Sponsored by…

Bulls', Cubs', and White Sox tickets will be awarded to select attendees during the Q & A!

chicago association of direct marketing

Get Results Now!

5th Finger

The Chicago Association of Direct Marketing
Presents a Special Evening Event at Harry Caray's

"Chicago Sports 2.0: How Chicago Sports Teams Score Through Interactive Marketing"

Wednesday, September 23, 2009 – Harry Caray's Restaurant – Chicago

Are you a sports enthusiast and an interactive marketer? Do you want to know how your favorite sports teams are using Web 2.0 techniques to reach fans and drive traffic? CADM has put together an impressive panel of key marketers from select Chicago sports teams – both new teams on the scene and fan favorites – who will discuss their strategy and objectives in the online space when it comes to their fans. Hear how they track, measure, and evaluate Web 2.0 applications. Learn how the online space complements their traditional marketing efforts. Get a sense of what new trends they see coming in the future and how all of this affects ticket sales. *Generously sponsored by 5th Finger!*

Join us on Wednesday, September 23rd at one of Chicago's iconic sports broadcasters' restaurants, Harry Caray's. It should prove to be a lively event that will demonstrate that Chicago is not a "second city" when it comes to Interactive Marketing and Sports. This event is open to the CADM community as well as guests, clients, and non-members.

Moderator: **Josh Grou, Business Development, Branded Entertainment Google/YouTube and Instructor, Sports Media and Broadcast Relations, Kellogg MSA program**

Panelists:
Joseph A. Inzerillo, SVP, Multimedia & Distribution at Major League Baseball (MLB)
Ryan Huzjak, Director of Corporate Sales, Chicago Bears
JonPaul Rexing, Senior Director, ESPN Local Digital
Elly Deutch, Marketing and New Media Manager, Chicago Red Stars
Valerie Waller, Director of Marketing & Communications, Chicago 2016

When: **Wednesday, September 23, 2009:**
5:30 p.m. Registration and Networking
6:00 p.m. Panel Discussion
7:00 p.m. Reception (open bar and hors d'oeuvres)

Where: **Harry Caray's Restaurant – 33 West Kinzie Street (State & Kinzie), Chicago**

Cost:

	Member	Non-Member	Interactive Marketing SIG Member
Before September 19th	**$44**	**$59**	**$44**
September 19th – 22nd	**$49**	**$64**	**$44**
Day of Event	**$54**	**$69**	**$44**

To register for the September 23rd *Special Evening Event at Harry Caray's*, please complete and return this form to CADM today!

Name: _____ Company: _____

Address: _____ City: _____ State: ___ Zip Code: _____

Phone: _____ Fax: _____ E-Mail _____

Payment Information:

__ $44 (CADM Member, before 9/19/09)
__ $49 (CADM Member, 9/19/09 to 9/22/09)
__ $54 (CADM Member, day of event)
__ $44 (CADM Interactive Marketing SIG Member)
__ $59 (CADM Non-Member, before 9/19/09)
__ $64 (CADM Non-Member,9/19/09 to 9/22/09)
__ $69 (CADM Non-Member, day of event)
__ Check enclosed (payable to "Chicago Association of Direct Marketing")
__ Visa __ MasterCard __ American Express __ Discover __ Diners Club

CADM-O

Card #: _____ Expiration Date: _____

Signature: _____

CADM - 203 N. Wabash Ave., #2100 - Chicago, IL 60601 - Phone: 312.849.CADM (2236) - Fax: 312.849.CAFX (2239)
E-Mail: info@cadm.org - Web: www.CADM.org