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# SPORTS TECHNOLOGY TRADE MISSION TO THE U.S.A.

4<sup>th</sup> - 10<sup>th</sup> March 2018

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*Hosted by:*



AUSTRALIAN  
SPORTS  
TECHNOLOGIES  
NETWORK  
astn.com.au

*Supported by:*





#### **DELEGATE FEE:**

- \$3,500 (ex GST) for ASTN members
  - \$5,000 (ex GST) for Non-ASTN members
- (Excludes individual travel, accommodation and incidentals or any game-day sports event experiences)

**Expression-of-Interest to be submitted by Monday 5<sup>th</sup> February 2018.**

*Minimum of 15 organisations required for the mission to proceed.*

The ASTN welcomes members of the sports technology industry to register an *Expression-of-Interest* to be part of a **Sports Technology Trade Mission to U.S.A.** from 4<sup>th</sup> - 10<sup>th</sup> March 2018.

The planned *Discovery, Business Matching & Events* Program will provide a unique opportunity for leaders of our sports technology & innovation industry to meet key stakeholders and better understand the US sports market for entry or growth.

The program will visit Californian cities (Los Angeles, San Francisco, Palo Alto, Stanford and San Diego). The Program will include attendance at the **Stanford Global Sports Business Innovation Conference** on 7<sup>th</sup> March 2018:

[www.gsbsic.stanford.edu](http://www.gsbsic.stanford.edu)

Following the trade mission, delegates have the option to attend the South by South West Conference in Austin, Texas (SXSW 9<sup>th</sup> - 18<sup>th</sup> March with the sports stream on 10<sup>th</sup> & 11<sup>th</sup> March) and the Leaders in Sport Performance Summit in Los Angeles California (16<sup>th</sup> - 17<sup>th</sup> March).

#### **What does the delegate fee include?**

- Individual pre and post Mission briefings
- Subject expert briefings
- Business Matching
- Networking events
- Profiling in mission marketing materials

#### **Who will you meet?\***

- Venture Capital
- Facilitated session with Pro Sports Teams, Stanford Uni, startups and IT companies in Palo Alto/Santa Clara
- US Olympic Committee
- San Diego Sports Accelerator
- StubHub Center (Sports Precinct in Los Angeles)
- LA Dodgers or Red Bull
- Victorian Government Representatives
- Austrade Landing Pad (San Francisco)

*\* Subject to change*

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