



TEAM SPORTS CONFERENCE

EVENT AGENDA

DAY 1 MONDAY, APRIL 15

12:00 PM

CHECK-IN: Badge Pick-Up Begins

1:00-2:30 PM

- SFIA Football Council Meeting
- SFIA Basketball Council Meeting
- SFIA Soccer Council Meeting

**All Council Meetings are limited to SFIA Members and invited guests only*

2:45-4:15 PM

- SFIA Baseball/Softball Business Council Meeting
- SFIA Volleyball Council Meeting
- All Things Running Meeting

4:30-6:00 PM

- SFIA Lacrosse Business Council Meeting
- SFIA Wrestling Category Meeting

6:00-7:00 PM

WELCOME MEET UP: Plat 99, Alexander Hotel

DAY 2 TUESDAY, APRIL 16

7:30 AM

REGISTRATION OPENS

8:00-8:15 AM

WELCOME: OPENING REMARKS

TOM COVE: President & CEO, Sports & Fitness Industry Association (SFIA)

8:15-8:45 AM

TACKLING THE CHALLENGES AND OPPORTUNITIES IN HIGH SCHOOL SPORTS

KARISSA NIEHOFF: Chief Executive Officer, National Federation of State High School Associations (NFHS)

Dive into the intricate landscape of high school sports, where significant challenges stemming from cultural shifts, societal dynamics, and technological advancements are currently unfolding. These challenges encompass critical aspects such as participation, student well-being, the shortage of sports officials, the impact of social media, the emergence of NIL issues, and concerns surrounding fan behavior during athletic events. Gain valuable insights as the CEO of NFHS shares how the organization is proactively addressing these pressing challenges within the realm of high school sports.

8:45-9:15 AM

THE INFLUENCE OF STATE ASSOCIATIONS ON HIGH SCHOOL ATHLETICS

State Associations serve as the backbone of high school sports, wielding significant influence as the primary market for team sports equipment. Hear directly from NFHS State Association Directors in a compelling exploration of state-level initiatives on crucial topics, including coaching and officiating development, school partnerships, funding strategies, athlete safety, the separation of team sports from high schools, and community integration efforts. This session offers a unique opportunity to glean insights into the evolving environment of high school athletics.

9:15-10:00 AM

STATE OF THE INDUSTRY FIRST LOOK

TOM COVE: President & CEO, SFIA

Following years of unprecedented disruption and growth, the equipment industry faced uncertainties in 2023, marked by challenges such as inflation, excess inventory, promotional pricing, athlete safety concerns, and worldwide economic instability. Gain an exclusive preview into insights, data, and trend analysis featured in SFIA's highly anticipated 2024 State of the Industry report, which examines the industry's alignment with the broader economy throughout 2023. The discussion will also delve into participation trends across 124 sports and fitness activities, with a focus on team sports, offering valuable insights for informed decision-making in your business.



APRIL 15-16

TEAM SPORTS CONFERENCE



EVENT AGENDA

DAY 2 TUESDAY, APRIL 16

10:00-10:45 AM TECHNOLOGY'S REVOLUTIONARY EFFECT ON THE TEAM SPORTS EXPERIENCE

In the digital ecosystem, the imperative to seamlessly share information and gameplay intersects, and a fusion of scheduling apps, game streaming solutions, and coaching tools have emerged. This discussion will guide equipment brands on how to leverage these converging technologies and amplify brand awareness, boost product usage, and capture an expanded market share. Unlock the potential of how to leverage these digital tools in elevating your brand's presence and competitiveness.

10:45-11:15 AM NETWORKING BREAK

11:15 AM-12:00 PM FIRESIDE CHAT: ADAPTING THE NCAA TO THE CHANGING COLLEGE SPORTS LANDSCAPE

It is hard to imagine a landscape under more scrutiny than college sports today. Everything from major conference realignment, the transfer portal, the implementation of NIL policies, the growth in women's sports, and more, faced new NCAA President Charlie Baker as he took the helm. Implications, both expected and unintended, of paying student-athletes, along with transformational media rights are certain to affect institutions and athletes, including non-revenue and Olympic sports. Explore firsthand how the NCAA is actively collaborating with conferences and Congress, navigating the complex challenges faced by the institutions and the overarching organization.

12:00-1:00 PM LUNCH

SFIA.ORG/RESOURCE/TSC

1:00-1:45 PM THE LEGACY POTENTIAL OF GLOBAL SPORTING EVENTS FOR US SPORTS

Multiple global sporting events, including the Olympics, Paralympic Games, and international soccer tournaments are coming to America and will present major opportunities to increase participation in the U.S. market. Upcoming soccer events in the U.S. over the next five years are poised to elevate the sport to new heights. The inclusion of "optional" sports like baseball/softball, cricket, flag football, lacrosse, and squash in the LA28 games will generate heightened interest, media coverage, and increased participation in these sports. Hear how this convergence of global events presents a unique opportunity for governing bodies and brands to capitalize on unprecedented exposure over the next five years.

1:45-2:30 PM NAVIGATING THE CURRENT DYNAMICS IN GRASSROOTS SPORTS PARTICIPATION

The grassroots sports landscape is undergoing a transformative shift, working to transition from casual pickup play to more organized involvement in recreational and travel leagues. This evolution can be propelled by the proactive engagement of professional leagues, governing bodies, and prominent youth sports organizations. From addressing challenges, such as accessibility and affordability, to exploring strategic approaches for sustained growth, this session offers valuable insights into the changing dynamics of youth sports programs.

2:30-3:00 PM UNLOCKING THE POTENTIAL OF NIL FOR TEAM SPORTS BRANDS

NIL is driving a fundamental evolution and expansion of athlete rights. Institutions, industry, athletes, and oftentimes the government, are in a constant state of figuring out new rules and options. Our expert panel will examine the opportunities, value, and pitfalls of incorporating NIL programs into your brand strategy, especially as these concepts now extend into select high school programs. Our panel will bring a 360-perspective on NIL opportunities from college and high school athletics, brands, and student-athlete representation.

3:00-3:15 PM CLOSING REMARKS