LIVE
Tuesday–Wednesday
April 14–15, 2020
Sheraton Charlotte Hotel
555 South McDowell Street
Charlotte

REGISTER TODAY!
Save 10% if registration is received by March 24, 2020.
www.tinyurl.com/CLE881RAC

TOTAL CLE CREDIT
9.0 HOURS
Satisfies NC State Bar Technology Training requirement

TRAC
The Racing Attorney Conference
2020 CHARLOTTE
The Racing Attorney Conference (TRAC), an annual motorsports legal conference planned and presented by the North Carolina Bar Association Sports & Entertainment Law Section and the Indianapolis Bar Association, returns to Charlotte on April 14 and 15, 2020. Now in its 13th year, TRAC combines education (including CLE credits), development and networking with legal and business leaders in the motorsports industry. TRAC is the nationally recognized leader in motorsports legal education.

**WHAT PEOPLE ARE SAYING...**

- "Fantastic program all around!"
- "I thought the program was very engaging this year and more interactive."
- "Latest trends and handy information in materials."

### AGENDA

**TUESDAY, APRIL 14, 2020 | 11:30 – 5:30 p.m.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>11:30</td>
<td>Registration and Boxed Lunch</td>
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</table>
| 12:00 | **Optional Pre-program Segment | Breaking into the Industry/Motorsports 101**                                                                 | Garka  
Note: This presentation does not offer MCLE credit. |
| 1:00  | Welcome and Introductions                                                                                      |                                              |
| 1:15  | **General Counsel Roundtable: Seismic Motorsports Transactions**                                                | Bluth, Lesetar-Smith, Louie and Snelling  
- Impacts of the NASCAR/ISC, INDYCAR/Penske and Formula 1/Liberty Media transactions  
- Effects of Speedway Motorsports going private  
- Common sanctioning body issues |
| 2:45  | Break                                                                                                          | Sponsored by GreerWalker LLP                                                                |
| 3:00  | **Interactive Negotiation of a Sponsorship Agreement**                                                          | Beadle, Hoffman, Kempton and Vitrano  
- What are the key provisions?  
- How do the perspectives of the relative parties differ?  
- Different types of agreements:  
  - Individual  
  - Team |
| 4:30  | **Esports and Simulators in Motorsports**‡                                                                    | Byron, Huffman and Lifson  
- NASCAR Heat Pro League  
- Rise of simulators  
- iRacing  
- Licensing of track trademarks, configurations and scanning to create the gaming and simulator software  
- IP protection of topography and outline of a track  
- Streaming rights and developer and publisher issues |
| 5:30  | Adjourn, followed by Networking Reception                                                                     | Sponsored by Arthur J. Gallagher                                                            |
| 6:45  | **Dinner, location to be announced** (cost to be paid by each participant)                                       |                                              |
### AGENDA

**WEDNESDAY, APRIL 15, 2020 | 8:00 a.m. – 3:30 p.m.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Continental Breakfast</td>
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</tr>
<tr>
<td>8:30</td>
<td>Breakfast and Announcements</td>
<td>Sponsored by Barnes &amp; Thornburg</td>
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<tr>
<td>8:45</td>
<td>Recent Legal and Legislative Developments in Motorsports</td>
<td>Davis and Thomas&lt;br&gt;- Case law developments&lt;br&gt;- Current legislative and regulatory updates&lt;br&gt;- We have an election in 2020... how could that impact motorsports?&lt;br&gt;- Collaboration</td>
</tr>
<tr>
<td>9:45</td>
<td>Cybersecurity and Privacy and Their Impact on Motorsports†</td>
<td>O’Rourke&lt;br&gt;- California Consumer Privacy Act&lt;br&gt;- Other privacy issues&lt;br&gt;- Cybersecurity</td>
</tr>
<tr>
<td>10:45</td>
<td>Break</td>
<td>Sponsored by Race Team Alliance</td>
</tr>
<tr>
<td>11:00</td>
<td>Risk Management</td>
<td>Eberhart and Yarbrough&lt;br&gt;- Effective planning&lt;br&gt;- Effective drafting&lt;br&gt;- Insurance&lt;br&gt;- Litigation&lt;br&gt;- Crisis management: the intersection between PR and legal, potential impact on litigation, and how social media is involved&lt;br&gt;- Waivers/electronic waivers</td>
</tr>
<tr>
<td>12:00</td>
<td>Sports &amp; Entertainment Law Section Annual Meeting</td>
<td>Brandon J. Huffman, Odin Law and Media, Raleigh, 2019-2020 Section Chair, presiding</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch with Keynote Speaker</td>
<td>TBD&lt;br&gt;Sponsored by Relation Insurance Services&lt;br&gt;Note: This presentation does not offer MCLE credit.</td>
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<tr>
<td>1:15</td>
<td>Transition Break</td>
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<tr>
<td>1:30</td>
<td>Cutting-Edge Social Media, Influencers and the Law</td>
<td>Dudukovich&lt;br&gt;- FTC regulations&lt;br&gt;- Word-of-mouth marketing</td>
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<tr>
<td>2:30</td>
<td>Driver/Rider and Team Organizations</td>
<td>Kalos and Marshall&lt;br&gt;- Race Team Alliance&lt;br&gt;- What is the RTA?&lt;br&gt;- Drafting and negotiation of uniform agreements (bodies, chassis, pit guns, etc.) from the manufacturer, team and NASCAR perspectives&lt;br&gt;- Speed51.com&lt;br&gt;- What is the input of driver/rider organizations?&lt;br&gt;- What is the impact of the NASCAR charter system?</td>
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<tr>
<td>3:30</td>
<td>Closing Remarks and Adjourn</td>
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PROGRAM DETAILS

SPEAKERS

- **Ryan G. Beadle**, JR Motorsports, Mooresville, NC
- **Lawrence N. “Larry” Bluth**, Penske Corporation, Bloomfield Hills, MI
- **William Byron**, Hendrick Motorsports, Charlotte, NC
- **Cary B. Davis**, Robinson Bradshaw, Charlotte, NC
- **James A. “Jim” Dudukovich**, Barnes & Thornburg, Atlanta, GA
- **Marylaurel Eberhart**, Apollo Sports & Entertainment, Charlotte, NC
- **Ryan Garka**, NASCAR, Daytona Beach, FL
- **Katie Hoffman**, NASCAR, Daytona Beach, FL
- **Brandon J. Huffman**, Odin Law and Media, Raleigh, NC
- **Arthur C. “Artie” Kalos**, Race Team Alliance, Charlotte, NC
- **Bruce C. Kempton**, Chip Ganassi Racing Teams, Indianapolis, IN
- **Tracey Lesetar-Smith**, NASCAR, Daytona Beach, FL
- **Roman Lifson**, Christian & Barton LLP, Richmond, VA
- **Linda G. Louie**, National Hot Rod Association (NHRA), Glendora, CA
- **Jonathan S. Marshall**, Race Team Alliance, Charlotte, NC
- **Allen T. O’Rourke**, Robinson Bradshaw, Charlotte, NC
- **Gretchen Snelling**, Indianapolis Motor Speedway, Indianapolis, IN
- **Tyrone P. Thomas**, Mintz, Washington, DC
- **Paul C. Vitrano**, Polaris Industries, Minneapolis, MN
- **Paul T. Yarbrough**, Hall & Evans LLC, Denver, CO

PLANNER

- **Stokely G. Caldwell Jr.**, Robinson Bradshaw, Charlotte, NC

EVENT SPONSORS

Gold Level Sponsor:
- Arthur J. Gallagher

Silver Level Sponsors:
- Barnes & Thornburg
- Relation Insurance Services

Bronze Level Sponsors:
- GreerWalker LLP
- Race Team Alliance
HOTEL INFORMATION
Contact hotel directly for reservations at the special NCBA room rate. Rates are based on availability and rooms may sell out.

Sheraton Charlotte Hotel
555 South McDowell Street, Charlotte

- **Nightly Rate:** $179 single/double
- **Reservations:** 704.626.3655
- **Cutoff Date:** March 20, 2020
- **Note:** All Indiana registrants must call the hotel and indicate that you are with the Indiana State Bar in order to get the discounted rate listed above.

SPECIAL ACCOMMODATIONS
NCBA makes every effort to ensure a quality learning experience. If you have dietary restrictions or need special accommodations, please contact us at least one (1) week prior to the program start date.

We extend our sincere gratitude to the NCBA Sports & Entertainment Law Section and the Indianapolis Bar Association as well as the planner and speakers who volunteer their time and expertise toward the goal of presenting an educational program of the highest quality.

NCBA
SEMIANNUAL BOOK SALE
March 23–April 6

20% off the entire catalog. Premier Pass holders receive an additional 30% discount.
ncbar.org/CLEBookstore
Discounts may be available for NCBA members who are students, law professors, judges or legal services/public interest attorneys. Call CLE at 800.228.3402 for details.

**STEP 1: Tell us who you are.** (Please print clearly.)

Print Full Name: ____________________________________________
Address: __________________________________________________
City, State and ZIP: _________________________________________
Daytime Phone Number: _____________________________________
Email Address: _____________________________________________
NC State Bar No. (Required for MCLE Credit): ________________

**STEP 2: Select your tuition rate.** (Register early and save 10%. Payment must be received three (3) weeks prior to program date to qualify for the early rate.)

- **Standard Rate:**
  - ☐ $635 / ☐ $560 Early
- **NCBA Member:**
  - ☐ $560 / ☐ $485 Early
- **Indianapolis Bar Association Member:**
  - ☐ $560 / ☐ $485 Early
- **NCBA Sports & Entertainment Law Section Member:**
  - ☐ $540 / ☐ $465 Early
- **CLE Premier Pass:**
  - ☐ $0

**STEP 3: Select your learning format.**

☐ Live (881RAC)

**STEP 4: Complete your payment information.**
(Registration is complete only after payment is processed. Please print clearly.)

I am registering for this program at the tuition rate checked above.

☐ Enclosed is a check, payable to NCBA. ☐ Please charge my credit card.

Card Number: ____________________________ Exp. Date: ______
Total Amount: ______ Signature: ____________________________

Online: www.tinyurl.com/CLE881RAC | By phone: 800.228.3402
By mail: Attn: Accounting–NCBA, 8000 Weston Parkway, Cary, NC 27513
REGISTRATION: All registrations are processed after payment is received. To qualify for the early tuition rate, payment must be received prior to the deadline indicated. Stated early discount rate percentage is approximate. Registrations may be capped based on venue size and may include an overflow room with additional seating. CHANGES TO EXISTING REGISTRATIONS: Should an attendee need to cancel his or her registration to a Live, Webcast or Video Replay program, the cancellation request must be received by 9:00a ET one (1) week prior to the start of the program to receive a full refund. Any attendee requesting cancellation less than one week prior to the program will receive a refund, less a $75 administrative fee. An attendee may choose to transfer his or her registration at a program to the Live, Webcast or Video Replay format of the same program only. Transfer requests must be received by 9:00a ET one (1) business day prior to the program start date. An attendee may further choose to substitute his or her registration to a Live or Video Replay program only. Substitution means sending another person to attend the Live or Video Replay program when the original registrant is unable to attend. Substitution requests must be received by 9:00a ET one (1) week prior to the program start date. The substituted person may be assessed a different fee based on their NCBA membership classification. Cancellation, transfer and substitution requests must be provided in writing by email at askcle@ncbar.org or by calling 800.228.3402. If an attendee misses any portion of a program, that portion is not subject to substitution, refund or transfer. Except as provided herein, registrations, including On Demand registrations, cannot be canceled, substituted or transferred once purchased. NO-SHOWS: Anyone who is registered for a program, including CLE Premier Pass holders, but does not check in is considered a no-show. No-shows are not issued a refund, and Premier Pass holders will be assessed a $75 administrative fee. These registrants will receive the digital materials, available in their online accounts, in full consideration of tuition paid. MISCELLANEOUS: The NCBA reserves the right to cancel or reschedule programs at any time. Should the NCBA cancel or reschedule a program, registrants may elect to receive a full refund or attend the newly scheduled program. Notifications regarding program changes will be sent to the email address on file. The NCBA is not responsible for any additional expenses incurred as a result of such cancellation or rescheduling. Each attorney must maintain a record of his or her attendance for the NC State Bar Annual Report. MCLE credit is reported by the NCBA only if a NC State Bar number is provided. Registration and attendance at NCBA CLE programs constitutes an agreement by the registrant with the NCBA for use and distribution of the attendees’ image or voice in photographs, videotapes, electronic reproductions and audio tapes of such programs and activities. Unless specified, spouses or guests are not eligible to attend NCBA CLE programs and activities without registering to attend. These terms are subject to change.

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www.tinyurl.com/PremierPass