



# Winter Summit

December 10-12, 2019

**Renaissance Orlando**  
at SeaWorld



# LEAVE A LASTING IMPRESSION

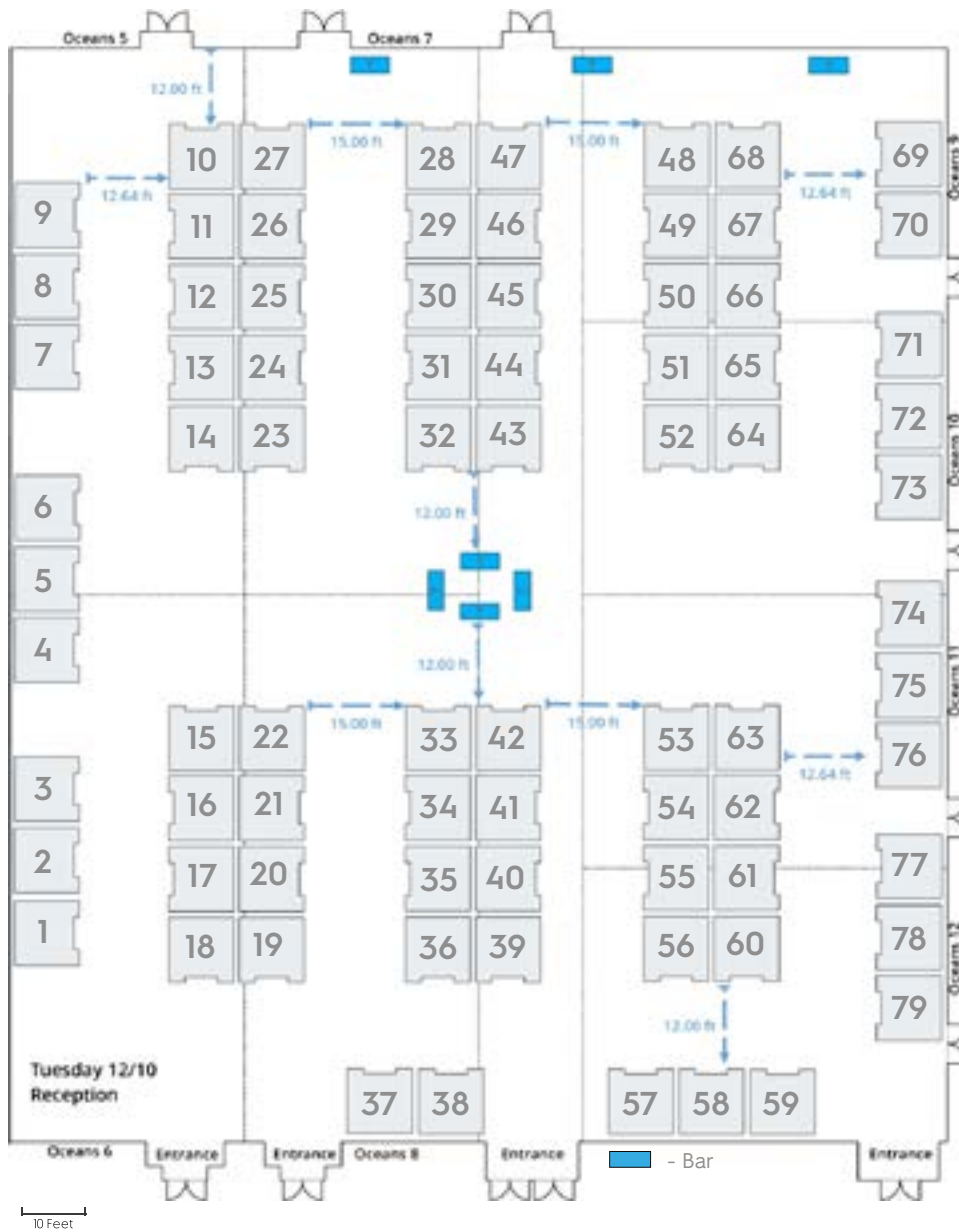
Engage your fans from street to seat with a network of displays designed to immerse your audience in every moment of their experience.

**Join us at the USL Winter Summit in Booth 51-52.**

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# USL 2019 WINTER SUMMIT VENDOR MAP



Tues Reception for USL Winter Summit - December 9, 2019, 12:00 PM

Powered by Social Tables



<b>78</b> Academy Bus	<b>21</b> List Industries (Storagecraft)
<b>47</b> Act Global	<b>34</b> Live U
<b>60</b> Anthony James Partners	<b>74 &amp; 75</b> Marka Sports
<b>64</b> Bandwagon Fan Club	<b>35</b> Monument Sports Group
<b>65</b> Bexel	<b>77</b> MTP Software/Score
<b>49</b> Blinkfire	<b>22</b> Musco Sports Lighting
<b>32</b> Bosch	<b>33</b> Odell Associates
<b>36</b> Bypass	<b>45</b> OT Sport
<b>67</b> CI Fabrics	<b>41</b> Partake
<b>40</b> Clutch!	<b>11</b> Paycor
<b>51 &amp; 52</b> Daktronics	<b>13</b> PlayerMaker
<b>16</b> DreamSeat	<b>19</b> Ruffneck Wear
<b>44</b> Dyehard	<b>30</b> ShoFlo
<b>58</b> Esto Retractable	<b>10</b> Soccer Mindset Academy
<b>59</b> ExoSmart Spark (WestHill Innov.)	<b>26</b> SoccerLab
<b>71</b> FanThreeSixty	<b>79</b> Spiideo
<b>48</b> FanWord	<b>1</b> Spirit Products
<b>66</b> Fevo	<b>18</b> Sport Design Sweden
<b>12</b> Football ISM	<b>24</b> Sportscorp
<b>54</b> FuturePOS	<b>76</b> Sportsnomics
<b>27</b> Garrett Electronics/Metal	<b>61</b> Sqwad
<b>56</b> GoPassage	<b>7</b> TCoolPT
<b>55</b> Groupmatics	<b>68</b> Norma-Tec
<b>62</b> Groupon	<b>37</b> Terraplas
<b>8</b> Harvard Group International	<b>25</b> Text4Service (Tez)
<b>3</b> IdealSeat	<b>53</b> The Promotions Dept
<b>15</b> InProduction	<b>31</b> Thor Guard
<b>4 &amp; 5</b> Iowa Rotocast Plastics	<b>69 &amp; 70</b> Tickets.com
<b>29</b> J&M Displays	<b>50</b> Trak Software
<b>57</b> Jani King	<b>63</b> Turf Of America
<b>42</b> JLL	<b>20</b> Turf Tank
<b>28</b> Johnson Consulting	<b>2</b> Uni-Sport
<b>14</b> K&L Gates	<b>9</b> USL
<b>46</b> Kinduct	<b>17</b> Valhalla Tickets
<b>6</b> Kittrich Canopy	<b>23</b> Volkert
<b>43</b> Life Fitness	<b>38</b> White Wolf
<b>72</b> LinkedIn	<b>39</b> Wibbitz

\*Booth Numbers in Bold

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12/10	USL Career Fair	1:30 PM - 4:30 PM	Coral A
12/10	Event Check-In	2:00 PM - 7:00 PM	End of Hallway to Oceans Ballroom
12/10	Championship Executive Committee Meeting	2:00 PM - 4:00 PM	Unicorn
12/10	League Two Board of Governors	3:30 PM - 4:30 PM	Palani A
12/10	Welcome Happy Hour	4:30 PM - 5:00 PM	Oceans Pre-Function Space
12/10	Welcome Happy Hour	5:00 PM - 7:00 PM	Oceans 5 - 12
12/11	Event Check-In	8:00 AM - 2:00 PM	End of Hallway to Oceans Ballroom
12/11	Exhibit Hall	8:00 AM - 2:00 PM	Oceans 5 - 12
12/11	League One Board of Governors	8:00 AM - 11:00 AM	Crystal Ballroom E
	<b>Training and Coaching</b>		
12/11	<b>Your Sales Team</b> <i>Speakers: Bill Guertin</i>	9:00 AM - 12:00 PM	Veiltail
	<b>Opening/Awards</b>		
12/11	<i>Speakers: John Cochol - VP Club Services (USL)</i> <b>Panel: Identifying Elite Talent</b> <i>Panelists: Oguchi Onyewu (Onyx Elite)</i>	9:00 AM - 9:40 AM	Walu
12/11	<i>Joaquin Escoto (Alianza de Futbol) Marc Nicholls (Tacoma Defiance) Alan McCann (Reading United AC)</i> <b>State of the League</b> <i>Speakers: Jason Collister - Director Operations &amp; Technical Development (USL League Two)</i>	9:00 AM - 10:00 AM	Coral C
12/11	<b>Opening Remarks</b> <i>Speakers: USL Operations Staff</i>	9:00 AM - 10:00 AM	Coral A-B
12/11	<i>Speakers: USL Operations Staff</i>	9:00 AM - 9:45 AM	Oceans 4
12/11	Championship Presidents' Roundtable	9:00 AM - 11:30 AM	Crystal Ballroom D
12/11	Introductions & Agenda Overview	9:00 AM - 9:30 AM	Unicorn

12/11	USL Communications Roundtable	9:00 AM - 10:00 AM	Nomeus
12/11	Welcome to the USL	9:00 AM - 9:45 AM	Oceans 1
12/11	Saltmarsh - Accounting and Hot Topics	9:30 AM - 12:00 PM	Unicorn
	<b>Mobile/Digital Ticketing</b>		
	<i>Speakers: Chris Gallagher (Orlando City SC) Mike Yannuzzi (Orlando City SC) Joey Harvey (San Antonio FC) Marc Richman (Tampa Bay Rowdies)</i>		
12/11		9:45 AM - 10:45 AM	Palani A
	<b>Data Acquisition and Audience Insights</b>		
	<i>Speakers: Sam Doerr (Phoenix Rising FC)</i>		
12/11		9:45 AM - 10:45 AM	Palani B
	<b>Fan Behavior Safety and Security</b>		
	<i>Speakers: Jeff Stonebreaker VP Safety and Security (Major League Soccer)</i>		
12/11		9:50 AM - 10:40 AM	Oceans 4
	USL Department Overview		
12/11		10:00 AM - 10:45 AM	Oceans 1
	<b>USL League Two Vision &amp; Evolution</b>		
12/11		10:15 AM - 10:40 AM	Coral A-B
	<b>Generating National Media Coverage</b>		
	<i>Speakers: Jeff Reuter (The Athletic) Alicia Del Gallo (ProSoccerUSA)</i>		
12/11		10:15 AM - 11:05 AM	Nomeus
	<b>Building a Culture within Your Football Club</b>		
	<i>Speakers: Mark Cartwright (English FA) John Hackworth (Louisville City FC) Peter Ramage (Phoenix Rising FC)</i>		
12/11		10:30 AM - 12:00 PM	Coral C
	<b>Organizational Culture and Guest Experience</b>		
	<i>Speakers: Brent Centivre (The Disney Institute)</i>		
12/11		10:45 AM - 12:00 PM	Oceans 2-3

**Community  
Development: Build Your  
Supporters Group**

12/11	<i>Speakers: Peter Wilt (USL) Peter Trevisani (New Mexico United) Craig Unger (Memphis 901 FC)</i>	11:00 AM - 11:45 AM	Oceans 1
12/11	Cultivating Player Relationships	11:05 AM - 12:00 PM	Nomeus
12/11	Saltmarsh Q & A	11:15 AM - 12:00 PM	Unicorn
12/11	Exhibit Hall Lunch	12:00 PM - 2:00 PM	Oceans 5 - 12

**Panel: Academy &  
Affiliate Strategies**

12/11	<i>Panelists: Mike Jeffries (Charlotte Independence) John Miglarese (South Georgia Tormenta FC) Marcus Dudley (Kaw Valley FC)</i>	1:00 PM - 2:00 PM	Coral C
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**USL Venues - Emergency  
Preparedness**

12/11	<i>Speakers: Derek Smith - Emergency Preparedness Coordinator (Walt Disney World)</i>	1:35 PM - 2:45 PM	Oceans 4
12/11	<b>Benefits of Ongoing Training</b> <i>Speakers: Brett Zalaski</i>	2:00 PM - 5:00 PM	Veiltail
12/11	<b>TMS Training by US Soccer</b> <i>Speakers: Caitlin Carducci - Manager Member Programs (USSF)</i>	2:00 PM - 3:30 PM	Tarpon A
12/11	<b>Season Tickets</b> <i>Speakers: Ted Glick (Sacramento Republic FC) Eric Cole (Indy Eleven) Zach Kaddatz (El Paso Locomotive FC) Valhalla Tickets</i>	2:00 PM - 3:50 PM	Palani A
12/11	Premier Partnerships	2:00 PM - 3:00 PM	Palani B
12/11	Championship Board of Governors	2:00 PM - 4:30 PM	Crystal Boardroom D

12/11	<p>Insurance Overview</p> <p><b>Good Relationships are Data-Driven</b></p> <p><i>Speakers: Adam Satz - Sr. Director Digital Services (USL) Sasha Victorine - Chief Solutions Officer (FanThreeSixty) John Weinerth - VP Soccer (SportsEngine)</i></p>	2:00 PM - 3:00 PM	Unicorn
12/11	<p><b>Building and Monetizing Your Brand</b></p> <p><i>Speakers: Dyehard Matt Wolff Erika Bjork</i></p> <p><b>Workshop: Club Identity and Promotion</b></p> <p><i>Speakers: Jason Collister - Director Operations &amp; Technical Development (USL League Two) Chris Madden - Director Competition &amp; Development (USL League Two)</i></p>	2:00 PM - 2:45 PM	Oceans 1
12/11	<p><b>Panel: Becoming a Player in the Transfer Market</b></p> <p><i>Panelists: Mark Cartwright (English FA) Gary Mellor (Beswicks Sports) Oliver Wyss (Orange County SC)</i></p> <p><b>Workshop - The Data Puzzle: Piecing Together Your Data Strategy</b></p>	2:15 PM - 3:00 PM	Coral A-B
12/11	<p><i>Moderators: Adam Satz - Sr. Director Digital Services (USL) Sam Schuler - Director Digital Solutions (USL)</i></p>	2:30 PM - 3:30 PM	Coral C
12/11	<p>Venue Safety and Security</p> <p><b>Stadium Concepts and Designs</b></p>	2:40 PM - 3:05 PM	Nomeus
12/11		2:50 PM - 3:50 PM	Oceans 4
12/11		3:00 PM - 3:45 PM	Oceans 1

12/11	<b>E-Sports</b> <i>Speakers: Gabe Causse (Orlando Magic)</i>	3:05 PM - 3:35 PM	Palani B
12/11	<b>There's an App for That</b> <i>Speakers: Sam Schuler - Director Digital Solutions (USL) Erin Johnston - Client Success Lead (FanThreeSixty) Sam Doerr (Phoenix Rising FC)</i>	3:10 PM - 3:40 PM	Nomeus
12/11	<b>Stadium Lease Agreement Negotiation</b> <i>Presenters: K&amp;L Gates</i>	3:15 PM - 4:00 PM	Crystal Ballroom E
12/11	<b>MyCujoo and Match Streaming</b> <i>Speakers: Chris Madden - Director Competition &amp; Development (USL League Two)</i>	3:15 PM - 4:00 PM	Coral A-B
12/11	Human Resources & Compliance Hot Topics <b>Selling Mobile App</b>	3:15 PM - 4:00 PM	Unicorn
12/11	<b>Sponsorships</b> <i>Speakers: Michael Emert (Birmingham Legion FC)</i>	3:35 PM - 3:50 PM	Palani B
12/11	<b>Panel: Creating a First- Class Fan Experience</b> <i>Moderator: Peter Wilt (USL)</i>	4:00 PM - 5:00 PM	Oceans 2-3
12/11	<i>Panelists: Bobby Dulle (Phoenix Rising FC) Ron Patel (New Mexico United) Andrew Forrest (El Paso Locomotive FC)</i> <b>Stadium-Anchored Real Estate Development &amp; Opportunity Zones</b> <i>Speakers: Jim Renne (JLL) Brett Johnson &amp; Jim Lang (Fortuitous Partners) K&amp;L Gates Johnson Consulting</i>	4:00 PM - 4:45 PM	Oceans 1
12/11	USL and PRO Competition Updates	4:00 PM - 5:00 PM	Coral C
12/11	<b>Golden Scarf Awards</b>	4:15 PM - 5:00 PM	Coral A-B



Booth  
**36**

# Your Future Commerce Platform

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12/11	Diversity in the Workplace	4:00 PM - 5:00 PM	Unicorn
12/11	Networking Social	5:00 PM - 7:00 PM	Function Lawn
	<b>Insurance Breakfast</b>		
12/12	<i>Speakers: Mark Grossman (Monument Sports)</i>	8:00 AM - 9:30 AM	Oceans 4
	<b>LinkedIn Sales Navigator</b>		
12/12	<i>Speakers: Julie Pellerin and Andy Dennis (LinkedIn)</i>	8:15 AM - 9:00 AM	Walu
	<b>New Team Orientation</b>		
12/12	<i>Speakers: Chris Madden - Director Competition &amp; Development (USL League Two)</i>	8:30 AM - 9:00 AM	Coral A
	<b>Sales Training</b>		
12/12	<i>Speakers: Bill Guertin Brett Zalaski</i>	9:00 AM - 12:00 PM	Veiltail
	<b>Pro Competition Strategy Committee</b>		
12/12	<i>Speakers: Brett Luy - SVP League Operations (USL)</i>	9:00 AM - 12:00 PM	Tarpon A
	<b>Maximizing Ticket Sales from Day One</b>		
12/12	<i>Speakers: Joe Rugo (Groupmatics) Tim Snyder (Tickets.com)</i>	9:00 AM - 10:00 AM	Oceans 1
	<b>USL Coaching Education Subcommittee Meeting</b>		
12/12	<i>Speakers: Liam O'Connell - Sr. Director Youth Operations (USL) Scott Flood (USSF) Barry Pauwels</i>	9:00 AM - 10:00 AM	Tarpon B
	<b>Data Acquisition and Audience Insights</b>		
12/12	<i>Speakers: Sam Doerr (Phoenix Rising FC)</i>	9:00 AM - 10:00 AM	Palani A


12/12	Collective Bargaining Agreement Update	9:00 AM - 10:00 AM	Unicorn
12/12	<b>Demystifying After Effects</b>	9:00 AM - 10:00 AM	Nomeus
12/12	<b>Corporate Sales Guidelines/Regulations and Broadcast Best Practices</b> <i>Speakers: Margaret Grotte (San Antonio FC) Craig Unger (Memphis 901 FC)</i>	9:00 AM - 10:15 AM	Palani B
12/12	<b>Updated Handbook Protocol</b> <i>Speakers: Chris Madden - Director Competition &amp; Development (USL League Two)</i>	9:15 AM - 10:00 AM	Oceans 8
12/12	Hosting Standards	9:30 AM - 10:00 AM	Oceans 4
12/12	Generating Revenue Through Technology	10:00 AM - 10:45 AM	Oceans 1
12/12	Reconciliations & Budgeting	10:00 AM - 11:00 AM	Unicorn
12/12	Managing Matchday Production and Presentation	10:05 AM - 10:40 AM	Oceans 4
12/12	Sales Planning	10:10 AM - 12:00 PM	Palani A
12/12	Adjusting to Social Change	10:15 AM - 11:05 AM	Nomeus
12/12	<b>Major Corporate Partnerships</b> <i>Speakers: Brad Gordon (Louisville City FC) Andrew Forrest &amp; Becky Lee (El Paso Locomotive FC) Brent Sasaki (Sacramento Republic FC)</i>	10:20 AM - 11:05 AM	Palani B
12/12	<b>USL Player Development Subcommittee Meeting</b> <i>Speakers: Liam O'Connell - Sr. Director Youth Development</i>	10:30 AM - 12:00 PM	Tarpon B
12/12	<b>League Two Scheduling Process</b>	10:30 AM - 12:00 PM	Oceans 8

12/12	<b>Team/Travel Management Best Practices</b>	10:45 AM - 11:25 AM	Oceans 4
12/12	PayCor <b>Fireside Chats: Social Media Trends and Challenges</b>	11:00 AM - 12:00 PM	Unicorn
12/12	<i>Moderator: Kelsi Steele - Sr. Manager Social Media (USL)</i>	11:05 AM - 12:00 PM	Nomeus
12/12	Corporate Sales Roundtable	11:10 AM - 12:00 PM	Palani B
12/12	Open Forum	11:30 AM - 12:00 PM	Oceans 4



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