



Vol. 3, No. 20 | March 18, 2009

TABLE OF CONTENTS

▶▶▶ Industry News

[ANC Sports & The Big 12](#)
[Meyda's Custom Lighting Div.](#)
[New SEGD Website](#)

▶ New Appointments

[France's New President](#)

[Meetings and Events](#)

ANC Sports Adds Big 12 Conference Tournament to Roster of Courtside Signage Partners

ANC Sports Enterprises provided its rotational courtside signage system to the Big 12 Men's Basketball Tournament, which was played in Oklahoma City March 11 - 14.

Additionally, ANC Sports renewed courtside signage agreements with five other conference tournaments, providing the premium televised advertising inventory in college basketball. The Big 12 joins the Big Ten, Conference USA, MAC, PAC-10 and Southern Conference that partner with ANC's courtside signage service for the end of the year single elimination tournament.

The Big Ten and MAC Men's and Women's games featured ANC's ground-breaking DLP Courtside Digital Signage System, which is currently used by nine NBA teams and two collegiate programs, offering in-game entertainment with full-motion animations and unique sponsorship opportunities. ANC Design also created all sponsor and conference graphics displayed on the digital signage platform during the Big Ten and MAC Tournaments.

"We are excited to partner with the Big 12, as well as to continue our courtside signage relationships with the Big Ten, Conference USA, MAC, PAC-10 and Southern Conference," said Colleen Duffy-Brace, vice president of sales at ANC Sports Enterprises. "Additionally, we look forward to introducing the state-of-the-art DLP Courtside Digital Signage System to new collegiate programs, sponsors and fans."

ANC maintains and operates both the DLP and courtside signage systems for each game during the individual tournaments, including printing and installing all sponsor and conference banners.