

## WELCOME

From: Lou Marciani, Director, Innovation Institute for Fan Experience

Re: FANCENTRIC™ Sports & Entertainment Technology Expo

The Innovation Institute is debuting its inaugural FANCENTRIC™ Sports & Entertainment Technology Expo, December 6-8, 2022, at Caesars Palace in Las Vegas, NV.

The purpose of FANCENTRIC™ TECH EXPO is to bring buyers, executives and decision-makers to a one-stop shop organized around the impact of technology on the fan journey. This will enable industry leaders and decision-makers to meet new suppliers and source the latest FANCENTRIC technologies.

The Expo's model facilitates one-on-one meetings between executives from sports and entertainment venues and event management organizations, integrators, consultants, and tech solution providers for discussions leading to strategic partnerships and technology solutions. The Expo model includes vetted suppliers from all points on the fan journey (see attached sponsorship document), senior level executives and decision makers, private meetings, tech speed connections, networking, and educational sessions.

The Expo setting provides private space for onsite meetings between high-level executives and tech solution providers. Educational sessions are future-oriented, to help attendees understand technology trends and fan desires.

Our AI-enabled scheduling system can help connect requirements to solution providers. IIFX is inviting sports & entertainment executives who have identified their challenges and interests. We also seek solution providers whose product and service offerings match the invited executives' technology needs and affects the fan journey from the following Tech Solution Provider Categories:


- Access Control
- Communications
  - Social Media
  - Multi-modal
- Compliance
  - SAFETY Act
  - Sustainability
- Crowd Monitoring and Management
- Data Analytics
- Food and Beverage
- Guest Services
- Healthy Environment
- Parking

- Retail
- Safety and Security
  - Command and Control
  - Crime and Terrorism
  - Incident management
  - IT/Cyber
  - Situation Awareness
  - Threat Assessment
- Signage and Wayfinding
- Sports Book and Gaming
- Suites and Clubs
- Tech and Facility Infrastructure
- Ticket Purchase
- Transportation
- Wi-Fi and Cellular Service

We are reaching out and inviting sports and entertainment organizations, integrators and consultants from professional sport stadiums and arenas, collegiate venues, Esports venues, amateur sports venues, high school athletic facilities, and endurance events.

Please review the Patron Sponsorship Opportunities (attached). We look forward to your participation in this exciting new expo, one that can save you money and time and turn your most vexing challenges into solutions.

Please contact me at [marciani@iifx.org](mailto:marciani@iifx.org) or call me at 601-466-9647. Let us connect you to the sports & entertainment industry.



LOUIS M. MARCIANI, Ed.D.  
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