# SCHEDULE OF EVENTS



Unless otherwise noted, all events will take place at the Anaheim Convention Center.

## **MONDAY, SEPTEMBER 23**

6:30 a.m.

# **Bus Loading and Transportation to the TEAMS Invitational Golf Tournament**

6:30 a.m. - 7:00 a.m.

Buses will depart at 7:00 a.m.

Hospitality on Wheels Sponsored by:



8:30 a.m.

### **TEAMS Invitational Golf Tournament**

8:30 a.m. - 3:30 p.m. | Black Gold Golf Club

Join us at Black Gold Golf Club, Orange County's premier golf destination, for a unique and unforgettable experience. This par-72 layout, designed by Arthur Hills, spans 6,756 challenging yards and features scenic water elements, including a breathtaking waterfall near the 18th green, as well as gentle elevation changes, rolling hills, strategic bunkering and stunning views of coastal Orange and Los Angeles counties. The tournament is your ticket to quality time with your fellow TEAMS attendees. To register, contact a TEAMS representative.

Flag Sponsor:



Magic Ball Sponsor:



Drink Cart Sponsor:



Scorecard Sponsor:



Bloody Mary Bar Sponsor:



Breakfast Sponsor:



Putting Green Sponsor:



Lunch Sponsor:



9:00

### **NCSG Symposium**

9:00 a.m. - 5:15 p.m. | ACC North 263A

Open to National Congress of State Games members only.

12:00 p.m.

### **NCSG Luncheon**

12:00 p.m. – 1:00 p.m. ACC North 262B

Open to National Congress of State Games members only.

## **TEAMS Registration Center**

12:00 p.m. – 5:00 p.m. ACC North Plaza Prefunction

All attendees are required to visit the TEAMS '24 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions.

Sponsored by:



### **TEAMS Welcome** Center

12:00 p.m. – 5:00 p.m. ACC North Plaza Prefunction

Need a place to meet up?
Connect with business colleagues old
and new in a relaxed setting at the
TEAMS Welcome Center.

Sponsored by:



5:00

### **Happy Hour for Event Rights Holders**

5:00 p.m. - 6:30 p.m. | Highway 39 Event Center

This happy hour will be an opportunity for sports-organization representatives to connect with each other in a relaxed, informal setting. Highway 39 Event Center is a museum-quality venue that showcases an incredible collection of professionally restored classic American cars, vintage neon signs, original 1950s gas pumps and Cushman scooters. The unique and polished 1950s auto shop theme is sure to rev up extra interest and fun to our happy hour.

Open to NGB representatives and other event rights holders only.



### **MONDAY, SEPTEMBER 23**

7:00 p.m.

### **Sports ETA Young Professionals Happy Hour**

7:00 p.m. - 9:00 p.m. | Golden Road Brewery

Open to members of the Sports ETA Young Professionals Community only.

## **TUESDAY, SEPTEMBER 24**

7:00 a.m.

### **TEAMS Registration Center**

7:00 a.m. – 5:00 p.m. ACC North Plaza Prefunction

All attendees are required to visit the TEAMS '24 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions.

Sponsored by:



### **TEAMS Welcome Center**

7:00 a.m. – 5:00 p.m. ACC North Plaza Prefunction

Need a place to meet up? Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center.

Sponsored by:



8:00

### **Exhibitor Set-Up**

8:00 a.m. – 2:00 p.m. ACC North 100 Level

### **NGB** Breakfast

8:00 a.m. – 8:45 a.m. ACC North 264C

Open to USOPC National Governing Bodies only.

Sponsored by:



8:30

### **Sports ETA STS Certification Session**

8:30 a.m. - 10:30 a.m. | ACC North 262A

All Sports Events & Tourism Association members seeking their STS designation — and those not currently members of Sports ETA — can register for this exclusive education session: "Elevating Fan Engagement: The Key to Unleashing ROI for Sponsors and DMOs." The session will be led by **Vipe Desai**, a board executive, business strategist and philanthropist with more than three decades of experience in launching disruptive brands, brand building and cause-marketing strategies for both for-profit and nonprofits.

Let's be honest. It's a competitive landscape and delivering an exceptional fan experience is paramount to the success of any event. Join us for an insightful and dynamic session where Desai will share innovative strategies and actionable insights gained over 30 years of event development and creative marketing strategies to transform fan engagement into a powerful driver of ROI for all your stakeholders. Discover how to captivate audiences, create memorable experiences, and drive local economic activity.

Whether you're a destination or an event producer, this session will equip you with the information and inspiration needed to evolve your approach to fan engagement and sponsor satisfaction.

Sports ETA members can register through their Sports ETA account.

Non-members should contact info@sportseta.org to register.

This special course is \$399 for Sports ETA members, and \$499 for non-members.

9:00 a.m.

### **NCSG Symposium**

9:00 a.m. - 2:30 p.m. | ACC North 263A

Open to National Congress of State Games members only.

### NGB Best Practices: Kick-Off and Welcome

9:00 a.m. - 9:15 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

9:15 a.m.

### **NGB Best Practices Session 1**

9:15 a.m. - 10:00 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

## **TUESDAY, SEPTEMBER 24**

10:00

### **NGB Best Practices Session 2**

10:00 a.m. - 10:45 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

10:45

# TEAMS Educational Session: Major Event Funds — Different States, Different Approaches

10:45 a.m. – 11:30 a.m. ACC North 200 General Session Room

Roughly half the states have some form of major event fund that destinations can use to help attract major events to their cities. For event organizers, knowing where you may have more support is crucial. But these programs look different in each state, and some states are having more success than others. In this session, hear about established, newly passed and proposed new funds in the works and come with your questions about how to mobilize your partner destinations or events to create new funds of their own.

Anthony Brenneman / Orange County Sports Commission
Janis Burke / Harris County—Houston Sports Authority
Joe Piotrowski / Florida Sports Foundation
Mark Poole / North Carolina Department of Commerce
Moderator: Matt Traub / SportsTravel

Sponsored by:



### NGB Best Practices Networking Break

10:45 a.m. – 11:00 a.m. General Session Foyer

Sponsored by:



11:00 a.m.

### NGB Best Practices: Round Tables/Open Dialogue

11:00 a.m. - 12:00 p.m. | ACC North 263C

Open to USOPC National Governing Bodies only.

11:30

# **TEAMS Educational Session: Beyond the Normal Fields of Play**

11:30 a.m. - 12:15 p.m. | ACC North 200 General Session Room

It may sound odd to have sumo wrestling in a hockey arena, or a volleyball match in an outdoor football stadium. But the ability to activate sports venues for events other than their main purpose is one way to keep facilities activated throughout the year. And for event organizers and destinations, it's a chance to showcase an event's versatility and grow social media branding. In this session, hear from experts in event management on how they approach unique events in their venues and tips you can take away on how to make the most of your own potential creative use.

**Derek Bombeck / Visit Lincoln Cherie Gwinn / Spokane Sports** 

Dylan Wanagiel / Harris-Blitzer Sports & Entertainment

Moderator: Matt Traub / SportsTravel

Sponsored by:



12:00 p.m.

# **Exclusive NGB Best Practices Luncheon**

12:00 p.m. – 1:00 p.m. ACC North 264C

Open to USOPC National Governing Bodies and other invitees.

Sponsored by:



### NCSG Professional Awards Luncheon

12:00 p.m. – 1:00 p.m. ACC North 262B

Open to National Congress of State Games members only.

# **TEAMS '24 Registration Drink Station**

12:00 p.m. – 4:00 p.m. ACC North Plaza Prefunction

Enjoy a beverage courtesy of Trip Mate as you settle in to register.



### **TUESDAY, SEPTEMBER 24**

1:00

### **TEAMS Attendee Training**

1:00 p.m. - 2:00 p.m. | ACC North 200 General Session Room

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 productivity and business success at TEAMS. Hear from veteran attendees from both the host city and event organizer perspectives on how to make the most of your time at TEAMS.

Nicole Goddeyne / Northstar Meetings Group Rachel Rogers / Cobb Travel & Tourism/Cobb Sports Alliance Heidi Weber / Open Championship Series Moderator: David Blansfield / Northstar Meetings Group

Sponsored by: bahamas

1:15

### **NGB Best Practices Session 3**

1:15 p.m. - 1:45 p.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

1:45

### **NGB Best Practices Session 4**

1:45 p.m. - 2:15 p.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

2:00

### **Networking Break**

2:00 p.m. - 2:30 p.m. | General Session Foyer

2:30

### **TEAMS/SportsLink/NGB Best Practices Opening General Session: The Golden Decade**

2:30 p.m. - 3:30 p.m. | ACC North 200 General Session Room

Welcome to TEAMS '24! In this Opening Session that serves as a kickoff for TEAMS, the USOPC's SportsLink program and the NGB Best Practices Seminar, receive welcomes from Jason Gewirtz, vice president of the Northstar Meeting Group Sports Division, and Visit Anaheim President and CEO Mike Waterman as we get the conference off to an energetic start.

The Opening Session will also examine the incredible opportunities for the sports-events industry in the decade to come. Los Angeles is officially on the clock for the 2028 Olympic and Paralympic Summer Games. The event will mark the first time a U.S. city has hosted the Summer Games in three decades and a return to the destination that revolutionized the current Olympic marketing landscape. And Salt Lake City is officially a decade away from hosting its second Winter Games this century when the event arrives in 2034. As Los Angeles prepares for what's next, hear from those who experienced the historic 1984 Los Angeles Games about how they live on today, what's to come for the Games ahead, and how your organizations can be involved in the efforts in the years to come.

Jason Gewirtz / Northstar Meetings Group Mike Waterman / Visit Anaheim Edwin Moses / 3X Olympian Janet Evans / 3X Olympian, LA28 Rocky Harris / U.S. Olympic & Paralympic Committee

3:30

### **Networking Break**

3:30 p.m. - 3:45 p.m. | General Session Foyer

3:45

### **Event Organizer Marketplace**

3:45 p.m. - 5:00 p.m. | ACC Arena

During this fast-paced reverse trade show, meet with event organizers to fill available spots on your appointment schedule or discuss other times to meet during TEAMS. The marketplace is designed for quick check-ins so make sure you are not depriving others of their time to meet with event organizers, who will be stationed at designated tables.

Open to event organizers, exhibitors and sponsors only.



Sponsored by:





## **TUESDAY, SEPTEMBER 24**

5:00 p.m.

### **TEAMS** Expo Happy Hour

5:00 p.m. - 6:00 p.m. | ACC North 100 Level

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:



6:30

### **Bus Loading for NGB Welcome Reception**

6:30 p.m. - 7:00 p.m.

Open to USOPC National Governing Bodies and by invite only.

Hospitality on Wheels Sponsored by:



7:00

### **Exclusive NGB Welcome Reception**

7:00 p.m. - 8:00 p.m. | Hangar 21

This pre-celebration reception is for members of the USOPC family as an opportunity to network informally before the TEAMS '24 Opening Party.

Open to USOPC National Governing Bodies and by invite only.

Sponsored by:



7:30 p.m.

### Transportation to/from TEAMS '24 Opening Celebration

7:30 p.m. - 10:30 p.m.

Hospitality on Wheels Sponsored by:



8:00 p.m.

### **TEAMS '24 Opening Celebration**

8:00 p.m. - 10:00 p.m. | Hangar 21

Get ready to take off for your TEAMS '24 experience at Hangar 21, Orange County's aviation-themed event space located at Fullerton Municipal Airport! Network with your fellow TEAMS attendees in one of the coolest spots around as we showcase the unique spaces and culture of Orange County, California, whose aviation history dates back over 100 years. And several lucky attendees will have the opportunity to get a bird's-eye view in a helicopter high above the venue. It's a perfect way to embark on your TEAMS journey as we begin a productive week ahead.

Sponsored by:



## **WEDNESDAY, SEPTEMBER 25**

6:30 a.m.

### Mississippi Mornings Fitness Session

6:30 a.m. - 7:30 a.m. | The Westin Anaheim Resort

Sponsored by:



7:00

### **TEAMS Registration Center**

7:00 a.m. - 5:30 p.m. | ACC North Plaza Prefunction

All attendees are required to visit the TEAMS '24 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions.

Sponsored by:



### **TEAMS Welcome Center**

7:00 a.m. - 5:30 p.m. | ACC North Plaza Prefunction

Need a place to meet up? Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center.



## **WEDNESDAY, SEPTEMBER 25**

8:00 a.m.

### **Morning Hospitality**

8:00 a.m. - 9:00 a.m. | General Session Foyer

Sponsored by:



### **NGB** Breakfast

8:00 a.m. - 9:00 a.m. | ACC North 264C

Open to USOPC National Governing Bodies only. There will also be a breakfast session from 8:15 a.m. to 8:45 a.m.

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Sponsored by:

VIBRANT ——

8:15

# TEAMS Educational Session: Breaking New Ground — The First Women's Professional Sports Venue

8:15 a.m. - 9:00 a.m. | ACC North 200 General Session Room

In a year when women's sports have had a breakthrough, one project stands out above the rest. Earlier this year, the KC Current of the National Women's Soccer League opened the first stadium in the world devoted to a professional women's sports team. In this session, hear from team and destination leaders on how the venue got built, what the team has experienced since, how the city has marketed the complex and what the venue could mean for women's sports moving forward.

Stefanie Tomlin / KC Current Becky Harsch / Visit KC Moderator: Matt Traub / SportsTravel

9:00 a.m.

### **TEAMS Exhibit Hall Open**

9:00 a.m. - 11:30 a.m. | ACC North 100 Level

### **NGB Best Practices Session 5**

9:00 a.m. - 9:45 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

9:45

### **NGB Best Practices Session 6**

9:45 a.m. - 10:30 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

10:30

### **NGB Best Practices Networking Break**

10:30 a.m. – 10:45 a.m. | General Session Foyer

10:45

### **NGB Best Practices Round Tables/Open Dialogue**

10:45 a.m. - 11:30 a.m. | ACC North 264AB

Open to USOPC National Governing Bodies only.

11:30

### **Networking Break**

11:30 a.m. - 11:45 a.m. | General Session Foyer

11:45

### SportsTravel Awards Luncheon

11:45 a.m. – 1:00 p.m. | ACC North 200 General Session Room

Join your fellow attendees as we announce the winners of the 2024 SportsTravel Awards in this celebration of the sports-event industry. The National Congress of State Games will also present its Athlete of the Year Awards and lifetime achievement recognitions, and Compete Sports Diversity will honor recipients for their diversity efforts. And hear from one of the stars of the Olympic Summer Games in Paris, **Stephen Nedoroscik**, whose pommel horse routine secured bronze for Team USA.



## **WEDNESDAY, SEPTEMBER 25**

1:00

### **Networking Break**

1:00 p.m. - 1:15 p.m. | General Session Foyer

1:15

### **TEAMS Exhibit Hall Open**

1:15 p.m. - 3:15 p.m. | ACC North 100 Level

This portion of the TEAMS Expo will feature 30 minutes of non-appointment time in addition to the TEAMS Trends Showcase.

TEAMS Trends Showcase Sponsored by:



3:15 p.m.

### **Networking Break**

3:15 p.m. - 3:30 p.m. | General Session Foyer

Sponsored by:



3:30

### SportsLink Welcome

3:30 p.m. - 3:40 p.m. | ACC North 200 General Session Room

Receive a warm welcome to Olympic and Paralympic SportsLink from emcee and two-time Olympian **Cullen Jones**.

SportsLink sessions are open to all TEAMS attendees.

3:40 p.m.

# SportsLink/TEAMS Session 1: NGB Updates

3:40 p.m. – 4:20 p.m. | ACC North 200 General Session Room

In this rapid-fire session, you'll hear timely updates from leaders at a variety of national governing bodies about their upcoming plans. Updates will include important information about future events as well as specific NGB membership and strategic initiatives that will help position your organization with the latest information to partner with the Olympic and Paralympic Movement.

SportsLink sessions are open to all TEAMS attendees.

Sponsored by:



4:20

### SportsLink/TEAMS Session 2: Clinical Trials — Lessons From Qualifying Events

4:20 p.m. – 5:00 p.m. | ACC North 200 General Session Room

This past summer saw not only the Olympic and Paralympic Games but a series of Trials held in destinations throughout the United States. The Trials are not only important athletic events, they give cities big and small the chance to capture the Olympic and Paralympic magic. As the next cycle turns to the United States, hear from those involved with these events on what went well and how destinations can capitalize on opportunities leading up to the Los Angeles Games.

SportsLink sessions are open to all TEAMS attendees.

Sponsored by:



5:00 p.m.

### **Networking Happy Hour**

5:00 p.m. – 6:00 p.m. | ACC North Katella Terrace

Continue your networking by joining us for a networking happy hour.

Sponsored by:



6:00

### **Open Evening**

6:00 p.m. - 10:00 p.m.

This is your opportunity to enjoy an open night and discover all that Anaheim has to offer!

## **WEDNESDAY, SEPTEMBER 25**

10:00 p.m.

### **TEAMS Late-Night Lounge**

10:00 p.m. - 12:00 a.m. | House of Blues Anaheim

Complete your night out in Anaheim and rejoin fellow TEAMS '24 attendees at the TEAMS Late-Night Lounge, the extended-hours networking opportunity pioneered by the TEAMS Conference. Our venue is the legendary House of Blues Anaheim, including the exclusive VIP Foundation Room, where you'll be treated like a rock star by our sponsors at the Kentucky Sports Alliance.

Sponsored by:



## THURSDAY, SEPTEMBER 26

6:30

### Mississippi Mornings Fitness Session

6:30 a.m. - 7:30 a.m. | The Westin Anaheim Resort



8:00

# **TEAMS Registration Center**

8:00 a.m. – 5:00 p.m. ACC North Plaza Prefunction

All attendees are required to visit the TEAMS '24 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions.

Sponsored by:



# **TEAMS Welcome Center**

8:00 a.m. – 5:00 p.m. ACC North Plaza Prefunction

Need a place to meet up? 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. General Session Foyer

Sponsored by:



8:15 a.m.

# TEAMS Educational Session: The Emerging NCAA Championships

8:15 a.m. - 9:00 a.m. | ACC North 200 General Session Room

The NCAA is in a transformative era and that includes its championship landscape. Acrobatics and tumbling, equestrian, rugby, stunt, triathlon and women's wrestling are working their way through the NCAA's Emerging Sports for Women program with the hopes of gaining enough university participation to become NCAA championships — with some on the cusp of joining the ranks. In this session, hear updates from the leaders of these efforts on where they are in the process and what your destinations can do now to help build out other events leading up to a championship, including camps, clinics and combines. And come prepared with your own ideas for these sport leaders, who are looking to collaborate on their events in the years to come.

**Gary Abbott** / USA Wrestling **Amy Haney** / USA Cheer

Amy Rusert / National Intercollegiate Rugby Association

 $\textbf{Tim Yount} \, / \, \text{USA Triathlon}$ 

Moderator: Justin Shaw / SportsTravel

Sponsored by:



9:00

### **TEAMS Exhibit Hall Open**

9:00 a.m. - 11:00 a.m. | ACC North 100 Level

This portion of the TEAMS Expo will feature 30 minutes of non-appointment time in addition to the TEAMS Trend Showcase.

TEAMS Trends Showcase Sponsored by:

Playbook<sub>365</sub>

11:00 a.m.

### **Networking Break**

11:00 a.m. – 11:15 a.m. | General Session Foyer

## **THURSDAY, SEPTEMBER 26**

11:15

# SportsLink/TEAMS Session 3: Breaking Into the Movement

11:15 a.m. - 11:50 a.m. | ACC North 200 General Session Room

SPORTS MILWAUKEE

Sponsored by:

The 2028 Olympic and Paralympic Games program in Los Angeles will include several sports making their debut, or appearing for the first time in generations. In this session, hear from executives of these sports on how they plan to make the most of the Olympics and Paralympics — and a U.S.-based event at that. And learn what this new exposure will mean for event organizers and potential future host cities as these sports prepare for their lead-up to the Games.

SportsLink sessions are open to all TEAMS attendees.

11:50

### SportsLink Networking Break

11:50 a.m. - 12:05 p.m. | General Session Foyer

12:05

# SportsLink/TEAMS Session 4: Women Leading the Way

12:05 p.m. - 12:45 p.m. | ACC North 200 General Session Room

There has never been a bigger spotlight on women's sports, which has been a huge driver for U.S. Olympic and Paralympic success for decades. At the professional level, leagues in basketball, soccer, volleyball and softball, among others, are flourishing. Team USA, which again saw a majority of women making up the team, is seeing a similar effect with athletes becoming household names even in years when the Games aren't held. In this session, we explore how the USOPC is supporting visibility for these athletes, how NGBs and their athletes are capitalizing on the interest in women's sports and how this moment is inspiring the next generation of Olympic and Paralympic supporters.

SportsLink sessions are open to all TEAMS attendees. Lunches will be available to attendees of this session. Sponsored by:



12:45

### **Networking Break**

12:45 p.m. - 1:00 p.m. | General Session Foyer

1:00 p.m.

# **TEAMS '24 Closing General Session: The Rising Tide of Sports**

1:00 p.m. – 2:00 p.m. | ACC North 200 General Session Room

Our closing general session will set the stage for next year's TEAMS and beyond. Attendees will receive a special invitation to TEAMS '25, October 13–16, 2025, in Columbus. Be on hand for a new tradition with our future host cities that you won't want to miss, as well as the announcement of several more future hosts of TEAMS!

Afterward, settle in for a high-level discussion of how sports events are driving not only the travel industry, but the future of travel policy as well. With several mega sports events on the horizon for North America — including the World Cup and the Olympic and Paralympic Games — you'll hear from industry leaders on how these events are driving important travel policy discussions, how destinations should position themselves for the future when it comes to sports, what your destinations and events should think about in anticipation of the events to come, and how the rising profile of sports will allow you to advocate for the work you do for your communities, participants and clients.

John David / Sports Events & Tourism Association Geoff Freeman / U.S. Travel Association Moderator: Jason Gewirtz / Northstar Meetings Group

Sponsored by:













2:00 p.m.

### **Networking Break**

2:00 p.m. – 2:15 p.m. | General Session Foyer

## **THURSDAY, SEPTEMBER 26**

2:15 p.m.

### **TEAMS Exhibit Hall Open**

2:15 p.m. – 5:00 p.m. | ACC North 100 Level

Appointments will start at 2:30 p.m.

5:00

### **Exhibitor Tear Down**

5:00 p.m. - 7:00 p.m. | ACC North 100 Level

7:30

### Transportation to/from TEAMS '24 Closing Party

7:30 p.m. - 10:30 p.m.

Hospitality on Wheels Sponsored by:



8:00 p.m.

### **TEAMS '24 Closing Party**

8:00 p.m. - 10:00 p.m. | Splitsville

Celebrate the end of TEAMS '24, courtesy of our future host cities, as we look forward to TEAMS '25 and beyond! After enjoying dinner in Anaheim, join us at Splitsville in Downtown Disney, where you can build on the relationships formed during the week and take your competitive spirit to a new level with bowling, darts, pool and more. Enjoy drinks and snacks with old and new friends alike as we celebrate a bright future for the industry.

And be sure to be on hand at 8:30 p.m. to hear the winners of the Event Organizer Contest, who will take home a total of \$5,000 in cash prizes!

Sponsored by:













Event Organizer Incentive Contest Sponsored by:



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