


SCHEDULE OF EVENTS

Sponsored by:



Unless otherwise noted, all TEAMS '21 sessions and activities will take place at the Atlantic City Convention Center.

MONDAY, SEPTEMBER 27		8:00 a.m. – 5:00 p.m.	
8:00 a.m.	Shuttle Service 8:00 a.m. – 7:00 p.m. Borgata Main Valet Area/Atlantic City Convention Center		
9:00 a.m.	NCSG Symposium 9:00 a.m. – 4:30 p.m. ACCC 419 <i>Open to National Congress of State Games members only.</i>		
12:00 p.m.	TEAMS '21 Registration Center 12:00 p.m. – 5:00 p.m. ACCC Hall B Foyer All attendees are required to visit the Registration Center to pick up their credentials, which must be shown at all TEAMS functions. Sponsored by: 	TEAMS '21 Welcome Center 12:00 p.m. – 5:00 p.m. ACCC Hall B Foyer Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center. Sponsored by: 	NCSG Luncheon 12:00 p.m. – 1:00 p.m. ACCC 420 <i>Open to National Congress of State Games members only.</i>
5:00 p.m.	Happy Hour for Event Rights Holders 5:00 p.m. – 6:30 p.m. Water Club Indoor Pool at Borgata This happy hour will be an opportunity for sports-organization representatives to connect with each other in a relaxed, informal setting. <i>Open to NGB representatives and other event rights holders only.</i>		Sponsored by: 
TUESDAY, SEPTEMBER 28		6:30 a.m. – 8:00 a.m.	
6:30 a.m.	Shuttle Service 6:30 a.m. – 6:30 p.m. Borgata Main Valet Area/Atlantic City Convention Center		
7:00 a.m.	TEAMS '21 Registration Center 7:00 a.m. – 5:00 p.m. ACCC Hall B Foyer All attendees are required to visit the Registration Center to pick up their credentials, which must be shown at all TEAMS functions. Sponsored by: 	TEAMS '21 Welcome Center 7:00 a.m. – 5:00 p.m. ACCC Hall B Foyer Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center. Sponsored by: 	
8:00 a.m.	Exhibitor Set-Up 8:00 a.m. – 2:00 p.m. ACCC Hall B	NGB Breakfast 8:00a.m. – 8:45 a.m. ACCC 401, 404 <i>Open to USOPC National Governing Bodies only.</i>	Sponsored by: 

TUESDAY, SEPTEMBER 28		8:30 a.m. – 1:00 p.m.
8:30 a.m.	The Dare to Dream Experience 8:30 a.m. – 1:00 p.m. ACCC 201–202 Dare to Dream is a career exploration, educational and motivational program that introduces students who are 18–24 years old to careers behind the scenes of the sports-related travel, tourism, events and entertainment industries. Dare to Dream is an exclusive co-location partner of the TEAMS Conference & Expo. <i>Requires separate registration. For more information, contact diane@mcgrawproductions.com.</i> 	
9:00 a.m.	NGB Best Practices Kick-Off and Welcome 9:00 a.m. – 9:15 a.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>	
9:15 a.m.	NGB Best Practices: Session 1 9:15 a.m. – 10:00 a.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>	
9:30 a.m.	Sports ETA Educational Session 9:30 a.m. – 11:30 a.m. ACCC 409 Pushing the Boundaries with Partnerships: Delivering More Power, Value + Purpose Brian Gainor of 4FRONT will lead a series of sessions designed to help attendees think big and reimagine their approach to partnerships to drive greater community impact and business results – locally, regionally and nationally. <ul style="list-style-type: none"> • New opportunities to drive measurable value and lift • Tips on how to innovate and stay ahead of the curve • Strategies to engage communities 365 days per year • Ideas for driving new B2B solutions <i>This special session, which requires separate registration, is available for Sports ETA members for \$249 and non-Sports ETA members for \$299. Onsite registration is available. Contact info@SportsETA.org to register.</i>	
10:00 a.m.	NGB Best Practices: Session 2 10:00 a.m. – 10:45 p.m. ACCC 402–403 <i>Open to National Congress of State Games members only.</i>	NCSG Symposium 10:00 a.m. – 2:15 p.m. ACCC 419 <i>Open to National Congress of State Games members only.</i>
10:45 a.m.	NGB Best Practices Break 10:45 a.m. – 11:00 a.m.	
11:00 a.m.	NGB Best Practices: Session 3 11:00 a.m. – 12:00 p.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>	
12:00 p.m.	Exclusive NGB Best Practices Luncheon 12:00 p.m. – 1:00 p.m. ACCC 401, 404 <i>Open to USOPC National Governing Bodies and other invitees.</i>	
1:00 p.m.	NGB Best Practices: Session 4 1:00 p.m. – 1:40 p.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>	

TUESDAY, SEPTEMBER 28

1:15 p.m. – 5:00 p.m.

1:15 p.m.

TEAMS Attendee Training

1:15 p.m. – 2:15 p.m. | ACCC 201–202

If you're new to TEAMS or are in need of a refresher, you'll want to attend this fast-paced briefing on how to maximize the productivity and business success of your TEAMS experience. Hear from veteran attendees from both the host city and event organizer perspectives on how to make the most of your time at TEAMS.

David Blansfield/Northstar Meetings Group; **Jerrine Lee**/Richmond Region Tourism; **Jeanene LeSure**/National Veterans Golden Age Games; **Nicole Goddeyne**/Northstar Meetings Group

Sponsored by:



1:40 p.m.

NGB Best Practices: Session 5

1:40 p.m. – 2:15 p.m. | ACCC 402–403

Open to USOPC National Governing Bodies only.

2:15 p.m.

SportsLink Networking Break

2:15 p.m. – 2:30 p.m.

2:30 p.m.

TEAMS/SportsLink/NGB Best Practices Opening General Session: Lessons from Tokyo: A First-Hand Look at a Challenging Year for Event Organizers

2:30 p.m. – 3:30 p.m. | ACCC Hall A

TEAMS attendees will be welcomed to Atlantic City by **Timothy Schneider**, chairman of Northstar's Sports Division, and the Opening General Session will consider the ways in which the global pandemic has impacted the events industry. The pandemic especially affected the Olympic and Paralympic Summer Games in Tokyo. In this session, hear first-hand accounts of the most challenging logistics in Olympic and Paralympic history, what worked and what was challenging in the organization of the Games, and what Team USA's experience was like on the ground both for administrators and for athletes.

Rick Adams/USOPC; **Rich Bender**/USA Wrestling; **Jamie Davis**/USA Volleyball

Moderator: Jason Gewirtz/SportsTravel

Sponsored by:



3:30 p.m.

SportsLink Networking Break

3:30 p.m. – 3:45 p.m.

3:45 p.m.

Event Organizer Marketplace

3:45 p.m. – 5:00 p.m. | ACCC Hall C

Don't miss your opportunity to meet with your choice of event organizers, who will be sitting at assigned tables during this reverse trade show.

Open to event organizers, exhibitors and sponsors only.

Sponsored by:



NGB Best Practices

3:45 p.m. – 5:00 p.m. |

ACCC 402–403

Open to USOPC National Governing Bodies CEOs only.

5:00 p.m.

TEAMS Expo Happy Hour

5:00 p.m. – 6:00 p.m. | ACCC Hall B

Enjoy a relaxing, unstructured hour on the TEAMS Expo Floor, getting to know key contacts in the sports-event industry whom you haven't met and reintroducing yourself to the people you do know.

Sponsored by:



TUESDAY, SEPTEMBER 28

6:30 p.m. – 8:00 p.m.

6:30 p.m.

Transportation for the NGB Welcome Reception

6:30 p.m. – 7:30 p.m. | Borgata Main Valet Area

Open to USOPC National Governing Bodies and by invitation only.

7:00 p.m.

Exclusive NGB Welcome Reception

7:00 p.m. – 8:00 p.m. | The Wheel Deck at Steel Pier

This pre-celebration reception for members of the USOPC family will be held at The Wheel Deck at Steel Pier, located right off of Atlantic City's famous Boardwalk. The Wheel, which will be offering complimentary rides, provides panoramic views of the city's shore and skyline.

Open to USOPC National Governing Bodies and other invitees.

Sponsored by:



7:30 p.m.

Transportation for the TEAMS '21 Opening Celebration

7:30 p.m. – 10:30 p.m. | Borgata Main Valet Area/Steel Pier

Atlantic City's trademark jitneys will be operating continuously to take people to and from the TEAMS '21 Opening Celebration.

8:00 p.m.

TEAMS '21 Opening Celebration

8:00 p.m. – 10:00 p.m. | Steel Pier

Experience Atlantic City as it is meant to be experienced during our Opening Celebration at Steel Pier. Take a complimentary ride on The Wheel, try your hand at games, enjoy food and beverages and get to know your fellow TEAMS attendees at this iconic location that extends from the city's famous Boardwalk over the beautiful Atlantic Ocean.

Sponsored by:



WEDNESDAY, SEPTEMBER 29

6:30 a.m. – 8:15 a.m.

6:30 a.m.

Shuttle Service

6:30 a.m. – 6:30 p.m. | Borgata Main Valet Area/Atlantic City Convention Center

7:00 a.m.

TEAMS '21 Registration Center

7:00 a.m. – 5:30 p.m. |
ACCC Hall B Foyer

All attendees are required to visit the Registration Center to pick up their credentials, which must be shown at all TEAMS functions.

Sponsored by:



TEAMS '21 Welcome Center

7:00 a.m. – 5:30 p.m. |
ACCC Hall B Foyer

Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center.

Sponsored by:



8:00 a.m.

Morning Hospitality

8:00 a.m. – 9:00 a.m. |
ACCC Pre-function A

Sponsored by:



NGB Breakfast

8:00 a.m. – 8:45 a.m. |
ACCC 401, 404

Open to USOPC National Governing Bodies only.

Sponsored by:



8:15 a.m.

TEAMS Educational Session: Move United Bid Update

8:15 a.m. – 9:00 a.m. | ACCC 201–202

Move United, the national leader in community adaptive sports, will combine two championship events beginning in 2023 to create the Move United Nationals. The weeklong event, which occurs annually in July, will bring youth and adult athletes with a physical, visual and/or intellectual impairment to one event for the first time. Hear from Move United Director of Competition Susan Rossi about the organization, its plans for the event, and what you need to know to submit a compelling bid.

WEDNESDAY, SEPTEMBER 29			9:00 a.m. – 3:05 p.m.
9:00 a.m.	TEAMS Exhibit Hall Open 9:00 a.m. – 11:30 a.m. ACCC Hall B	NGB Best Practices: Session 7 9:00 a.m. – 9:45 a.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>	
9:45 a.m.	NGB Best Practices: Session 8 9:45 a.m. – 10:30 a.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>		
10:30 a.m.	NGB Best Practices Break 10:30 a.m. – 10:45 a.m.		
10:45 a.m.	NGB Best Practices: Session 9 10:45 a.m. – 11:30 a.m. ACCC 402–403 <i>Open to USOPC National Governing Bodies only.</i>		
11:30 a.m.	Networking Break 11:30 a.m. – 11:45 a.m.		
11:45 a.m.	SportsTravel Awards Luncheon 11:45 a.m. – 1:00 p.m. ACCC Hall A Join your colleagues and fellow attendees as we announce the winners of the 2021 SportsTravel Awards in this celebration of the sports-event industry emceed by Olympian Sanya Richards-Ross . In addition, the National Congress of State Games will present its Athlete of the Year Awards and the International Fair Play Committee will be announcing a new award program for the Americas.		
	Sponsored by: 		
1:00 p.m.	Networking Break 1:00 p.m. – 1:15 p.m.		
1:15 p.m.	TEAMS Exhibit Hall Open 1:15 p.m. – 2:45 p.m. ACCC Hall B		
2:45 p.m.	SportsLink Networking Break 2:45 p.m. – 3:00 p.m.		
3:00 p.m.	SportsLink Welcome 3:00 p.m. – 3:05 p.m. ACCC Hall A SportsLink emcee Sanya Richards-Ross will welcome attendees to SportsLink. <i>Open to all TEAMS '21 attendees.</i>	NCSG Annual Meeting 3:00 p.m. – 4:30 p.m. ACCC Room 419 <i>Open to National Congress of State Games members only.</i>	
3:05 p.m.	SportsLink Session 1: David Boudia 3:05 p.m. – 3:25 p.m. ACCC Hall A David Boudia is the most successful U.S. diver of the 21st Century, winning four medals from three Olympic Games. When he won 10-meter platform gold at the 2012 London Games, he was the first male American Olympic champion in 20 years. Hear how he was able to rise to the top in an ultra-competitive sport and what his experience was like competing at events around the world. <i>Open to all TEAMS '21 attendees.</i>		

WEDNESDAY, SEPTEMBER 29

3:25 p.m. – 10:00 p.m.

3:25 p.m.

SportsLink Session 2: The New Narrative on Athlete Wellness

3:25 p.m. – 4:05 p.m. | ACCC Hall A

The pandemic has given event organizers a whole new appreciation for the athletes competing at their events, whether those athletes are headed to the Olympic and Paralympic stage or participating in their next local tournament. Hear from the USOPC's top medical team on what athletes need now at events, from their physical health to the increased focus on their mental health as well. What elements of pandemic planning will become long-term needs and what do athletes expect now from their sports organizations and event managers to put themselves in the best position to compete? *Open to all TEAMS '21 attendees.*

Dr. Jessica Bartley/USOPC; **Dr. Monique Burton**/USA Track & Field; **Dr. Jonathan Finnoff**/USOPC
Moderator: **Jason Gewirtz**/SportsTravel

Sponsored by:



4:05 p.m.

SportsLink Networking Break

4:05 p.m. – 4:15 p.m.

4:15 p.m.

SportsLink Session 3: Safely Hosting Events

4:15 p.m. – 5:00 p.m. | ACCC Hall A

The notion of safely hosting an event has been turned on its head in the past year. During the pandemic, the health and safety of participants and attendees has become paramount, as have the measures needed to host a safe and successful event. Hear from NGB event managers and host cities about what has worked at events in the past year, which measures will remain in place for the long term, and which ones will eventually become relics of the pandemic era. *Open to all TEAMS '21 attendees.*

Scott Cole/USA Gymnastics; **Jason Sands**/Fort Worth Sports Commission; **Rok Sribar**/American Canoe Association; **Marissa Werner**/Sports Milwaukee; Moderator: **Matt Traub**/SportsTravel

4:30 p.m.

NCSG Board Meeting

4:30 p.m. – 5:00 p.m. | ACCC 419

5:00 p.m.

Networking Happy Hour

5:00 p.m. – 6:00 p.m. | ACCC The Treehouse (4th Floor)

Sponsored by:



6:00 p.m.

Open Evening

6:00 p.m. – 10:00 p.m.

10:00 p.m.

TEAMS Late-Night Lounge

10:00 p.m. – 12:00 a.m. | Premier Nightclub at Borgata

Complete your night out in Atlantic City and rejoin your fellow attendees at the TEAMS '21 Late-Night Lounge, the extended-hours networking opportunity pioneered by the TEAMS Conference. The Premier Nightclub at Borgata will be our setting to provide an informal and productive location for pursuing your sports-related business objectives.

Sponsored by:



THURSDAY, SEPTEMBER 30

7:30 a.m.

7:30 a.m.

Shuttle Service

7:30 a.m. – 5:00 p.m. | Borgata Main Valet Area/Atlantic City Convention Center

THURSDAY, SEPTEMBER 30

8:00 a.m. – 1:15 p.m.

8:00 a.m.

TEAMS Registration Center

8:00 a.m. – 5:00 p.m. |
ACCC Hall B Foyer

All attendees are required to visit the Registration Center to pick up their credentials, which must be shown at all TEAMS functions.

Sponsored by:



TEAMS Welcome Center

8:00 a.m. – 5:00 p.m. |
ACCC Hall B Foyer

Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center.

Sponsored by:



Morning Hospitality

8:00 a.m. – 9:00 a.m. |
ACCC Pre-function A

9:00 a.m.

TEAMS Exhibit Hall Open

9:00 a.m. – 10:30 a.m. | ACCC Hall B

10:30 a.m.

Networking Break

10:30 a.m. – 10:45 a.m.

10:45 a.m.

TEAMS '21 Closing General Session

10:45 a.m. – 12:00 p.m. | ACCC Hall A

This fast-paced Closing General Session will set the stage for next year's TEAMS and will include exciting announcements regarding future host cities for both TEAMS and the Esports Travel Summit. Attendees will receive a special invitation to TEAMS '22, October 10–13, 2022, in Oklahoma City, as well as the 2021 Esports Travel Summit, December 14–16, in Pittsburgh. As part of the Closing General Session's focus on the future, industry leaders will share insights into the most important trends affecting the sports-event industry.

Sponsored by:



12:00 p.m.

Networking Lunch Break

12:00 p.m. – 12:30 p.m. | ACCC Hall A

12:30 p.m.

SportsLink Session 4: How Athlete Marketing is Changing the Game

12:30 p.m. – 1:15 p.m. | ACCC Hall A

Athletes are exercising more control over their name, image and likeness than ever before. Programs across the sports landscape, including in the Olympic and Paralympic Movement, are opening new doors, not only for the athletes themselves but also for NGBs and brands to work with athletes in innovative ways. In this session, learn how Olympians and Paralympians have new options at their disposal through the USOPC's Athlete Marketing Platform, and what you need to know to partner with those athletes for your own events. Open to all TEAMS '21 attendees.

Ramsey Baker/U.S. Figure Skating; **Derek Peterson**/Opendorse; **Moderator: Bahati VanPelt**/USOPC

Sponsored by:



1:15 p.m.

SportsLink Networking Break

1:15 p.m. – 1:30 p.m.

THURSDAY, SEPTEMBER 30

1:30 p.m. – 8:30 p.m.

1:30 p.m.	<p>SportsLink Session 5: New Kids in Town: Connecting with Emerging Sports 1:30 p.m. – 2:15 p.m. ACCC Hall A</p> <p>Recent Olympic and Paralympic programs have presented an evolving list of competitive events. In Tokyo, the Olympic program added several new sports, including surfing, climbing and skateboarding. In this session, hear from the Team USA leaders and Olympians in these emerging sports about their debuts in Tokyo and learn how your destination can leverage aspects of the future events that will be staged for these sports. <i>Open to all TEAMS '21 attendees.</i></p> <p>Nathaniel Coleman/Olympian; Greg Cruse/USA Surfing; Josh Friedberg/USA Skateboarding; Marc Norman/USA Climbing; Heimana Reynolds/Olympian; Moderator: Sanya Richards-Ross</p>	<p>Sponsored by:</p> 
2:15 p.m.	<p>SportsLink Networking Break 2:15 p.m. – 2:30 p.m.</p>	
2:30 p.m.	<p>TEAMS Exhibit Hall Open 2:30 p.m. – 5:00 p.m. ACCC Hall B</p>	
5:00 p.m.	<p>Exhibitor Tear Down 5:00 p.m. – 7:00 p.m. ACCC Hall B</p>	
8:00 p.m.	<p>Transportation for the TEAMS '21 Closing Party 8:00 p.m. – 11:30 p.m. Borgata Main Valet Area/HQ² Nightclub at Ocean Casino Resort</p> <p>Atlantic City's iconic jitneys will be operating continuously to take people to and from the TEAMS '21 Closing Party.</p>	
8:30 p.m.	<p>TEAMS '21 Closing Party 8:30 p.m. – 11:00 p.m. HQ² Nightclub at Ocean Casino Resort</p> <p>We've made a fun after-dinner plan, courtesy of the future host cities for TEAMS '22 and beyond. The Closing Party will be held at HQ² Nightclub at Ocean Casino Resort, one of the hottest spots in Atlantic City, where the program will include beverages, dancing and the live announcement of the winners of the Event Organizer Contest, who will take home a total of \$5,000 in cash prizes.</p>	<p>Sponsored by:</p> <div>      </div> <p>Event Organizer Contest Sponsored by:</p> 

THANK YOU TO THESE ADDITIONAL SPONSORS!

Technology Pavilion
Sponsored by:



Florida Lounge
Sponsored by:



Recovery Lounge
Sponsored by:



Conference App
Sponsored by:



Turn-Down Service
Sponsored by:



Ambassador Apparel
Sponsored by:



Daily Video Recap
Sponsored by:



Hospitality on Wheels
Sponsored by:

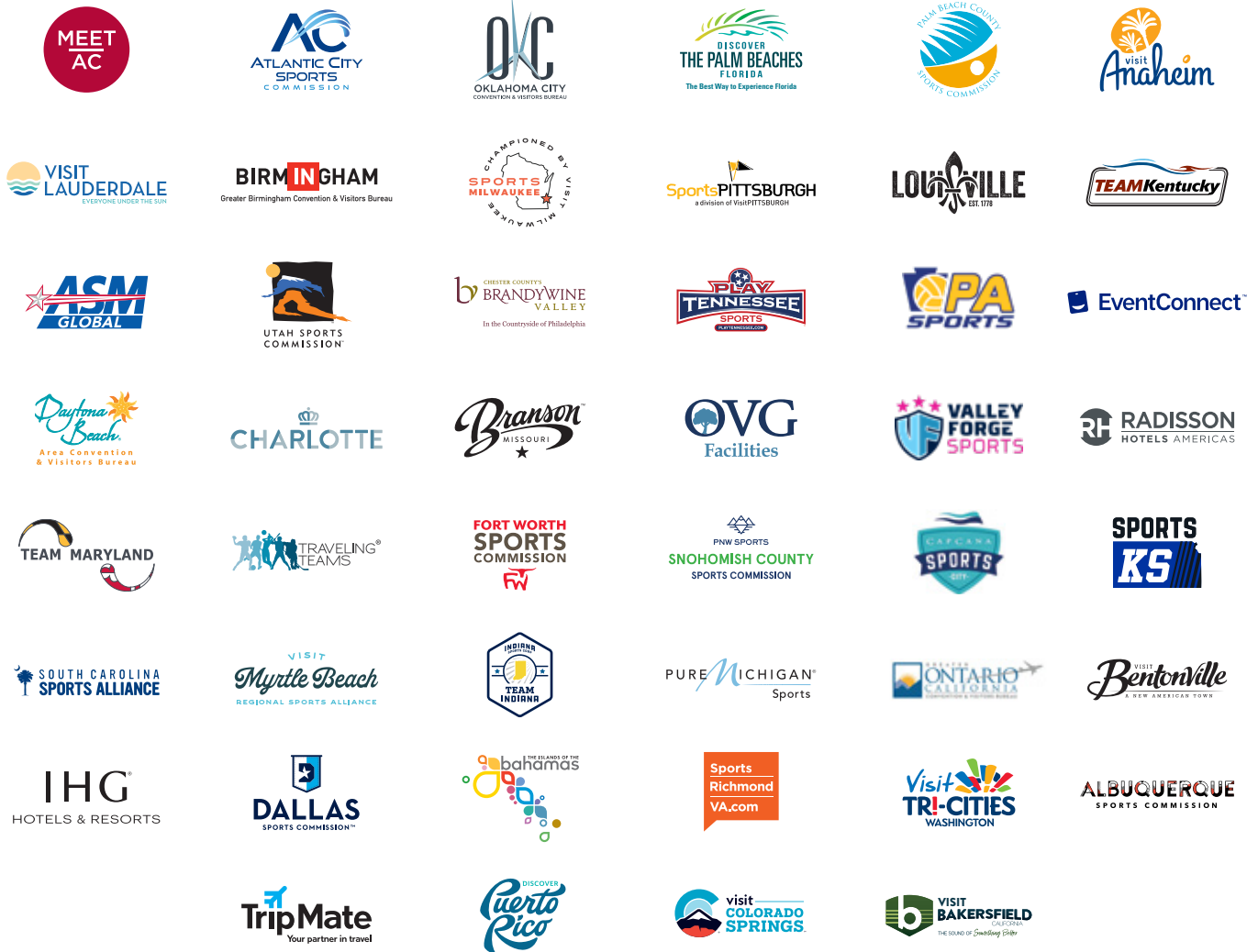


Turn-Down Service
Sponsored by:



SportsTravel presents
TEAMS²¹
 CONFERENCE + EXPO • ATLANTIC CITY

MULTI-YEAR SPONSORS



SPONSORS



PARTNER ORGANIZATIONS

