

CARTAN TOURS, INC.

AN OPPORTUNITY TO ATTEND
THE 2008 BEIJING SUMMER GAMES



THE MIGALA REPORT COLLEGIATE SPORTS
MANAGEMENT TRAVEL PROGRAM



ENJOY THE 2008 BEIJING SUMMER GAMES WHILE ADVANCING YOUR SPORTS MANAGEMENT KNOWLEDGE

For 18 days in August 2008, the world's attention will focus on the 2008 Summer Games in Beijing. This worldwide celebration of athleticism, combined with the history and culture of China, promises to be memorable for all who are privileged to attend in person.

Cartan Tours is offering an exclusive opportunity for Sports Management Students and Sports Marketing Professionals to attend the Games. Students and Professionals can purchase accommodation packages through Cartan Tours and participate in a Cartan Hosted Sports Management Seminar Program. Additional benefits and seminar overview are listed below.



Dan Migala – SPORTS MANAGEMENT PROGRAM DIRECTOR



Dan Migala is editor of the Migala Report, an electronic newsletter that covers all aspects of the sports industry, allowing sales executives instant access to the most timely topics that will impact their success and their bottom line. Dan is the former executive editor of Team Marketing Report. He is considered a leading expert on sports marketing topics and has been featured on NBC Nightly News and CNN Money with Lou Dobbs. Dan is a visiting professor at Arizona State University's Sports MBA program, he serves as a columnist for Street & Smith's Sports Business Journal, has authored three books on sports marketing, and has presented at more than 100 sports industry events during the past two years.

SPORTS MANAGEMENT BENEFITS PACKAGES

Each Sports Management Travel Program features hotel accommodations for two people traveling together and sharing a room. Registered members will receive daily competition tickets to sports events. All attendees will receive a Certificate of Participation to put with their resume, share with their teachers and apply for college or university program credit. Sports Management members will receive the following travel package:

- Accommodations at the Leisure City International Hotel, a 4-Star Resort Hotel located in the northern part of Beijing convenient to the venues and other attractions; or Marco Polo Parkside, a new 5-Star hotel located just 1,000 meters from the main venues.
- Round trip air between Los Angeles or San Francisco and Beijing (other cities available at a supplemental cost)
- Beijing airport meet and greet with hotel transfers
- Welcome Reception and Dinner
- Hotel breakfast daily
- Lunch on full day tour
- Casa Americas hospitality credentials and access to Cartan's private hospitality services
- Sports Management Lecture Series (content on next page)
- Access to event tickets each day
- Broadcast of the 2008 Beijing Games on big-screen televisions at Casa Americas
- Full day sightseeing tour of the Great Wall, Ming Tombs and Avenue of the Animals
- Cartan's Concierge Service consisting of Cartan Tours Program Managers and Professional Local Host to assist throughout your program

SPORTS MANAGEMENT SEMINAR OVERVIEW

The Sports Management Program is designed to prepare students to blend management skills with the specific demands of managing sports organizations and teams. Sports Management requires a strong foundation in management, financial management, communications, ethics, marketing and promotion, and legal aspects of sport. The lecture series will provide students with an understanding of the role of sports in society, the role of management in sports, and the opportunity to apply their knowledge. All lectures will focus on both theoretical and applied knowledge.

BEIJING SEMINAR OVERVIEW

Day One: Corporate Sponsorship and Hospitality Strategies

- Industry Trends
- Creative packaging strategies
- Idea generation
- Becoming a property that companies want to invest in
- Justifying a higher price through value generation
- Learning to create opportunities for companies to buy and not have to sell
- Learn the four food groups of sponsorship
- Position the property as a personal trainer for brands
- Research, measurement and sponsorship ROI
- Case Studies

Day Two: Ticketing Sales Strategies

- Individual sales strategies
- Promotional tie-ins
- Database collection methods
- Group sales strategies
- Mini-plan sales strategies
- Corporate sponsor integration
- Full-season ticket sales strategies
- Variable pricing and secondary ticketing alternatives
- Effective outbound sales
- Overcoming objections for buys
- Case Studies

Day Three: Marketing Strategies

- Traits of effective ad campaigns
- Advertising agency selection and partnership
- How to grow your brand through grass roots initiatives
- Successful game day entertainment ideas
- How to turn your team into a 365 day a year brand
- Using advertising for database collection
- Create a multi-year brand communication message
- Case Studies

Day Four: Interactive Sales Strategies (9 Day Program)

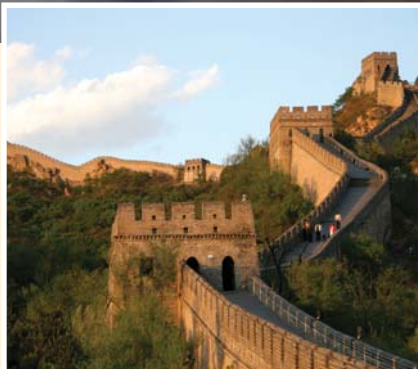
- Industry Trends
- Innovative Team Promotions and Sponsorships
- Branding and Fan Interaction
- Establishing a Plan for Online Sponsorship Sales
- Management of Your Web Promotions and Content
- Integrating the game experience to the technology experience
- Strategies to Building, Managing and Selling with Your Database
- Online Ticket Sales Strategies
- Optimize your online storefront - Merchandising
- Measurement Techniques
- Pricing metrics
- Fulfillment Reporting
- Case Studies

ACCOMMODATIONS

Sports Management Program attendees will enjoy a choice of accommodations:

Leisure City International Hotel, a Superior Class hotel located in the northern part of Beijing in the Chang Ping District. The hotel is part of Hot Springs Leisure City, a new resort complex that integrates ancient Chinese architectural design with supreme royal service. Conveniently close to the Green, the hotel is also within easy access of many other Beijing attractions and venues via metro. Just minutes away from the hotel is Beijing's new metro line.

Marco Polo Parkside, a Deluxe Class hotel located only 1,000 meters from the main Summer Games Stadium. The hotel has 315 well-appointed guest rooms and suites. All guest rooms are equipped with modern amenities including complimentary broadband internet access, luxurious bathrooms with separate shower, satellite TV and state-of-the-art communication and entertainment facilities. Recreational facilities include Club S, North Beijing's most exclusive private membership club (also open to hotel guests), a fitness center, indoor glass-roofed swimming pool and an internationally renowned Spa, beauty services and hair salon.



PROGRAM DATES & PRICES

	DEPART USA	DEPART BEIJING	LEISURE CITY INTERNATIONAL HOTEL PROGRAM		MARCO POLO PARKSIDE HOTEL PROGRAM	
			TWIN	SINGLE	TWIN	SINGLE
7 DAYS / 5 NIGHTS	Tue Aug 19	Mon Aug 25	\$5,489	\$6,529	\$7,590	\$10,160
9 DAYS / 7 NIGHTS	Mon Aug 18	Tue Aug 26	\$6,390	\$7,680	\$9,980	\$14,250

Prices are per person, based on double occupancy.

ON-SITE SERVICES BY CARTAN

All Sport Management Program travel arrangements will be managed by Cartan, an Authorized Summer Games Travel Company for thirty-one countries throughout North America, South America and the Caribbean. The highly experienced Cartan on-site staff will ensure that your Summer Games Sports Management experience is pleasurable and convenient. Cartan currently operates a field office in Beijing in preparation for the 2008 Beijing Games and will provide daily on-site service for program members throughout the duration of your stay.

Leisure City International Hotel



HOSPITALITY & ENTERTAINMENT

Sports Management Program members will enjoy access to Casa Americas, Cartan's private hospitality center to be located at the Novotel Peace Hotel in central Beijing convenient to the venues and hotels. Enjoy light refreshments surrounded by members of thirty-one countries NOC's, including athletes, coaches and officials.

AIR TRANSPORTATION

Cartan can arrange your domestic air travel to connect with your international flight to Beijing. In addition to Los Angeles and San Francisco, Cartan offers service on United Airlines from Chicago, New York and Washington D.C. for a supplemental cost. Please specify your air transportation needs on the Sports Management Registration Form.

PRE/POST TRAVEL PROGRAMS

Combine your visit to Beijing with an exploration of China, Japan, Korea, Taiwan or exotic Thailand. Cartan offers a comprehensive range of independent tours to be taken before or after your Sports Management Program. Please specify the destinations you are interested in on the Registration Form, and Cartan can arrange your ideal itinerary.

TERMS & CONDITIONS

Reservations

To ensure you space in the Sports Management Program, please make your reservation as early as possible. All reservations will be processed on a first-come, first-served basis. A deposit of \$3,000 per person is required at the time of booking. Final payment is due at a later date upon confirmation of the program.

Air Transportation

International round trip economy class air is included in the package price for departures from either Los Angeles or San Francisco to Beijing. Air space is based upon availability at time of reservation. Air tax is an additional charge to be collected at time of ticketing. Airline tickets are non-refundable and non-transferable.

Travel Insurance

The easy, affordable way to protect your vacation investment is with the Cartan Tours Travel Protection Plan. This Travel Protection Plan offered and administered by Trip Mate is available with all Cartan Tours travel arrangements. This high-quality protection plan covers your vacation investment, your belongings, and most importantly, you. For further details, please contact a Cartan Tours reservations specialist.

Cancellations

All cancellations after deposit/payments must be in writing. Deposits and payments to Cartan Tours are non-refundable once program is confirmed.

Prices

Prices are per person, based on two persons sharing a room. A limited number of single rooms are available upon payment of the single room charge. Triple room rates are available upon request and are subject to availability.

Passports and Travel Visas

A valid passport is required for all travelers, and it must be valid for nine (9) months after your return to the United States. Travel visas are required for China. Details regarding China Visas will be provided upon confirmation of your program. It is your responsibility to have proper documents.

Cartan's Sports Management Program Does Not Include

Meals other than breakfast and those listed as included, items of a personal nature including laundry, wine, liquor, soft drinks and mineral water, excess baggage charges, accident and baggage insurance and any item not specifically listed as included.

Responsibility

Cartan Tours, Inc. acts only as booking agent for the hotels, airlines, bus companies, railroads, ship lines, or owners or contractors, or by persons in their employ, providing accommodations, transportation, or other services. All coupons, exchange orders, receipts and tickets issued by Cartan Tours, Inc. are issued subject to any and all tariffs, terms and conditions under which any accommodations, transportation, or any other services are provided. By the acceptance of tour membership and/or such coupons, exchange orders, receipts, contracts and tickets, the tour member agrees to the foregoing, and also agrees that neither Cartan Tours, Inc. nor any of its affiliates or subsidiaries shall be or become liable or responsible for any loss, injury or damage to person, property, or otherwise, in connection with any accommodations, transportation or other services, resulting directly or indirectly from any acts of God, dangers incident to the sea, fire, breakdown in machinery or equipment, acts of governments or other authorities de jure or de facto, wars whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines, medical or custom regulations, defaults, delays, or cancellations of, or changes in, itinerary or schedule, or from any causes beyond the control of Cartan Tours, Inc., or for any loss or damage resulting from insufficient or improperly issued passports, visas, or other documents, and that neither Cartan Tours, Inc., nor any of its affiliates or subsidiaries, shall be or become liable or responsible for any additional expenses, or liability sustained or incurred, by the tour member as a result of any of the foregoing causes.

Any legal action arising out of the program shall be commenced and maintained in a court of competent jurisdiction situated within the County of Los Angeles.

CST#2045087-40 Registration as a Seller of Travel does not constitute approval by the State of California.

To ensure your participation in this exclusive 2008 Sports Management Program, please complete the registration form provided or call Cartan Tours at **800.818.1998** and refer to The Migala Report Collegiate Sports Management Travel Program.



REGISTRATION FORM

PERSONAL INFORMATION – Exactly as it appears on your passport (Please type or print)

LAST NAME _____ FIRST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (_____) _____ EMAIL ADDRESS _____

UNIVERSITY _____

TOTAL NUMBER OF PEOPLE IN YOUR PARTY _____ SINGLE _____ SHARE REQUEST _____

List each name exactly as it appears on his or her Passport. Please list additional names on a separate sheet.

LAST NAME _____ FIRST NAME _____

LAST NAME _____ FIRST NAME _____

ACCOMMODATIONS

Leisure City International Hotel Marco Polo Parkside

PRE/POST PROGRAMS

Destination(s) _____ PRE POST

AIR TRANSPORTATION INFORMATION

Air Required: Domestic _____ International _____ Pre/Post _____ No Air Required _____

Departure City from USA _____ Depart Date _____ Return Date _____

DEPOSIT

I have enclosed a \$3,000.00 per person non-refundable deposit to reserve my space.
(Check enclosed payable to: Cartan Tours Client Trust Account)

Charge the following to my credit card

$$\begin{array}{ccc}
 \$3,000.00 \times \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\
 \text{\# of People} & & \text{Total Amount}
 \end{array}$$

Credit Card Number _____ Exp. Date _____ Verification Code _____

 Print Name as Shown on Card Authorized Signature Today's Date

Billing address if different from above:

ADDRESS _____

CITY _____ STATE _____ ZIP _____



MAIL THIS FORM TO:
CARTAN TOURS, INC.
 1334 Parkview Avenue, Suite 210
 Manhattan Beach, CA 90266