

ESPORTS NEXT

FALL 2021

BEYOND THE GAME

September 12-15, 2021 Chicago

HYATT
CENTRIC

Magnificent Mile

ESPORTS
TRADE ASSOCIATION



ESPORTS TRADE ASSOCIATION
ANNUAL B2B CONFERENCE, CHICAGO

Brought to you by:

Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

SIGN UP TODAY

TICKETS ARE LIMITED!

The EsportsNext Conference is designed to help you adapt and thrive in the ever-evolving esports industry. Engage with esports luminaries on industry trends and the future of the esports. Gain real-world solutions for urgent challenges you're facing today and beyond.



Interested to learn the business behind esports, which is attracting billions from advertisers and investors?



Want to meet up with like-minded business leaders in the industry and talk about business?



Or you just think gaming is cool and you'd like to see one of the greatest cities in the world—no masks!

01 WHO ATTENDS ESPORTSNEXT?

Network and re-connect with business professionals and esports insiders across the country including YouGov, Microsoft, Riot Games, SMU, HyperX, PRG, Molson Coors, AVI and more!

02 WHERE IS IT GOING TO BE?

At one of the coolest spots in Chicago, right on Magnificent Mile at the Hyatt Centric. Walk to the Theater district, lake, river walk, the location couldn't be better. [Book your room.](#)

03 WHAT'S ON THE SCHEDULE?

We have booked a Wrigley Rooftop for the Cubs vs SF Giants game for early-arrival networking, the evening of September 12th. We have a few great presentations, social time/ networking and some amazing speakers.

04 HOW MUCH IS IT?

The conference is priced affordably for businesses and individuals coming back from COVID with an even better rate for early birds before July 30th. We have also secured a discounted rate for rooms at the Hyatt Centric. [Book yours today.](#)



CRITICAL INSIGHT

Formal sessions, amazing speakers and valuable networking opportunities.



INDUSTRY HEAVY-LIFTERS

Industry influencers will be in attendance to connect and grow business relationships.



AMAZING VENUE

Chicago is known for its great food, the river walk, lake, and theater district.





OUR CITY

IF YOU'VE NEVER VISITED CHICAGO...

This is a golden opportunity to see one of the most famous ballparks in the world. ESTA attendees will have the opportunity to experience Wrigley from the Rooftops club room for an amazing experience (conference attendees only).



CHICAGO EATS

Pizza is a must. Italian beefs and hot dogs. The best steakhouses in the world; China town, Greek Town, Little Italy...



ART AND CULTURE

Check out the Chicago Art Museum and see the masters. Have you ever touched a Picasso? We've got one you can walk on.



THEATER DISTRICT

Second only to Broadway, our theater district is walking distance from your room. Catch a play at the nearby Chicago Theater or Oriental Theater.



ESPORTS

Oh, yea and we're home to some of the best players in the world, including our very own professional team, [OpTic Chicago](#).

TRAVELING TO CHICAGO

ESTA WELCOMES YOU TO THE **WINDY CITY**

Chicago is home to [two International airports](#) conveniently located in the center of the country, with thousands of daily inbound and outbound flights to more than 240 destinations . The primary airport, Chicago O'Hare International is 16 miles from downtown, and Chicago Midway International Airport is 11 miles from downtown.



O'HARE AIRPORT

O'Hare is the main airport in Chicago. Car rentals are on-premise. The train runs inside the airport and can get you within 2 blocks of the [hotel](#) with one transfer.



MIDWAY AIRPORT

Many people prefer Midway because it's not as crowded and usually costs less. There is a train to the city and car rentals are on-premise.



TRANSPORTATION

Car rentals are conveniently located at both airports. An Uber to the [hotel](#) would be about -- O'Hare: \$40, Midway: \$20 The train is \$5 (Apple Pay, Google Pay...).



PARKING

The [hotel](#) offers overnight valet parking for \$65. There are dozens of parking garages within blocks of the Hotel around \$12/hr, \$30/day. [Spothero](#) is a good option to find the best rate.

THE HYATT CENTRIC MAGNIFICENT MILE 633 N ST CLAIR ST, CHICAGO, IL

ESPORTS
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AGENDA

SUNDAY 9/12

CHICAGO CUBS VS. SAN FRANCISCO GIANTS WRIGLEY ROOFTOPS

Experience Wrigley in luxury and optimized for networking. Tickets are all-inclusive, including food and drinks, an air conditioned bar, open-air shaded seating and a sundeck with wonderful views of the city.

Location: [Wrigley Rooftop](#) - 3617 N Sheffield.

Questions? Visit our [Wrigley FAQ page](#).

Tickets are not included in registration price.

MONDAY 9/13

CHECK-IN RECEPTION

12:00 PM - 5:00 PM: REGISTRATION OPENS FOR CHECK-IN

Come pick up your welcome packet/gear and learn about things to do around Chicago!

3:15 PM - 3:45 PM: NEW ATTENDEE WELCOME & ESTA MEMBERSHIP INFO SESSION

Welcome to the Esports Trade Association. If you haven't been to an event before, stop by and say hello! Come learn a little more about ESTA, this is the perfect time to answer any questions regarding membership and ESTA.

3:45 PM - 4:15 PM: QUICK PITCH

Are you signed up for the ESTA Elevator Pitch Competition? This is the perfect opportunity to get your headshots taken, create your 90-second LinkedIn video introduction, and prepare before you deliver your pitch on Tuesday. One lucky wild card winner will be chosen to present on Tuesday's competition!

4:15 PM - 4:45 PM: SPEED NETWORKING

Identify and connect with potential clients and partners for your business.

4:45 PM - 5:00 PM: HEADSHOT PHOTO SESSIONS

Let's freshen up our professional footprint, we're bringing a photographer on-site to offer professional headshots for all who attend. Be sure to come camera-ready!

5:00 PM - 7:30 PM: WELCOME NETWORKING RECEPTION

Join your fellow attendees and exhibitors for cocktails and hot & cold hors d'oeuvre on a night you won't forget! Come network with the esports community all while enjoying some delicious light appetizers and beverages.



AGENDA

TUESDAY 9/14 THE MAIN EVENT

8:00 AM - 9:00 AM: NETWORKING BREAKFAST HOUR

Enjoy light breakfast and networking as we launch the Conference.

9:00 AM - 9:05 AM: WELCOME TO ESPORTSNEXT

Our Board Chair, John Davidson and ESTA Founder and Managing Director, Megan Van Petten welcome our attendees, panelists, and sponsors to the 4-day conference, as we embark on the journey to get the latest news on the topics covered in the event, participate in various networking sessions, and listen to chosen contenders present their business ideas in our Elevator Pitch competition.

9:05 AM - 9:10 AM: MESSAGE FROM OUR TITLE SPONSOR

9:15 AM - 10:00AM: PANEL: WOMEN IN ESPORTS

Female influencers of the esports industry discuss solutions and opportunities to increase representation and participation in the esports industry.

10:00 AM - 10:45 AM: PANEL: MENTAL HEALTH IN ESPORTS / THE SCIENCE AND THE PRACTICE

Medical experts and mental health specialists come together to discuss a healthy mindset for all players and gamers.

10:45 AM - 11:00 AM: NETWORKING BREAK

Visit our sponsors and open-play area while enjoying some hot and cool beverages.

11:00 AM - 11:45 AM: PANEL: PRO TEAMS AND ORGS: BUILDING THE PIPELINE

Leaders from global teams discuss the unique challenges they face in the esports ecosystem and the steps they are taking to make competitive gaming a viable business.

11:45 AM - 1:15 PM: LUNCH & PRODUCTION SPONSOR PRESENTATION

Enjoy some food and more networking during our lunch break. Also, take a look at what our production sponsor is offering to the esports community.

1:15 PM - 1:45 PM: GAME CHANGER AWARD CONVERSATION

Enjoy a conversation with Smash Interactive's, Scott Greenberg and partner Chris Lai who have developed SURGE, a \$30 million, 108,000-square-foot video gaming facility with a capacity for 1,040 spectators. SURGE is being built in the Bronzeville neighborhood at 2601 S. Wabash Ave near McCormick Place. They will be joining us and sharing what's in store for this esports stadium.

1:45 PM - 2:00 PM: GAME CHANGER AWARD ANNOUNCEMENT

The much-anticipated Game-Changer Award winner will be announced here! Don't miss out on this thrilling announcement celebrating only the greatest in esports.

2:00 PM - 3:15 PM: ELEVATOR PITCH COMPETITION

Do you have an innovative idea, product, service, or social enterprise solution? Do you believe it could be the basis for a successful new start-up in the esports community? Then the ESTA Elevator Pitch Competition is the perfect opportunity to submit your idea for the chance to present it to a crowd of industry professionals. Open to ESTA members and conference attendees. [FAQ/Apply Online.](#)

3:15 PM - 3:30 PM: NETWORKING BREAK

Stand up and stretch! Visit our sponsors and open-play area while enjoying some hot and cool beverages.

3:30 PM - 4:15 PM: PANEL: BRAND PARTNERSHIPS

Partnership professionals from teams, agencies, and brands share their experiences in effectively engaging the esports community and providing value for teams, audiences and brands.

4:15 PM - 5:00 PM: PANEL: COLLEGIATE ESPORTS

Panelists discuss the multi-faceted collegiate ecosystem and how schools are operating between amateur and professional esports.

6:00 PM - 8:00 PM: HAPPY HOUR

Join us at one of the finest night clubs in the World, ROOF on The Wit for Happy Hour, as we come together in discussion to share a beverage and stories about you, your experience with our conference, share highlights, ask questions. Take advantage of the opportunity to network, meet your fellow attendees and speakers, discuss the panels you have viewed, and find out more about ESTA!

AGENDA

WEDNESDAY 9/15 CLOSING DAY EVENTS

8:00 AM - 9:00 AM: NETWORKING COFFEE HOUR

Join us for a morning networking session with a light breakfast before we continue the Conference.

9:00 AM - 9:05 AM: WELCOME TO ESPORTSNEXT

Our Board Chair, John Davidson and ESTA Founder and Managing Director, Megan Van Petten welcome our attendees, panelists, and sponsors to the last day of the conference.

9:05 AM - 9:20 AM: MESSAGE FROM OUR PRODUCTION SPONSOR

9:20 AM - 9:30 AM: LEVEL-UP FUND: CHECK RECIPIENT ANNOUNCEMENT

Our Level-Up Fund will donate proceeds to one lucky esports nonprofit organization! Don't miss out on this exciting announcement.

9:30 AM - 10:00 AM: RESEARCH PANEL: CURRENT TRENDS IN ESPORTS

Analytical experts dive into the data to discuss the latest trends emerging throughout our industry.

10:00 AM - 10:45 AM: PANEL: ESPORTS AND CITIES

A conversation with industry professionals who are working with cities around the country creating esports venues and programming from education to entertainment and esports betting. Hear what they've learned about the in's and out's of successful city/esports partnerships.

10:45 AM - 11:15 AM: FIRESIDE CHAT

11:15 AM - 11:45 AM: ELEVATOR PITCH WINNER ANNOUNCEMENT

The long-awaited Elevator Pitch winner will be announced here! Don't miss out on this exciting announcement celebrating only the best of the best in esports.

11:45 AM - 12:00 PM: CLOSING REMARKS





CONTACT US

QUESTIONS?

Reach us via email or phone to learn more about ESTA and to answer any questions about attending, sponsoring or speaking at the conference. [More info online.](#)



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