

Your Battlefield Business "the convention for innovation"

Your invitation

"Join us for the premier industry convention for 2012. The Your Battlefield Business Success Summit provides you with a vital forum for networking and learning about the latest live gaming industry trends. Battlefield Sports will bring together a cadre of exciting speakers to present a program that will inspire, educate, & challenge you. This program not only gives you insight into the latest digital technology SATR, but also the hottest new ideas for your business, and a preview of our latest innovations.

SATR's instant gratification of real-time hit feedback means that gamers get a rush of adrenaline when playing Battlefield LIVE. And that's addictive! My goal is to create an emotionally engaging authentic combat entertainment experience. Learn how you too can re-create this gaming "must-have" for your business. I invite you to share with us your battlefield story and network your achievements with fellow combat entertainment operators."

Peter Lander

SIGNED BY_____



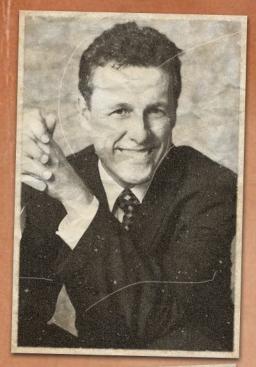


The Grand Sierra is easily reachable just off the I-580 and just 5 minutes from Reno's
International airport. The hotel has unique contemporary luxury accommodation. The Grand Sierra Resort and Casino is a spectacular 145 acre mega-resort featuring spacious and deluxe guest rooms in a 27 story tower that includes 1,995 guest rooms and suites.

HERE'S WHY YOU SHOULD BE THERE...

The YBB Success Summit is designed in as two one-day seminars. The first day is designed for prospective battlefield owners/operators. And the second day is designed for veterans. Each day delivers a networking environment that gives you the resources to survive & thrive in today's challenging business environment.

- * Hear about how other YBB owners have gained their success
- ★ Plus comprehensive technical exhibition with hands-on examples
- * Get real life examples of battlefield marketing.
- * And lots more!







CONFERENCE PROGRAM

Presented by Peter Lander & Ken Dubay and a variety of guest speakers

Day 1 - Tuesday Feb 7th 2012

Designed for Prospective Battlefield Owners/Operators

0900 Registration & welcome

0930 Conference overview & objectives

1000 SATR the breakthrough digital technology

Networking break 1100

1130 Live gaming industry future trends

1230 YBB: Getting Started

1300 Lunch

1400 Guerrilla marketing-gaming inflatables & battlefield merchandise

Live plays the product-more than just a game 1500

1530 Missions/Live-Plays to Keep your Customers Coming back

1630 Feedback & Conclusion

1700 Drinks & networking

Day 2 - Wednesday Feb 8th 2012

Designed for new and veteran Battlefield Owners/Operators

0900 Registration & Welcome & Day 2 Overview

0930 Case Study: Negotiating Indoor Leases

1000 Case Study: Arena Build out with Food Service

Case Study: Building a Battlefield from Scratch 1030

1100 Networking Break

1130 Case Study: Success from the Trenches Running Indoor, Mobile, & Outdoor businesses simultaneously

1200 Case Study: The Money Game, Raiding money from

investors, SBA government loans & joint ventures

1230 Case Study: Summer Camp success

1300 **Networking Lunch**

1330 Mega-Games: How to Run a 12 hour Mission

1400 Rear Echelon - Expansion with good Recruitment & Training

1430 **Networking Break**

1500 Technology & YBB Trends

1630 Feedback & wrap up

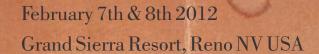
1900 Formal Industry Dinner



This program is subject to change without notice.

BATTLEFIELD SPORTS

Your Battlefield Business Success Summit





CONFERENCE REGISTRATION FORM

If you wish to register as a full delegate simply return this form. You will be sent an invoice for payment. Email **ken@battlefieldsports.com** to book your place. Spots are limited. **Call 1 818 567 1601**.

Deleg	ate registration fee – check as appropriate
	Early Bird – full delegate
	2 days + Accommodation (if paid before January 7th 2012) - \$495 per person.
	Includes 2 full days conference, 2 days morning and afternoon tea and lunch, conference proceedings, delegate pack. Two nights accommodation (twin room). (Please state name of sharer at time of booking). 1 ticket to the formal dinner on February 8th
	Early Bird – day delegate
	2 days (if paid before January 7th 2012) - \$395 per person.
	Includes a full day conference including morning and afternoon tea & lunch, conference proceedings, delegate pack, but no accommodation. Plus 1 ticket to the formal dinner on February 8th
	Full delegate
	2 days + Accommodation (if paid after January 7th 2012) - \$595 per person.
	Includes 2 full days conference, 2 days morning and afternoon tea and lunch, conference proceedings, delegate pack. 2 nights accommodation (twin room). (Please state name of sharer at time of booking). Plus 1 ticket to the formal dinner on February 8th
TO NO.	Day delegate Day delegate
193	2 days (if paid after January 7th 2012) - \$495 per person.
	Includes a full day conference including morning and afternoon tea & lunch, conference proceedings, delegate pack, but no accommodation. Plus 1 ticket to the formal dinner on February 8th
	Private Dinner only
Prin	(in the evening of February 8th 2012) - \$49 per person.
	★ Please book for any extra nights accommodation directly with the Resort.
Γitle	First Name Surname
Organi	zation Address
City	Zip Code State
Countr	/ Email Telephone
	make checks payable to Mr Ken Dubay, Suite 208, 131 S. Avon St. Burbank (Los Angeles) CA 91505