



SAVE THE DATE!! SEME EAST 2008

**5th Annual SEME EAST Sports Career Conference
Set for March 28 and 29, 2008, at The George Washington University**

*Unique Interactive, Two-Day Event Brings Current
And Future Sports Executives Together*

WHO: The 2008 Sports.Events.Marketing Experience East (SEME East 2008)
WHAT: Save The Date
WHEN: March 28-29, 2008
WHERE: The George Washington University (Washington, DC)
WEB: www.SEME-Now.com/EAST
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Washington, DC (Jan. 7, 2008) The Fifth-Annual Sports Events Marketing Experience East (SEME East 2008), the sports career conference that has become the leading beacon for the sports marketplace, has announced its date for 2008: March 28 and 29, at The George Washington University in Washington, DC.

Expanding upon last year event that included an exceptional cast of keynote speakers and panelists from across the sports industry, SEME East 2008 will again look to provide unique access to those currently within the sports industry and those seeking careers in the sports industry. For attendees already working within the sports marketplace, SEME East offers the opportunity to network with fellow executives, build upon prior experiences, and gain valuable insight to help extend one's career and ensure long-term success. For those seeking entry into the business of sports, the event offers attendees a special opportunity to gain the insight, strategy, and contacts necessary to break into this ultra-competitive industry. Attendees will include executives from the sports marketplace as well as undergraduate and graduate students, academics, and anyone interested in learning more about this multi-billion dollar industry. **To register visit www.SEME-Now.com/EAST. An early registration discount is available until Friday, February 22.**

SEME East is the first in a series of sports conferences organized under the supervision of the SEME Educational Leadership Council and The George Washington University. Similar conferences, SEME Central and SEME West, provide similar benefits to their respective geographic regions. The powerful SEME Educational Leadership Council includes over **100 organizations, 75 industry experts in 15 different fields**, and features top decision makers from the **NFL, NBA, MLB, NHL, NASCAR, College Sports, Action Sports, Minor Leagues, Olympics, Journalism, Electronic Media and Broadcasting**, and other public and private organizations. The George Washington University sports management program is a founding partner of SEME East and has been a sponsor of the conference since its inception.