



BALLPARK TOUR
November 6, 2010

SUMMER BALL CONFERENCE

NOVEMBER 6-8, 2010

MADISON, WI

EARLY BIRD SPECIAL
Register before Sep 1st
Receive 20% OFF
1st Attendee

HOST TEAM - MADISON MALLARDS

WHERE: Sheraton Madison
WHEN: November 6-8, 2010
PRICE: \$189 for first attendee, \$149 for additional attendees
INCLUDES: 2 Main Speakers, The Big Panel, 12 Breakout Sessions
 2 Dinners, 2 Lunches, 2 Breakfasts, Open Bar at the Trade Show
SPEAKERS: Mallards GM Vern Stenman and more!

BREAKOUT TOPICS:

Tickets, Sponsors, Media Relations, Promotions/Marketing, Non-Traditional Revenues, Gameday Experience, Community Relations, Web Site & Social Networking, Increasing Concessions Revenue, Ballpark Usage & Improvements
 Players / Host Families / Interns, Mascots

ATTENDEES			
QTY	ITEM	EACH	TOTAL
1	Attendee Badge	\$189	\$189
	Additional Attendee Badge*	\$149	

*Additional attendees from the same organization may take \$40 off the registration price.

Name:		Title:	
Organization:			
Phone:	Ext:	Fax:	
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5 EASY WAYS TO REGISTER

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979-985-5162

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208-567-7385

MAIL

UK Advertising, Inc.
PO Box 10741
College Station, TX 77842

EMAIL

info@summerballconference.com

WEB

www.summerballconference.com

Your fee includes all SBC agenda programs, dinner on Saturday & Sunday and continental breakfast and lunch on Sunday and Monday.

Cancellation Policy: A refund will be made if written request is received prior to November 1, 2010. (Refund is subject to \$25 administration fee.) Unfortunately, requests received after November 1, 2010 will not be honored.



Please make check payable to: **UK Advertising, Inc.**

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Hotel Information:

The 2010 SBC will be held at the Sheraton Madison Hotel. A special room block with rates starting at \$94 per night (plus taxes) is offered to SBC '10 attendees. To reserve a room at the special rate, please call (608) 251-2300 and mention SBC '10 for the group rate.