

**FOR IMMEDIATE RELEASE**

National Association of Esports Coaches and Directors Announced as New Official Partner for the Inaugural Academic Esports Conference & Expo

The forward-thinking event will include captivating and interactive NAECAD-constructed sessions to support the development of esports programs.

PALM BEACH GARDENS, Fla. – February 26, 2020 – The **Academic Esports Conference and Expo™ (AECE)**, a forward-thinking event for K-12 and higher education academic, technology, development, athletic and esports leaders, announced today the National Association of Esports Coaches and Directors (NAECAD) as an official partner. NAECAD will assist in creating captivating and interactive sessions for professionals in search of the tools and structure needed to launch and advance esports programs to transform learning for all students. AECE will be held October 19 - 21, 2020 at the Hilton Chicago.

NAECAD, a primary professional organization for competitive esports coaches and directors at all levels of competitive play, strives to serve, legitimize and advance competitive sports while helping to engage coaches and directors to grow in leadership, advocacy and professional development. The conference's NAECAD-designed sessions will benefit both attendees looking to either start an esports program or grow participation in an existing program.

“Partnering with NAECAD again is natural for us, especially on the launch of our signature esports event,” said Chris Burt, Conference Chair for the Academic Esports Conference and Expo. “Jay Prescott and his team have been invaluable in providing thought-provoking sessions and dynamic speakers for this event while helping develop a strong framework for our program. We are honored to stand with NAECAD in its mission to provide integrity, service and diversity for the entire esports community.”

“NAECAD is proud to be a part of the inaugural Academic Esports Conference and Expo,” said Jay Prescott, Executive Director, NAECAD. “We are looking forward to collaborating to give attendees the tools they need to either start an esports program or to continue to grow their program into the future.”

The inaugural AECE will bring together a unique mix of education, technology and video gaming experts for in-depth learning sessions, hands-on training and networking with peers and exhibitors. The Expo Hall will showcase top esports solution providers and allow attendees to get hands-on and in-depth experience with the technologies and services available.

Registration for the 2020 Academic Esports Conference and Expo is now open. Professionals registering by June 5, 2020 can take advantage of Super Savings up to \$500.00 off on-site rates. For more information, visit www.AcademicEsportsConference.com.

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About Academic Esports Conference & Expo™

The Academic Esports Conference & Expo™ is a newly launched, groundbreaking event that gathers academic and esports leaders in K-12 and higher education – including administrative, technology, and esports faculty and experts – for thought-provoking sessions, networking opportunities and a dynamic, hands-on trade show. This three-day event provides school and district administrators, deans and provosts, school technology leaders, program directors and industry insiders with sessions on starting up programs, developing existing ones, implementing academic curricula based on esports and gaining an edge through insight on emerging trends and technology. Visit academicsportsconference.com for more details.

About NAECAD

The National Association of Esports Coaches and Directors (NAECAD – pronounced Nay-cad), founded in 2019, is the primary professional organization for competitive esports coaches and directors at all levels of competitive play (club, high school, college, and professional). The NAECAD mission is to serve, legitimize, and advance competitive esports at all levels with NAECAD members at the epicenter of leadership, advocacy, and professional development. The NAECAD vision is for esports to be viewed as a prominent competitive sport with highly trained NAECAD members leading the professional development, growth, and quality of competitive esports.

About LRP Media Group

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