



## **MOTOR SPORT<sup>TM</sup> BUSINESS FORUM NORTH AMERICA**

### **Full Agenda Set For Two-Day Motor Sport Business Forum North America This December in Orlando**

**ORLANDO, Fla. (September 10, 2009)** – The inaugural Motor Sport Business Forum-North America (MSBF-NA) will feature a two-day agenda of insightful presentations, idea-filled panel discussions, unprecedented keynote speakers, high-level networking and more when the international event takes place at the Orlando Hilton, December 8 – 9.

With well over two dozen speakers already confirmed, MSBF-NA organizers unveiled today the initial agenda for the two-day forum, which will be held in North America for the first time. The packed two-day agenda includes eight featured panel discussions, a keynote luncheon address each day, scheduled exhibition times, networking sessions and much more.

The speakers and presenters confirmed for Orlando is an A-list gathering of management representatives from leading teams, sponsors, championship promoters, governing bodies and industry executives. High-level representation from recognized and relevant sports, marketing and entertainment organizations from beyond motor sport will also be included in the packed two-day agenda, which includes the following panels and presentations:

**State of North American Motorsports** – Presidents and top marketing officers from leading governing bodies such as NASCAR, NHRA, IRL, Grand-Am, ALMS and Dorna will discuss and review the business of top level motor sport in North America.

**North American Media – Delivering Motorsports to the Mass Market** – Top level executives from premier media outlets the caliber of SportVision will focus on the important and ever changing role of major media in motor sport.

**Team Ownership in Changing Times** – A global gathering of top owners and executives from NASCAR, Formula One, IRL and sports car racing as well key representatives from Ford Motorsports U.S. will discuss the challenges and opportunities of team ownership in today's world. Team principals and owners from Hendrick Motorsports, Andretti Green Racing and Red Bull Racing have already been confirmed.

**Building “The Show” – Event Promoters** – An international panel of the industry's top event and sanctioning body executives will discuss the challenges and benefits of their business while also sharing strategies and tactics for successful motor sport events. Top-level speakers from International Speedway Corporation (ISC), the Grand Prix Association of Long Beach and the Bahrain International Circuit have been confirmed with more to follow.

**Opportunity Through Sponsors' Eyes (Why)** – Presidents and top executives from blue-chip companies such as UPS, Hilton, LG Electronics and Subway Restaurants are already confirmed and are expected to be joined by other leading North American sponsors in revealing the direct and hidden benefits of major motor sport sponsorship.

**Aces of Activation (How)** – Executives from leading corporations such as Verizon that are known for realizing the maximum benefit from their motor sport sponsorship programs will lead the discussion in this insightful presentation.

**Measurement: The Search for ROI** – This panel will mix leading research and results oriented companies such as The Nielsen Company, IFM/SMS and IEG with proven corporate impact makers such as DuPont and more.

**Value Proposition: Motor Sports within Sports Entertainment** – A guaranteed highlight of the MSBF-NA, this panel offers a unique gathering of some of the world's unquestioned leaders in sports and entertainment, including Prism, NBA, Diageo, Walt Disney Company, NFL and WTA that are not directly involved in motor sport but recognize its unique value and role in the global marketplace.

In addition to the strong schedule of presentations, the unique and informal networking sessions will be held no less than six times between the panel discussions over the two-day event. A variety of exhibitions from leading motor sports companies is also on tap and will be available to attendees throughout the event.

The list of confirmed panelists is currently at 35 with several more notables in line to join the event in the coming days and weeks. The featured Keynote Speakers include **Lesa France Kennedy**, Vice Chair and Chief Executive Officer of International Speedway Corporation (ISC) and Vice Chair and Executive Vice President for NASCAR, and **Bobby Rahal**, Co-Owner and Team Principal of Rahal-Letterman Racing.

Like its international sister event in Monaco, the Orlando MSBF-NA will focus on the commercial side of the sport and will feature presentations from the premier gathering of management representatives from leading teams, sponsors, championship promoters and industry executives. High-level representation from recognized and relevant sports, marketing and entertainment organizations from beyond motor sport will also be included in the packed two-day agenda.

The MSBF-NA will be organized and hosted by Switzerland's IM2 Events. Just Marketing International (JMI), the leading global motorsports-exclusive marketing agency, will serve as the North American co-host and manage the marketing and communications. The event will be held in the run-up to highly popular Performance Racing Industry (PRI) Trade Show, the biggest exhibition in global motor sport, and a must-attend event on the annual American racing business calendar.

The new Hilton Orlando is the first hotel connected to the Orange County Convention Center. The convention center houses the ensuing Performance Racing Industry Show (PRI), which follows the Motor Sport Forum on December 10-12, 2009. The PRI show includes 1,450 companies as part of the world's largest racing trade show. The hardcore racing technology showcase annually attracts approximately 40,000 buyers and attendees from 61 countries.

To register for any MSBF event go to: [www.msbforum.com](http://www.msbforum.com). Media may contact Adam Saal at (321) 890-2848 or [SaalGoodPR@gmail.com](mailto:SaalGoodPR@gmail.com) for additional information.