “sticking points” and what to expect for the future of the leagues.

10:45 Coffee Break

11:00 Combining Ethics With High-Profit Yields When Representing Athletes as an Attorney, an Agent, or Both

*Alan Fertel*
Partner
Ferrell Law (Miami, FL)
1:00 Networking Luncheon

12:00 Understanding the Antitrust Implications of Sports Leagues

2:15 Financing Sports Franchises & Related Transactions — Adapting to a Playing Field that is Always Changing

3:30 Understanding the Dynamics of Collegiate Sports—Preparing for the Big Leagues

4:45 Conference Concludes

9:00 a.m. -12:00 p.m.

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