



**The clock is winding down. The ball is in your hands. This is your opportunity.
The 11th Annual JMSM Sports Business Conference is here!**

The John Molson Sports Marketing Committee invites you to its 11th annual Sports Business Conference! This event attracts hundreds of university students from across Canada and is a **MUST** for any student looking to get more out of their university experience.

What is Sports Business?

Sports business combines strategic business efforts with all aspects of the sports world; everything that surrounds athletes, sporting events, equipment, sponsorship, contract negotiations and much more. This dynamic industry is exceptionally exciting and has a lot to offer.

This year's conference will be bigger and better than ever!

Highly regarded guest speakers will be sharing their inspiring personal experiences, discussing important topics and providing practical tips from the sports industry. Furthermore, this conference will offer students the opportunity to personally interact with these professionals.

This is a privileged invitation to students of the **University of New Brunswick**, and we would appreciate it if you could inform them about this unique opportunity.

'There's no I in TEAM'

Along with the seminars, you will also have the chance to attend networking cocktails and group meals (all included in the price) so that students can get to know each other. Free time will be provided so that everyone can visit the gorgeous city of Montreal and nights out in town have been planned for you to experience its vibrant nightlife.

'Always Giving 110%'

The success that the Sports Business Conference has had over the years has made the event one of the largest student-run conferences in Canada. Previous speakers include Ray Lalonde (VP Marketing, Montreal Canadiens), Claude Rochon (VP Marketing, Montreal Alouettes), Jack Todd (sports writer, The Montreal Gazette), Darren Gill (President, Gill Sports Management), Pierre Lafontaine (CEO, Swimming Canada) and Len Rhodes (VP Marketing, Reebok).

'Don't Get Beat to the Puck!'

Remember that this event comes around only once a year! This year, it will take place from November 9th – 12th, 2006, so it's time to mark your calendars and start planning for it in your budget.

The number of available spots are limited, so sign-ups need to be completed as soon as possible! Registration will begin at the start of September. Additional details will be sent....



'Bring Your "A-game"'

The cost for this four-day event is \$250 and includes all meals and extra-curricular activities. With this, students will get to listen to all the seminars, take part in all activities, enjoy all provided meals, and live an unforgettable experience.

'Be in a League of Your Own'

Informing your students of this opportunity is a great benefit to them. The event has been designed so that it can be attended by your students and your presence is anxiously awaited. Being a university student is so much more than just a GPA, and this is a great aspect of university life which can be experienced outside of the classroom, while being exciting and interactive.

With everything this seminar has to offer, can you really afford to miss such an amazing weekend? Don't miss out if you want to be part of the social, educational, and networking event of the year!

Any additional information can be requested at any time via phone or email. We will happily assist you with any inquiries and look forward to communicating with you throughout the semester.

Best Regards,

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