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FanCompass to Compete in National Sports Forum's 2017 Tech Tank *Company to Launch Live Platform for Real-Time Event Engagement*

January 12, 2017 (San Rafael, CA) – FanCompass has announced it will compete in the National Sports Forum's (NSF) 2017 Tech Tank on Sunday, Feb. 12 in Minneapolis. Created to showcase innovative sports technology companies, Tech Tank kicks off the NSF annual conference that brings together top sports marketing, promotions, sales, and event entertainment executives from across all professional leagues.

FanCompass will go up against four other companies in the Corporate Partnership & Brand Activation flight. Jamie Pardi, CEO, will present for FanCompass. Fan Experience and Ticketing are the other two competitive categories. Companies will be evaluated by a group of sports industry judges with winners from each flight earning a seat on a "Best of Tech Tank" panel discussion during the main NSF conference Feb. 13-14.

"Being invited to compete at Tech Tank is a big win for FanCompass," said Lisa Fahey, Chief Marketing Officer at FanCompass. "In addition to potential bragging rights, the exposure opportunities at NSF are tremendous and will undoubtedly lead to new relationships to help expand our growing business."

As part of the FanCompass presentation, the company will demonstrate in real-time the power of its proprietary Sports Revenue Platform™ that monetizes fan engagement for sports teams and drives revenue across Sponsorship, Ticketing and Marketing groups. With a customized platform for Tech Tank, FanCompass will conduct a live giveaway of high-value prizes for attendees.

The Tech Tank event and NSF annual conference will take place at the Minneapolis Hilton Hotel Feb. 12 - 14. FanCompass will be in the first group to present at TechTank starting at 11 a.m. on Feb. 12.

About FanCompass

FanCompass is charting new territory in digital fan monetization.

The FanCompass Sports Revenue Platform™ is transforming the industry by digitally delivering actionable data back to Sponsorship/Commercial, Ticketing, and Marketing revenue centers. We call it Digital Fan Monetization. Not only does our proprietary technology help clubs navigate the increasingly complex process of creating successful online fan experiences, but teams can also now convert those experiences into dollars across their organization.

With a mission to ensure a thriving, sustainable "business of sport" for generations to come, FanCompass currently works with teams in 8 professional leagues from across the globe and is translated into more than 15 languages. In the words of one team owner, "I give FanCompass a dime, they give me a dollar. I will do those types of deals all day long."

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