

# POPSCI THE FUTURE NOW EVENTS

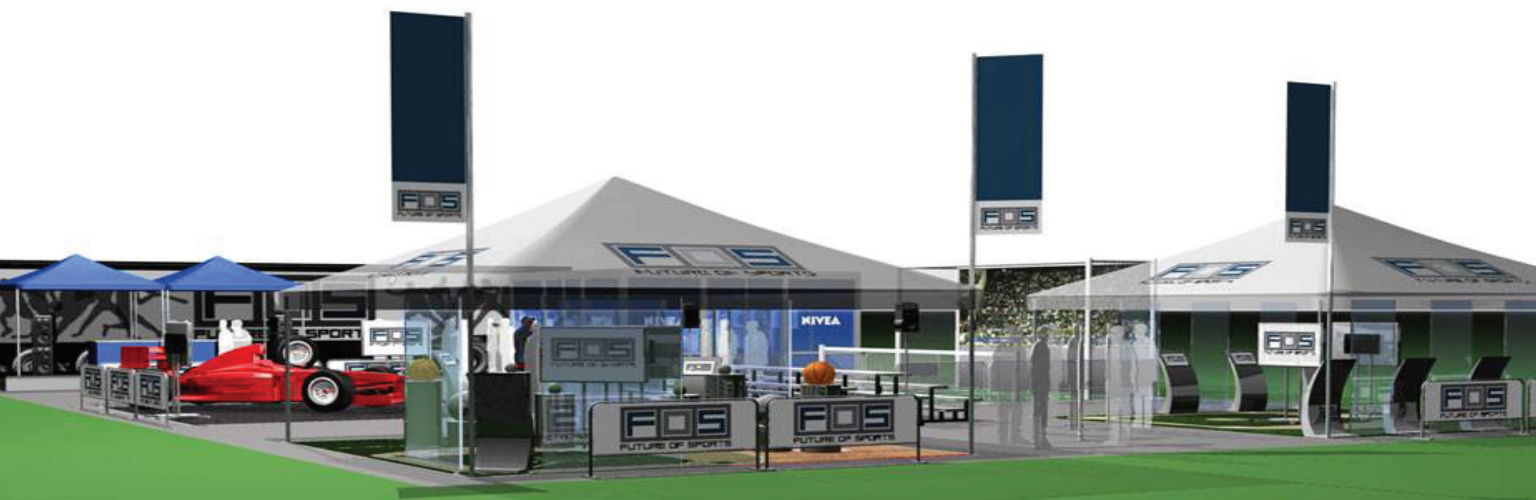
The Popular Science Media Group [PSMG] is an in-house, full-service event management and production company. Our team is known for seamlessly executing creative and distinctive events throughout the country. Whether it's a trade show, conference, special event or mobile tour, we believe that our job is to facilitate your vision through our expertise.



**COAST-TO-COAST  
MOBILE MARKETING EVENTS.  
EXPOSURE. INTERACTION.  
BRAND AWARENESS. PRODUCT DEMOS.**



WHEN YOU'RE READY TO LAUNCH YOUR MARKETING PROGRAM, LET THE *POPSCI* EVENT GROUP DRIVE YOUR MARKETING DOLLARS FURTHER THAN EVER BEFORE!



# FUTURE OF SPORTS TOUR

## POPULAR SCIENCE THE FUTURE NOW FUTURE OF SPORTS TOUR

In the August 2008 issue of *Popular Science*, we'll introduce the newest editorial and event franchise in our "Future of" series.

This special issue and event will present how discoveries in science and technology have changed the way we play and watch sports. From pills that monitor internal body temperature to help prevent heat exhaustion to Indy Racing League cars that can drive upside-down, we'll cover the most innovative and game-changing technological advances in sports.

### THE GAME PLAN

The Future of Sports Tour looks at the impact science and technology will have on the way we train, play, and watch sports in the future. The tour is a completely interactive learning experience that is built with four main activation areas: The Future of Tennis, The Future of Baseball, "Roundball" Technology and Motor sports. We can develop custom activations to accommodate the needs of any advertiser.

### LOCATIONS AND DATES

San Francisco	July 18 and 19
New York	July 26 and 27
Miami	August 2 and 3

We will work with you to customize this program to suit your exact needs.

For more information, call your local sales rep or Mike Iadanza, Events Director, at 212-779-5353.

