DIGITAL PROGRAMS ARE MORE IMPORTANT THAN EVER — MAKE SURE YOU ARE HERE!

ACADEMIC ESPORTS CONFERENCE & EXPO  
OCTOBER 19 - 21, 2020  
Hilton Chicago

NOT YOUR TYPICAL PROFESSIONAL LEARNING EVENT.

ACADEMICS

COMPETITIVE VIDEO GAMING

EXPERIENCE THE PERFECT MELDING HERE.

☑️ New to esports?
☑️ Established esports club?
☑️ Middle or high school program?
☑️ College-level club or varsity program?

Created for you by the producers of

www.AcademicEsportsConference.com

STAY CONNECTED!

#EdEsportsConf

www.FETC.com

www.UBTech.com
WHAT’S IN STORE FOR YOU AT THE ACADEMIC ESPORTS CONFERENCE & EXPO™?

THE INSIDE SCOOP ON THE PROGRAM:

MORE THAN 55 BREAKOUT SESSIONS SPANNING 5 DEDICATED TRACKS

► ACADEMIC DEVELOPMENT - 13 SESSIONS
► STARTING UP - 11 SESSIONS
► ADVANCED LEVEL - 11 SESSIONS
► INFRASTRUCTURE & TECHNOLOGY - 12 SESSIONS
► EMERGING TRENDS - 12 SESSIONS

DID YOU KNOW?
You can see the most up-to-date list of sessions and speakers on the conference website.

PROGRAM PARTNERS BRINGING YOU EVEN MORE TAILORED CONTENT

► DEPAUL UNIVERSITY DEVELOPED A FIELD TRIP
► NAECAD DEVELOPED 13 SESSIONS
► NASEF DEVELOPED 8 SESSIONS

DID YOU KNOW?
You can search the online agenda for sessions developed by each partner.

SESSIONS FOR K-12 AND HIGHER EDUCATION

► 40 FOR HIGHER EDUCATION TEAMS
► 49 FOR K-12 TEAMS

DID YOU KNOW?
Some sessions will benefit both levels! The online agenda notes which ones benefit each or overlap.

COVERING ESPORTS IN THE COVID-19 ENVIRONMENT

DID YOU KNOW?
Esports is a digital program that enhances school culture, boosts student engagement and much more. See how esports is a great solution in the current climate.

REGISTER by September 4 to claim $300.00 Early Bird Savings!

www.AcademicEsportsConference.com
**FAST FACTS**

1. **Field Trip**: Visit DePaul University to get an overview of the school’s esports program, tour its arena, and meet faculty and staff running its program.

2. **Solutions Sessions**: Keep checking the online agenda for new solutions sessions being added from key industry trendsetters and providers.

3. **Expo Floor Bonuses**: See live gaming in the Arena and hear from industry experts in The Gear Up Zone!

4. **Dedicated Expo Time**: Experience the latest innovations with 6 hours dedicated for you to explore gaming hardware, collaborative learning environments and much more.

5. **Networking**: Take advantage of this time to meet, learn from and strategize with colleagues from across the country.

**YOUR 2020 KEYNOTES**

**OPENING KEYNOTE**

**THE INTELLECTUAL LIFE OF ESPORTS**

DR. CONSTANCE STEINKUEHLER
Professor of Informatics, University of California, Irvine

**KEYNOTE**

**BREAKING DOWN SILOS: CONNECTING K-12 AND HIGHER ED**

ADAM GARRY
Senior Director of Education Strategy, Dell Technologies

www.AcademicEsportsConference.com
YOUR 2020 FEATURED SPEAKERS & SESSIONS
See the full agenda and all speakers at www.AcademicEsportsConference.com

STARTING UP

MIKE DAHLE
President, Wisconsin High School Esports Association, Madison

Building a Successful High School or College Esports Program (K-12)(Higher Ed)

JOSHUA KELL
Chief Executive Officer, Horizon AVL and Esports Integration, Glassboro, N.J.

How to Scale an Esports Program That Captures Students’ Love for Gaming (K-12)

DR. JAY PRESCOTT
Vice President of Student Affairs, Grand View University, Des Moines, Iowa; Executive Director, National Association of Esports Coaches and Directors (NAECAD)

The Benefits of Joining an Esports Association (K-12)(Higher Ed)

BUDDA GAEDDERT
Executive Director, Varsity Esports Foundation, Kansas City, Mo.

Leveraging the Positive Impacts of Esports and Gaming in Schools (K-12)

JAMES O’HAGAN
Director of Digital & Virtual Learning, Racine Unified School District, Wis.

Bringing Home Esports: Ways to Support the Parents of Children Involved in Esports (K-12)

ADVANCED LEVEL

COURTNEY JAMES
Director, Student Involvement and Esports, DePaul University, Chicago

Integrating Bystander Intervention Trainings Into Your Esports Community (K-12)(Higher Ed)

JONATHAN LONG
Director of Tournament Operations, Midwest Esports, Wichita, Kan.

How to Improve and Grow an Already Successful Esports Program (K-12)(Higher Ed)

DR. ERIC MONDAY
Executive Vice President for Finance and Administration, University of Kentucky, Lexington

Leveraging a Public-Private Partnership to Maximize Esports as Academic Priority (Higher Ed)

DR. KIRSTEN TURNER
Associate Provost for Academic and Student Affairs, University of Kentucky, Lexington

Leveraging a Public-Private Partnership to Maximize Esports as Academic Priority (Higher Ed)

EMERGING TRENDS

JOHN CASH
Managing Director and Professor of Marketing, Johnson C. Smith University, Charlotte, N.C.; Executive Board Member, Community

Esports Education and Careers: Curriculum, Diversity, Inclusion, and Investment (K-12)(Higher Ed)

WILLIAM COLLIS
Co-founder, Team Genji, Gamer Sensei, Providence, R.I.

History of Esports: Business Models Driving the Growth of Our Industry (Higher Ed)

SCOTT NOVIS
Chief Creative Officer, Bravous Esports, Phoenix

Why Recreational Esports Matters: Creating Programs That Combat Isolation (K-12)(Higher Ed)

DR. HALLIE ZWIBEL
Director, Center for Esports Medicine, New York Institute of Technology

Esports Medicine: Clinical Research Findings in Athletes and Implications (Higher Ed)

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See the full agenda and all speakers at www.AcademicEsportsConference.com
Your 2020 Featured Speakers & Sessions

**Infrastructure & Technology**

**Dr. Chris Haskell**
Professor, Head
Esports Coach,
Boise State
University, Idaho

*Taking Your Arena From Good to Great!* *(K-12)* *(Higher Ed)*

**Jason Kirby**
President and CEO,
High School Esports
League (HSEL),
Brea, Calif.

*Competing for Scholarships and Glory With High School Esports League* *(K-12)*

**Don Soyintoshane**
IT Director, Fresno
Unified School District, Calif.

*FUEl! How Fresno Unified Rolled Out an Esports League and Tournament* *(K-12)*

**Kevin Hoang**
Partnership Accounts Manager,
Twitch, Bellevue, Wash.

*Understanding Twitch and How Live Streaming Is Shaping Esports and Education* *(K-12)* *(Higher Ed)*

**Joshua Pann**
Esports and Co-Curricular Specialist,
HP Inc., New York

*Outfitting Your Program: Startup Needs, Working With Vendors and Bundlers* *(K-12)* *(Higher Ed)*

**Dr. David Hanan**
Director of Esports,
University of Central Oklahoma, Edmond

*Esports Management: The Popular Major and How It’s Transforming Schools* *(Higher Ed)*

**Mizuko Ito**
Professor and Cultural Anthropologist,
Connected Learning Lab and University of California, Irvine

*Esports: The Perfect Connected Learning Opportunity* *(K-12)* *(Higher Ed)*

**Dr. Avis Williams**
Superintendent,
Selma City Schools, Ala.

*Aim for Excellence: Equity in High Poverty Schools Through Esports* *(K-12)* *(Higher Ed)*

**Tom Turner**
Director of Instruction,
Orange County Department of Education, Costa Mesa, Calif.; Chief Education Officer, North America Scholastic Esports Federation (NASEF)

*Influencing Digital Citizenship Through Esports* *(K-12)* *(Higher Ed)*

**Dr. David Rogers**
Academic Coordinator of Esports Programs and Assistant Professor – Entertainment Media & Journalism, Butler University, Indianapolis, Ind.

*Teaching an Esports Class Without an Esports Facility* *(K-12)* *(Higher Ed)*

**Dr. Katrina Adkins**
Senior Program Director, K12 and Higher Ed Solutions, SHI International, Somerset, N.J.

*Ready, Set, Play: Stories From the Arena* *(K-12)* *(Higher Ed)*

**Dr. Kristy Custer**
Principal, Complete High School Maize, Kan.

*Gaming Concepts: Semester-Long, Implementation-Ready Curriculum Approved for Credit* *(K-12)*

**Joshua Pann**
Esports and Co-Curricular Specialist,
HP Inc., New York

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www.AcademicEsportsConference.com
CONFERNECE LOCATION & HOTEL ACCOMMODATIONS

HILTON CHICAGO
720 S. Michigan Ave.
Chicago, IL 60605
Nightly Room Rate: $289 single/double + taxes

Registrants are responsible for making their hotel reservations. Contact the hotel directly and be sure to identify yourself as an Academic Esports Conference registrant. Please check with the hotel about its cancellation and advance deposit policies. A limited block of rooms is being held until September 25, 2020 or until the block is sold out. After September 25 the group rate will be offered based on hotel availability only. If you reserve more than 10 rooms, you may be required to sign a contract. If you require an ADA accessible room, we strongly encourage you to make your hotel reservations early and communicate your needs to the hotel.

CONFERENCE AIRFARE DISCOUNTS

DELTA AIR LINES IS PLEASED TO OFFER SPECIAL DISCOUNTS!

Make sure to use Meeting Event Code NY2UY. You may call Delta Meeting Network® at 1-800-328-1111* Monday - Friday, 7 a.m. - 7:30 p.m. CT and refer to Meeting Event Code NY2UY or simply visit the UB Tech travel page at www.AcademicEsportsConference.com/travel.

*Please note there is not a service fee for reservations booked and ticketed via Delta’s reservation 800 number.
HUGE TEAM SAVINGS!
Get 1 Conference Pass ...
SAVE 50% off Conference Passes for the rest of your team!

To receive team rates, you must submit a minimum of 2 registrations from the same organization and all registrations must be submitted together. No refunds will be given for discounts not taken at time of registration. The first registrant pays the prevailing individual rate. Only one discount may be taken per attendee. Team rates cannot be combined with any other discount offer. If you have any questions on registering your team, please call toll-free 1-800-727-1227.

REGISTRATION OPTIONS

2 EASY WAYS TO REGISTER
Please mention the Source Code on the back of this brochure when registering.

Online: www.AcademicEsportsConference.com

Phone: 1-800-727-1227
with your credit card
(9 a.m. - 5 p.m. ET, M-F)

Individual Registration Rates

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Conference registration includes access to sessions, all Expo activities and events, refreshment breaks, and online access to program materials before and after the conference.

Payment: MasterCard, VISA, American Express and Discover are accepted. Checks should be made payable to LRP Conferences, LLC.

Special Needs: LRP Conference Staff is available to accommodate persons with special needs. Please register at least 4 weeks prior to the conference and call 1-800-727-1227 with your accommodation request. TTY: 561-799-6633.

Cancellation/Substitution Policy: Substitutions may be made at any time with no penalty. Cancellations received in writing by September 18, 2020 will receive a refund minus an administrative fee of $150. Cancellations received after this date will not be refunded. Unpaid cancellations for the conference will be billed for the appropriate fee. No-show registrations will not be refunded. Please email any requests for refunds or substitutions to conferences@lrp.com. LRP reserves the right to cancel the conference due to lack of registrations. In case of conference cancellation, LRP’s liability is limited to the refund of the conference registration fee only. LRP reserves the right to alter this program without prior notice. Attendees are solely responsible for their transportation costs, as well as hotel accommodations and charges.

www.AcademicEsportsConference.com
Esports is the innovative and engaging program for K-12 schools and higher education institutions — make sure you are leading the charge when it comes to enhancing the student experience at any level!