



# Sport Business World

*where sport meets business*

8 & 9 September 2010 Etihad Stadium Melbourne

Conference, Trade Show, Charity Ball

**Sport Business World - Australia's pioneering conference is moving to Melbourne in 2010. Don't miss it!**

Sport, like all sectors, is having to vie with a business world that is rapidly changing. The advent of a more competitive consumer recreation market is challenging current business practice. How the sports industry reacts is a crucial factor to future success and the makeup of the new business environment for sport. Whilst there are many challenges, there are also opportunities. Innovative revenue streams, stronger sponsorship partnerships, Government policy, and a wider global audience offer sport executives the chance to drive growth and ensure a strong, secure future for the Australian Sport industry.

This conference is considered the annual meeting place for key influencers in Australia's sport industry and provides a suitable forum to discuss how the industry can meet the many and varied challenges of this new business climate, specifically across eight core areas: • **Leadership** • **Change** • **Growth** • **Sponsorship** • **Events** • **Investment** • **Media** • **Technology**

**The organisers (Association and Communications Events) are currently calling for speakers, sponsors, exhibitors and of course... delegates to join the event. If you would like to find out more, please visit [www.sportbusinessworld.com.au](http://www.sportbusinessworld.com.au) or Tel (02) 8908 8555.**

Platinum Sponsor:



## Proudly Supporting Special Olympics Australia...

# Sports Charity Ball 2010

Organised by:



Charitable Partner:



We're delighted to announce that all proceeds from the Sports Charity Ball (held in conjunction with the Sports Business World conference) will be donated to Special Olympics Australia.

Association and Communications Events is proud to collaborate with Special Olympics Australia in building a fun and inspirational event in September 2010. We hope you will support this worthy cause. Please spread the word.

#### About the Sports Charity Ball

The 2<sup>nd</sup> Annual Sports Charity Ball is an exclusive black tie event organised on behalf of Special Olympics Australia and held in conjunction with the Sport Business World conference. This function is a splendid way to show your support for Special Olympics Australia with an evening of fine dining, entertaining speakers and an auction of valuable items and sport memorabilia with all proceeds going to the foundation. This event SOLD OUT in Sydney in 2009, so please book early

All proceeds from the Ball go to Special Olympics Australia to assist its mission to transform the lives of people with intellectual disability through sports participation and competition. With all the crucial work this valued organisation does, the Sports Charity Ball will prove to be an excellent way to show your support and continue your conference networking.

**Registrations open...  
Get involved today  
Tel: (02) 8908 8555**



### Why attend the Conference?

- **Discover** how the consumption of sport is changing and how the sport industry and its commercial partners can benefit
- **Learn** the management insights that create commercially sustainable club and sport business practice
- **Unlock** the secrets of successful leadership in the sport industry sector
- **Hear** in-depth sport administration strategies from the industry's most senior executives
- **Identify** the most appropriate strategies for managing and growing your assets in the current economic climate
- **Adopt** new initiatives that will assist in increasing your fan and sponsor base
- **Ensure** your institution is doing everything it can to make the most of innovative media and technology
- **Access** partners that can help develop programs to create profitable revenue streams for your sport organisation
- **Understand** how sporting events are evolving and consumer recreational patterns change
- **Enhance** your tactics to differentiate your sport and event brand in a crowded market
- **Unlock** the difference that makes a sport organisation a world leader
- **Benefit** from the opportunity to meet all the key industry decision-makers from across the region at one place at one time.

### Why attend the charity ball?

- **Meet** Australia's special Olympians in person
- **Enjoy** a good night out for you and your partner, friends and colleagues
- **Be entertained** and have fun – you won't be disappointed
- **Meet** VIP sporting stars and high profile TV personalities (see website to see who attended in 2009)
- **Buy** valuable items and sports memorabilia not available anywhere else
- **Support** a worthy cause
- **Excellent** networking opportunities
- **Book** a table of 10 and entertain your clients
- **Opportunity** to dust off your penguin suit and don your new frock

**... an excellent  
partnership,  
worth supporting...  
Spread the word**



### Sponsorship & Exhibition Opportunities

Sport Business World offers an unrivalled marketing solution that works to your organisation's needs by providing an efficient and flexible way to communicate with your target audience. If you have products, solutions or services that can assist the sport industry this is the only event that will gather and connect you with your customers and prospects from across the nation.

**Contact Jon Treherne on (02) 8908 8516 or email [jon@acevents.com.au](mailto:jon@acevents.com.au) to get involved.**

## Enquiry Form - Fax back to (02) 8908 8556

### Please contact me regarding:

- |   |   |
|---|---|
| <input type="checkbox"/> Speaking at the conference   | <input type="checkbox"/> Attending the conference as a delegate |
| <input type="checkbox"/> Sponsoring the conference    | <input type="checkbox"/> Attending the ball                     |
| <input type="checkbox"/> Exhibiting at the conference | <input type="checkbox"/> Sponsoring the ball                    |



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