



**SPORTS MARKETING ACADEMY**

PRESENTED BY IMG

2010 Registration Form

Please complete the form and return it with payment to:

UK Sports Marketing Academy  
c/o UK Center for Sports Marketing  
450 Gatton College of Business & Economics  
University of Kentucky  
Lexington, KY 40506-0034  
Fax: (859) 257-4822

Registration Before March 31: \$550     On or After April 1: \$625     Student \$350

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

First Name on Badge: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**First Time Attendees:** Were you referred to us by a previous attendee? If so, please state:

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

**Payment Information:**

Check Enclosed (payable to **UK Sports Marketing Academy, Inc.**)

Please charge to my:  Visa  MasterCard  American Express

Card Holder: \_\_\_\_\_

Card Number: \_\_\_\_\_

VC Number (Last 3 Digits): \_\_\_\_\_ Expiration Date (MM/YY): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Participants are responsible for making their own travel plans. For hotel reservations, call the Hilton, Lexington, KY, at 1-859-231-9000. Please mention the UK Sports Marketing Academy room block to receive the special rate of \$105 for a single and/or double room occupancy. **The deadline to receive this special rate is April 19th, 2010.** Thereafter, reservations will be taken on a space and rate availability basis. A limited number of sleeping rooms are blocked, so be sure to make your reservations early!