

## 2011 REGISTRATION

Please use a separate form for each registration.

Name: \_\_\_\_\_ CPE Credit? \_\_\_\_\_  
Track/Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Name on Badge: \_\_\_\_\_

Circle your area of responsibility:

Accounting Simulcast Coordination Tote/Mutuels Service Provider MIS Legal Other

### REGISTRATION FEES through SEPTEMBER 16:

TRA	\$125	HTA	\$125	AGTOA	\$125
OTHER	\$385	SPONSOR	Gratis	MEDIA	Gratis

To qualify for the reduced rate, you must be an employee of a member track of TRA, HTA or AGTOA.

Payment by check must accompany registration and be payable to TRA. We do not accept credit cards. Registration fee after September 16 is \$450 per person. No exceptions or refunds. Cancellation fee: \$25 processing fee will be assessed.

Amount enclosed: \_\_\_\_\_ US dollars

Mail registration form and check to:  
Simulcast Conference  
Attn: Margie Pollard  
Thoroughbred Racing Associations  
420 Fair Hill Drive, Suite 1  
Elkton, MD 21921-2573

If you have questions or need further clarification of the registration fees and process call 410-392-9200. Fax: 410-398-1366



## 19th Annual TRA-HTA International Simulcast Conference



In association with



Scottsdale Plaza Resort  
Scottsdale, Arizona  
October 3-5



## TENTATIVE AGENDA

### Monday, October 3

2:00-5:00 p.m. Opening Session  
 5:30 p.m. California Race Tracks and Fairs Reception

### Tuesday, October 4

7:30 a.m. Breakfast  
 9:00 a.m.- Noon Conference Sessions  
 12:00 p.m. Lunch  
 1:30 p.m. Award Presentation  
 1:35-5:00 p.m. Conference Sessions

### Wednesday, October 5

7:30 a.m. Continental Breakfast  
 9:00-11:30 a.m. General Session  
 11:30 a.m.-3:30 p.m. 2020 Committee

## 2011 SIMULCAST AWARD

The 13th Annual Simulcast Award honoring the industry's best simulcast production will be presented at the conference, Tuesday, October 4. All entries must be received by Monday, August 15. Send six copies in DVD format to:

TRA  
 Simulcast Award Entry  
 420 Fair Hill Drive, Suite 1  
 Elkton, MD 21921-2573

For additional information, contact Jane Murray at the TRA office, 410-392-9200 ext. 222.

## 19th INTERNATIONAL SIMULCAST CONFERENCE

In the highly fractious world of pari-mutuel horse racing, one current area of agreement is live race days must continue to decrease in the foreseeable future.

Less live racing, obviously, places increased emphasis on utilizing various forms of simulcasting to sustain and grow racing industries.

This year's International Simulcast Conference will address a wide variety of wagering components vital to such growth, including cyber security, market expansion, development of wagering apps and optimizing takeout.

Throughout the history of the International Simulcast Conference, each year has presented new problems, challenges and opportunities to provide pertinent and important topics to discuss. This year is no different and in a formidable business environment for racetracks, horse owners, account wagering companies and others, we hope you will be able to join your colleagues for three productive days of shared knowledge and experience.

### 2010 Conference Comments

*"Good attendance made for viable opportunities to network and meet with...new business development targets, as well."*

*"Issues were relevant on each day. This might have been the best content throughout the years."*

*"I attended almost every session...more pleased this year than ever before with your program."*

*"All (panels) addressed what I believe are the most critical issues, initiatives and opportunities relative to the current status of our industry."*

*"This session provided an excellent in-depth perspective on what the sophisticated computer-assisted player looks for to determine wagering opportunities."*

## SCOTTSDALE PLAZA RESORT

7200 North Scottsdale Road  
 Scottsdale, Arizona 85253  
[www.scottsdaleplaza.com](http://www.scottsdaleplaza.com)

\$159.00 Standard or Standard King  
 \$179.00 Standard King Suite  
 \$209 Villa Patio Suite

\$259.00 Bi-level Suite reserved directly with hotel  
 All rooms: daily rate + 13.32% tax per day  
 No resort fee.

One-time bellman fee, \$8.00.  
 Daily maid gratuity, \$2.00.

Online reservation and resort information:  
<http://events.SignUp4.com/thoroughbredracing>  
 To reserve directly with the resort, request "International Simulcast Conference" block at 800-832-2025.  
 Room reservation deadline is Friday, September 16.

Phoenix Sky Harbor International Airport is 13 miles/20 minutes from the Scottsdale Plaza Resort.

Plaza Shuttle every half-hour: \$22.00 one-way including tax and gratuity; reserve at 480-948-5000. Taxi: \$45 one-way.

Conference attendance justification letter can be found at [www.tra-online.com](http://www.tra-online.com)

**Avis**

Be sure to mention your Avis Worldwide Discount number Q931299 when you call 800-331-1600 to reserve an Avis car.



The Thoroughbred Racing Associations is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to: NASBA, 150 Fourth Avenue N., Nashville, TN 37219. Website: [www.nasba.org](http://www.nasba.org). 2011 International Simulcast Conference—Be able to review pari-mutuel simulcasting reports and operations and also foster establishment of standard procedures for the collection of transactional data to improve financial accounting and analysis. Recognize the importance of technological advancements and developments affecting the future of simulcasting. Delivery method: Group-live. No advance preparation required. Prerequisites: Working in a field or position that involves simulcasting. Level of knowledge: Update. Field of study: Specialized Knowledge and Applications. Recommended CPE credits: 12. For more information regarding our policies on refunds or complaints, please call TRA, 410-392-9200.