New Esports Track Announced for UBTech Conference in Orlando

Event provides college campuses a look towards the future of athletics and gaming for 2019 and beyond.

PALM BEACH GARDENS, Fla. – (February 12, 2019) – The **University Business Technology Conference** (UBTech) announced details of its highly anticipated new Esports track. Esports, short for electronic sports, refers to all competitive multiplayer video gaming.

 UBTech's Esports track, created in partnership the National Association of Collegiate Esports (NACE), offers one-of-a-kind professional development opportunities for coaches, athletic directors, team managers, and more. Attendees will acquire a broad scope of information including the benefits of starting an Esports program, how to finance the program, and ways to establish a culture for it on campus.

UBTech, taking place June 10 - 12, 2019 at the Hilton Orlando Bonnet Creek in Florida, will teach attendees how to effectively lead the charge of technological advancement on their campus while offering collaborative and engaging professional development tailored for technology visionaries.

Michael Brooks, Executive Director of NACE commented, "My session *The Benefits of Joining an Esports Association* explores the data on the exploding growth of university Esports and how we are helping to shape the competitive landscape for student-athletes and the schools they represent."

In his session, *Starting an Esports Program: The Impact on Campus Stakeholders*, Kurt Melcher, Executive Director of Esports at Intersport, will look at the "why" of starting a university-level program, as he discusses the exploding growth and early stages of development of competitive Esports. Known by many as the "godfather" of collegiate Esports, Melcher will share his wealth of experience and wisdom about the exciting evolution of Esports and the positive impact it can have on a college campus.

Esports Athletes: Recruitment, Retention, and Scholarships will look at the ins and outs of the process of recruiting and retaining student-athletes. This session will dig into the development of a recruitment philosophy, the best places to find and connect with potential recruits, how to structure campus visits, how to design recruitment timelines, and how to make a scholarship offer.

Additional sessions include:

- *Esports Technology: Hardware, Infrastructure, and Games*
- *Esports Case Study: The Good, the Great, the Challenge*
- *Financing Esports: Fundraising, Finding Corporate Sponsors, Budgeting*
- *Understanding Esports Athletes, Fans, and Gaming Culture*
- *Esports Arenas and Facilities: What to Build and How to Build It*

In addition to Esports, UBTech will also feature the following tracks: Technology Leadership, AV Integration, Active Classroom, Campus IT and Instructional Technology. The conference will offer more than 55 session featuring directors, coaches, and other leaders from some of the top university programs.

Registration is now open for UBTech 2019. Professionals can save $300.00 off their pass when registered by January 25, 2019 with Super Early Bird rate. For more information, and to register, visit www.UBTechConference.com or call toll-free 1-800-727-1227.

For all media inquiries, please contact Rennette Fortune at 561-622-6520 or email rfortune@lrp.com.

About UBTech

UBTech is the leading higher education technology conference for technology gurus, academic strategists and hands-on IT professionals. It's a place for these innovators and thought leaders to come together. The event includes three action-packed 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.

UBTech is the place to see how technology is making an impact on the way students learn, professors teach, and campuses are run. Whether it's in the classroom using new technology to enhance teaching, or behind the scenes leading the change for innovations to be added to the campus — UBTech helps higher education leaders and technology solution providers make a difference in the classroom and around campus.