

# SPORTS • EVENTS • MARKETING EXPERIENCE

## **SEME East 2006 Kicks Off Friday; Online Registration Closes Tomorrow - Wednesday**

*Keynotes from ESPN's Rovell, AOL Sports' Lynn Highlight Over 50 Speakers;  
Verizon Center Reception & Tour, Career Fair and Breakout Sessions  
Set for 3<sup>rd</sup> Annual Event April 21-22 in D.C.*

**WHO:** The 2006 Sports.Events.Marketing.Experience East (SEME East 2006) Sports Career Conference  
**WHAT:** Event a week away as Online Registration Closes Soon  
**WHEN:** April 21-22, 2006  
**WHERE:** Washington, D.C. – CNN Studios @ the George Washington University  
**WEB:** Registration at [www.SEMEEast.com](http://www.SEMEEast.com)  
**CONTACT:** Jeremy Silkowitz, SEME Managing Director (202-783-5501) [info@SEMEEast.com](mailto:info@SEMEEast.com)

---

**WASHINGTON, D.C. (April 18, 2006)** – The Third Annual Sports.Events.Marketing.Experience East (SEME East), the annual sports career conference that has become the leading beacon for this bi-coastal marketplace, **is only one day away**, and **online registration** for this two-day event to be held April 21-22, 2006 at George Washington University in Washington, D.C., **will close tomorrow, Thursday April 20.**

**Space is limited**—so sign up now to take advantage of **special pricing for groups of five or more and 20 or more.** For conference information please visit [www.SEMEEast.com](http://www.SEMEEast.com) or call 202-783-5501.

Those already confirmed for this years event include **keynote speakers Darren Rovell, ESPN.com** Sports Business Reporter and Author of *FIRST IN THIRST: How Gatorade Turned the Science of Sweat into a Cultural Phenomenon*, and **Jimmy Lynn**, Vice-President, Partnerships and Strategic Development, **AOL Sports and AOL News. Michael Wilbon**, host of **ESPN's P.T.I.** and columnist for the **Washington Post**, will again be joined SEME and will participate on one of the many panels featuring the top executives in the sports industry today.

On Friday evening, April 21, 2006, **Verizon Center will host SEME 2006's Facility Tour and the Networking Reception.** The tour provides attendees just one more unique opportunity to speak with some of the top executives in the sports industry today. Verizon Center (formerly known as MCI Center), ranked ninth worldwide among arenas in 2005 according to *Billboard* magazine, is home to the NBA's Washington Wizards, the NHL's Washington Capitals, the WNBA's Washington Mystics, the NCAA's Georgetown Hoyas men's basketball team, as well as world class sporting events and concerts.

Concluding on Saturday with the **NEW Career Fair** and a **unique One-On-One Resume Critique with top industry executives**, SEME offers a close-knit atmosphere designed to show attendees how to become leaders of influence within the sports industry. Representatives on hand come from some of the most progressive sports companies in the business: **Octagon, NFL Players Association, Under Armour, IMG / Disson Skating, Washington Capitals, Washington Mystics, US Soccer Foundation, Comcast Spectator** and many more.

Expanding upon an exceptional cast of keynotes, panelists and speakers from SEME 2005, and most recently our first west coast version of this conference – **SEME West**- hosted by the L.A. Lakers, AEG Sports / STAPLES Center and the University of Southern California (USC) January 13-14, SEME East 2006 will again provide unique access to those seeking careers in the sports industry. SEME offers attendees a special opportunity to gain the insight, strategy, and contacts necessary to break into this ultra-competitive industry.

The powerful **SEME Educational Leadership Council** includes over **100 organizations, 100 industry experts in 15 different fields**, and features top decision makers from the **NFL, NBA, MLB, NHL, NASCAR, College Sports, Action Sports, Minor Leagues, the Olympics, Journalism, Electronic Media and Broadcasting**, and other public and private organizations.

Past **Keynote Speakers** have included **Kevin Plank**, CEO, **Under Armour**; **Ross Greenburg**, President, **HBO Sports**; **Shawn Hunter**, President, **AEG Sports**; **Larry Miller**, President, **Nike's Jordan Brand**; **Donald Dell**, Vice President, **Clear Channel Entertainment/ SFX Sports** and **Christine Brennan**, Journalist/ Correspondent, **USA Today, ABC News**; **David Baker**, Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

The **SEME East Advisory Board** is highlighted by: **Patrick McGee**, **Octagon**, Vice President, Marketing, Athlete Representation; **George Perry**, **XM Satellite Radio**, Director of Marketing and Events; **Brooke Beyer**, **NASCAR**, Marketing



Counsel, Broadcasting and New Media; **Carlos Silva**, **AOL Sports** , Vice President, Sports; and **Clay Walker**, **NFL Players Inc.** Senior Vice President, Marketing.

**About SEME:**

This premier two-day event brings career seekers and advanced students together with the leaders in the sports industry. Participation in this unique industry experience allows attendees to gain first-hand knowledge and real-world career insight; interact with global leaders in the sports and event fields, participate in one-on-one interviews and explore internship and job opportunities. One key features of the event is the Career Workshop and Job/Internship Fair which provides answers to the ultimate career question: "What Makes You Marketable?"

- SEME East 2006 Schedule Next-