

**National Association of Esports Coaches and Directors Announced as New Official Partner for the UB Tech Conference**

*The 2020 show will feature immersive and interactive NAECAD designed sessions to support the development of esports programs within education.*

**PALM BEACH GARDENS, Fla. – February 12, 2020 – UB Tech Conference**, the leading higher education technology event for tech gurus, academic strategists and hands-on IT professionals, announced today the National Association of Esports Coaches and Directors (NAECAD) as an official partner. NAECAD will help attendees of the 2020 event dive further into the realm of esports, being held June 15-17, at the MGM Grand in Las Vegas, Nevada.

NAECAD is the primary professional organization for competitive esports coaches and directors at all levels of competitive play. They will assist in creating immersive and interactive sessions that support the development of the Esports track available at UB Tech. This new track will allow attendees to explore everything from starting an esports program to more advanced guidance on new fundraising techniques and enhancing student engagement. NAECAD will offer Esports 101, for attendees looking to start competitive esports programs at the university level, and Esports 201, for attendees who have just started running their programs.

“NAECAD will be an integral part of this year’s event helping to lead those looking to dive into the realm of esports,” said Eric Weiss, Program Chair, UB Tech and Executive Editor, *District Administration* and *University Business* magazines. “This partnership will allow us to continue to grow learning opportunities within esports in the coming years.”

NAECAD strives to serve, legitimize and advance competitive sports while helping to engage coaches and directors to grow in leadership, advocacy and professional development. The partnership will help education leaders legitimize their esports programs by learning strategies from the leaders of NAECAD.

“NAECAD is proud to be a part of this year’s UB Tech conference,” said Jay Prescott, Executive Director, NAECAD. “We are looking forward to collaborating with UB Tech to give educators and leaders a start into the esports field.”

In addition to Esports, this year’s UB Tech program will feature 6 unique learning tracks focused on Technology Leadership, Campus IT, Instructional Technology, Active Classroom, and AV Integration.

Registration is now open for the 2020 UB Tech Conference. Professionals registering by April 3, 2020 can take advantage of Early Bird Savings and save up to \$200.00 off on-site rates. For more information and to register visit [www.UBTechConference.com](http://www.UBTechConference.com) or call toll-free 1-800-727-1227.

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## **About UB Tech Conference**

UB Tech is the leading higher education technology conference for tech gurus, academic strategists and hands-on IT professionals and is the place for these innovators and thought-leaders to come together. The event includes 3 days of targeted Summits, Workshops and Breakout Sessions where attendees can learn about the latest technology trends and issues impacting institutions, browse a wide array of technology products and services in the Expo Hall hosting dozens of solutions providers and network with colleagues.

## **About NAECAD**

The National Association of Esports Coaches and Directors (NAECAD – pronounced Nay-cad), founded in 2019, is the primary professional organization for competitive esports coaches and directors at all levels of competitive play (club, high school, college, and professional). The NAECAD mission is to serve, legitimize, and advance competitive esports at all levels with NAECAD members at the epicenter of leadership, advocacy, and professional development. The NAECAD vision is for esports to be viewed as a prominent competitive sport with highly trained NAECAD members leading the professional development, growth, and quality of competitive esports.

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