



DOING BUSINESS WITH THE KINGSTON REGIONAL SPORTS & ENTERTAINMENT CENTRE



Wednesday, October 10, 2007 8:30 am—2:00 pm.

Host: Confederation Place Hotel

Learn from the experts how you can leverage the Kingston Regional Sports & Entertainment Centre and its events for maximum exposure of your business.

8:30 – 9:00am. Registration & Continental Breakfast

9:00 – 9:05am. Welcome & Introductions

9:05 – 9:45am. **The Essence of a Successful Sponsorship** — Workshop with Ken Wong, Queen’s School of Business. *Learn the elements of a good sponsorship, advertising or promotional opportunity .*

9:45 – 10:25am. **The London Experience** — Presentation by John Winston, General Manager of Tourism London. *Learn about the economic impact of the John Labatt Centre, with local business case studies.*

10:25 – 10:40am. Break.

10:40 – 11:00am. **Using the Kingston Regional Sports & Entertainment Centre and the Kingston Frontenacs as Sales Tools** — Neil Shorthouse, Arcturus SMG; Jeff Stilwell, Kingston Frontenacs. *Learn about the spectrum of events and audiences at the centre, and how you can take advantage of media buys, group ticket sales, corporate sponsorships and more.*

11:00 – 11:45am. **Partnering with the Local Media to Leverage your Promotion** — Panel discussion with local media. *Learn directly from local experts in television, radio and print media how you can include them in your promotional plans and get the most coverage for your events and programs.*

11:45 – 12:30pm. **Expert Panel Discussion on the Value of Locally-Based Sponsorships** — Rob Wood, 8020Info Inc., Dr. Norm O’Reilly, Director, Laurentian University’s Sports Administration Program and The Institute for Sport Marketing. *Learn how your small, medium or large business can maximize sponsorship opportunities.*

12:30 -- 1:00pm. Buffet Lunch.

1:00 -- 2:00 pm. **Special Value-added Session** extra \$50 – **Consultation time with presenters.**

Proceeds from this event will go to the fundraising campaign for the Kingston Regional Sports & Entertainment Centre, which opens February 22, 2008.



REGISTRATION — Doing Business with the Kingston Regional Sports & Entertainment Centre —
Wednesday, October 10, 2007

Doing Business with the Kingston Regional Sports & Entertainment Centre: \$75 plus GST = \$79.50

Doing Business... PLUS Additional 1 hour consultation: \$125 plus GST = \$132.50

Business _____

Registrant name _____

Address _____

E-mail _____

Telephone _____

Payment method _____ Cheque _____ Visa _____ MasterCard

Please make cheques payable to: Greater Kingston Chamber of Commerce

Credit Card # _____ Expiry _____

Please return to: Greater Kingston Chamber of Commerce, 67 Brock Street, Kingston. K7L 1R8 Telephone: 613-548-4453
Fax: 613-548-4743 info@kingstonchamber.on.ca