

# SPORTS • EVENTS • MARKETING EXPERIENCE

## Dear SEME West Registrant/Attendee:

We look forward to seeing you next Friday and Saturday, January 13 & 14, 2006, for the third annual Sports.Event.Marketing Experience West 2006 (SEME West 2006) at USC. We have more than 65 speakers and 40 organizations set for this event and are eager to provide you 'access to answers' about the industry.

### IF YOU HAVE NOT REGISTERED OR PAID YET:

- **Online Registration & Payment CLOSSES Wednesday, January 11**
- On-site registration Friday early morning is first-come, first-serve for remaining space available
- Most of you qualify for the \$129 rate

For more information, please check the SEME West Web Site ([www.SEMEWest.com](http://www.SEMEWest.com)).

### Details:

#### REGISTRATION / MAP & DIRECTIONS to USC Davison Conference Center:

- As a reminder, registration will take place Friday morning at USC's [Davidson Conference Center](#) (3415 South Figueroa Street, LA 90089-0871) from 7:00 AM—11:45 AM.
- For Directions and a Map for USC, visit the visitor campus web site: [http://www.usc.edu/about/visit/upc/driving\\_directions/](http://www.usc.edu/about/visit/upc/driving_directions/)
- Around Town: [LA Inc: The Convention and Visitors Bureau](http://www.lacvb.com/index.jsp) (<http://www.lacvb.com/index.jsp>)

#### FOOD / CATERING:

- There will be a light breakfast on both days before the conference begins (Friday: 7:30 AM—8:45 AM; Saturday: 8:00 AM—9:00 AM) and a box lunch for our Breakout and Networking Lunch Sessions both days.

#### STAPLES CENTER RECEPTION / TOUR FRIDAY EVENING:

- We will be moving from USC to the STAPLES Center beginning at 5:30 PM for our 6:45 PM Reception and Tour provided by the Los Angeles Lakers and AEG Sports. ([www.staplescenter.com](http://www.staplescenter.com))
- TRANSPORTATION will NOT be provided so it is recommended that you carpool or make use of local public transportation. Most public transportation options can be found by contacting the Metropolitan Transit Authority at 800-266-6883 or by visiting their web site: [www.metro.net](http://www.metro.net) Other public transportation information can be accessed by contacting the Los Angeles Department of Transportation (LADOT) at 213-972-8470 or by visiting their web site: <http://www.lacity.org/LADOT/>

#### ATTIRE:

- The dress for the conference is business/professional. The program agenda is packed, especially on Friday, so come prepared to stay throughout the day and evening. On Friday night, there are many nighttime options starting with the FOX Sports Sky Box outside the arena. On Saturday night, The L.A. Clippers host the Sonics at 7:30pm.

#### TRANSPORTATION / PARKING:

- Street parking is limited. The closest lot is Parking Structure D near Gate 4 on Jefferson Blvd. and just west of Figueroa. The closest DASH transit stop is Route F which is located at Figueroa and Jefferson.

#### CAREER FAIR / RESUMES:

- On Saturday, the conference concludes with a Career Fair offering one-on-one contact with organization representatives and HR professionals. If you are an internship or job seeker, please bring up to 40 of your resumes to be distributed.

Feel free contact us if you have any questions.

Thank you again. We look forward to another great EXPERIENCE!

Matt

**SEME West 2006 – [info@semewest.com](mailto:info@semewest.com) / [www.semewest.com](http://www.semewest.com) / Phone: 202-248-9710**

**Matt Winkler**

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