

SPORTACCORD 2026  
DELEGATE PACKAGES

# SPORT ACCORD

24-28 MAY 2026  
BAKU, AZERBAIJAN

SPORTACCORD





SPORTACCORD CONVENTION

# SPORTACCORD

The Convention - known simply as 'SportAccord' - brings together over 1'700 leaders of global sport from International Federations, the International Olympic Committee (IOC), host cities, rights holders and the international sport industry to **connect** and **shape the future of sport**.

This event is the premier platform for business meetings, networking, knowledge exchange and strategic partnership development within the global sports industry.

# JOIN THE SPORTACCORD COMMUNITY



# WHAT MAKES SPORTACCORD UNIQUE



## Annual meetings and general assemblies

SportAccord hosts a wide range of general assemblies and annual meetings, including those of ASOIF and WOF, joint meetings with the IOC and umbrella organisations, and Executive Board meetings. These gatherings serve as a cornerstone for shaping many organisations' activities for the upcoming year.

Bringing together leading representatives from over 120 International Federations, SportAccord is dedicated to fostering collaboration and driving positive global change in the development of sport.



## Knowledge sharing at conference and workshops

Specifically designed sessions to share best practices and support organisations and staff across all functional level.

With a strong emphasis on open dialogue and collaboration, SportAccord serves as a platform for thought leaders and experts to exchange knowledge and inspire innovation.

The conference programme features a **plenary conference** alongside themed sessions addressing key aspects of the sports industry, including: **CityAccord**, **HealthAccord**, **MediaAccord** and **LawAccord**.

# WHAT MAKES SPORTACCORD UNIQUE



## Exhibition space and presentations

The dynamic main exhibition hall at SportAccord is the hub of networking, featuring leading businesses, brands, innovative products and services, cities and regions, federations, and media outlets. It is also enriched with social and cultural events that showcase the Host City.

Don't miss the opportunity to inspire and engage by presenting in our Speakers' Corner, connecting with delegates at receptions, or networking in one of our dedicated Feature Zones.



## Extensive networking at every corner

Network with industry leaders, explore new partnerships, and discover innovative solutions.

Start conversations with fellow delegates ahead of the event using the SportAccord mobile app. Meet in person at the bustling exhibition hall, opening or closing ceremonies, social events, or conference sessions. Take part in a morning run or join cultural activities to create meaningful connections throughout the event.

# ELEVATE YOUR NETWORKING

## Morning and cultural activities

Engage in daily activities designed to keep you active, explore the city or region, and foster meaningful connections

## Receptions

A space to spark new connections or nurture ongoing discussions in a relaxed, informal atmosphere

## Workshops

Industry-specific workshops, with an opportunity to learn about the latest technologies, innovations and thought leadership

## Speakers' Corner

A spotlight at the Exhibition Hall to present content to delegates, providing expert insights and stimulating discussion

## Feature Zones

Wider knowledge sharing and networking opportunities at several Feature Zones, like Recharge Zone, Media Zone, Speakers' Corner and SportAccord's café located in the Exhibition Hall



# SPORTACCORD 2024 IN NUMBERS

Attendance of

**1'700**

leaders from sport business and cities or regions

More than

**50**

Exhibitors

More than

**70%**

of all attendees are decision makers within their organisations

Attendance of

**120+**

of International Federations

Attendees from

**650+**

Organisations

Overall SportAccord 2024 delegate satisfaction

**9 / 10**

**90+**

Speakers

More than

**80**

Official events



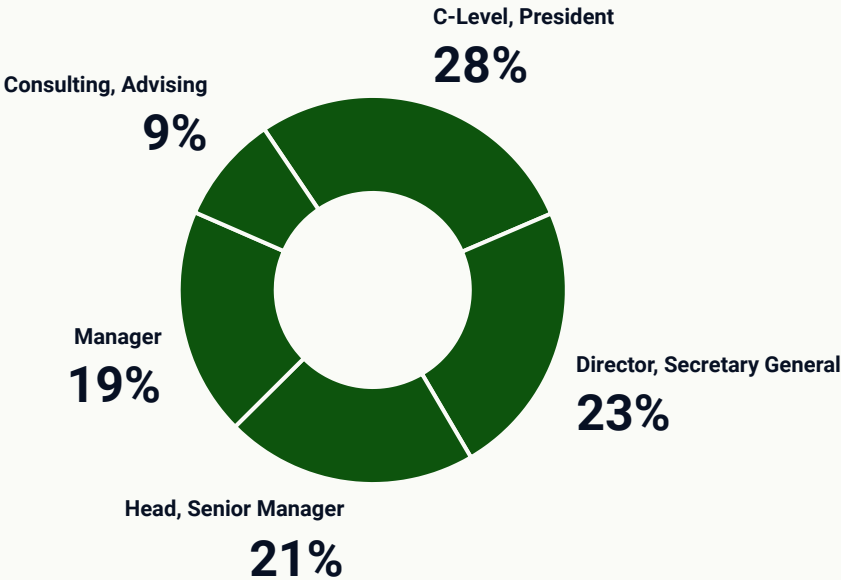


# WHO ATTENDS

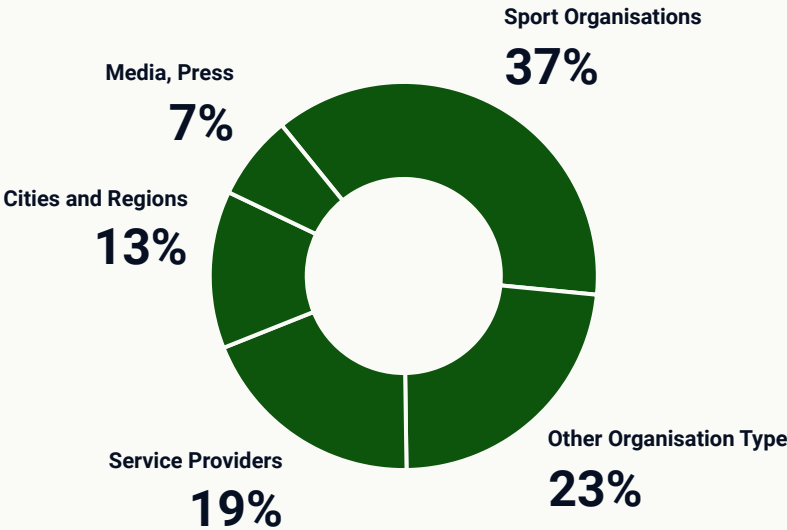
- ✓ International Federations
- ✓ International Olympic and Paralympic Committee
- ✓ National Olympic Committees and Federations
- ✓ Organising Committees of the Olympic Games
- ✓ Cities and regions
- ✓ Event rights holders
- ✓ Service providers
- ✓ Press and media
- ✓ Other key players in the global sport industry

# DELEGATE ATTENDANCE

ATTENDEE PROFILES



ATTENDEE ORGANISATION CATEGORIES



Data from SportAccord 2024

"In my various Olympic leadership roles, I have participated in every SportAccord since its inception in 2003 in Madrid. I consider this event an essential part of my yearly calendar and an invaluable hub for institutional meetings, business networking and reconnecting with the global sports leadership."

Robert Fasulo, Executive Director, ISA

# PAST SPEAKERS



Mark Rein  
**Epic Games**



Boris Johnson  
**United Kingdom  
Government**



Ban Ki-Moon  
**United Nations**



Angela Ruggiero  
**Boston's Sports  
Innovation Lab**



Katherine Grainger  
**UK Sport**



Yannis Exarchos  
**OBS, Olympic  
Channel**



Barbara Slater  
**BBC Sport**



Michael Evans  
**Alibaba Group**



Data from SportAccord 2024 survey.



# JOIN THE BIGGEST GLOBAL NETWORKING EVENT IN SPORT

**Connect with the right people, in the right place, at the right time**

**Conduct a year's worth of meetings in one location with global leaders**

**Gain cutting-edge industry insights and contribute to solving today's challenges**

**Advance your professional development and expand your network**

**Be part of collaborative problem-solving and future shaping**

**Immerse yourself in the global sports industry**

# DELEGATE PASS OPTIONS

Select the pass that suits you best:

|                 | EARLY BIRD            | STANDARD RATE              | LAST-MINUTE RATE | EVENT TIME     |
|-----------------|-----------------------|----------------------------|------------------|----------------|
|                 | UNTIL 31 JANUARY 2026 | 1 FEBRUARY - 30 APRIL 2026 | 1-23 MAY 2026    | 24-28 MAY 2026 |
| DAY PASS*       | 750 CHF               | 1'000 CHF                  | 1'250 CHF        | 1'500 CHF      |
| FULL EVENT PASS | 1'500 CHF             | 2'000 CHF                  | 2'500 CHF        | 3'000 CHF      |

Price excluding taxes. Swiss VAT of 8.1% is added for Swiss residents.

*\*Day Pass allows an attendee to access all official and open to all delegates events for the selected day.*

# PASS BENEFITS

If you need more information, please contact [sales@sportaccord.sport](mailto:sales@sportaccord.sport)

|                                                                                              | DAY PASS AND FULL EVENT PASS |
|----------------------------------------------------------------------------------------------|------------------------------|
| Access to the conference programme                                                           | ✓                            |
| Full access to the open workshops and exhibition hall                                        | ✓                            |
| Use of the SportAccord mobile app to message delegate and feature your name in the directory | ✓                            |
| Invitation to opening and closing events                                                     | ✓                            |
| Quality lunch buffet and coffee breaks provided at the SportAccord Café                      | ✓                            |
| Preferential rate at Official SportAccord hotels                                             | ✓                            |
| Drinks receptions at the exhibition hall and after-hours social events                       | ✓                            |
| Complimentary access to morning activities                                                   | ✓                            |
| Preferential rate for cultural activities                                                    | ✓                            |



# WELCOME TO BAKU, AZERBAIJAN

Host City of SportAccord 2026



At the crossroads of Europe and Asia, Baku is a city where ancient culture meets bold modernity. Set on the shores of the Caspian Sea, the Azerbaijani capital combines architectural vision, exceptional hospitality, and a vibrant cultural life.

Baku offers the ideal stage for SportAccord 2026. It is a place where leaders of global sport will connect, collaborate and celebrate progress in a city that reflects the energy and ambition of sport itself.

# A CITY BUILT FOR GLOBAL EVENTS

Baku has become a trusted host for major international occasions, from the European Games and Formula 1 Azerbaijan Grand Prix to UEFA EURO 2020, the Islamic Solidarity Games, and the upcoming COP29 climate summit.

Its world-class infrastructure, seamless logistics, and renowned warmth make it one of the most capable destinations for global gatherings.



# THE VENUES



**Baku Convention Center**

A striking, state-of-the-art venue offering:

- 46,000 m<sup>2</sup> of flexible event space
- 3,428-seat main auditorium
- 17 conference and meeting rooms
- 1,750 m<sup>2</sup> networking area
- Adjacent to the Heydar Aliyev Center
- 15 minutes from the airport



**Heydar Aliyev Center**

The SportAccord 2026 Opening Ceremony will take place in this global architectural landmark, designed by Zaha Hadid.

Its fluid, sculptural form, symbolising movement and possibility, embodies the spirit of innovation that defines both Baku and the world of sport.



# SHAPING THE FUTURE OF SPORT

# ABOUT

SportAccord is a global sports event organisation based in the Olympic Capital of Lausanne, Switzerland, governed by stakeholders representing over 120 International Federations governing Olympic and non-Olympic sports.

SportAccord's flagship event – the annual SportAccord Convention – is the world's most influential gathering in global sport.

The SportAccord Convention brings together more than 1'700 leaders and key decision makers from 120+ International Federations, the International Olympic Committee, and organisations involved in the business of sport.

The Convention provides an unrivalled platform enabling global business leaders and host cities to have access to all the International Federations and their stakeholders in one location over several days. This unique event is a combination of official sports meetings, networking gatherings, a themed conference programme, and exhibition space enabling International Federations, industry, cities and regions to showcase and advance their sport, services and facilities.

**Unlock your opportunity to engage with the global leaders in sport and business. Contact us today.**

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