

SPORTACCORD 2026
MEDIA PARTNER OPPORTUNITIES

**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



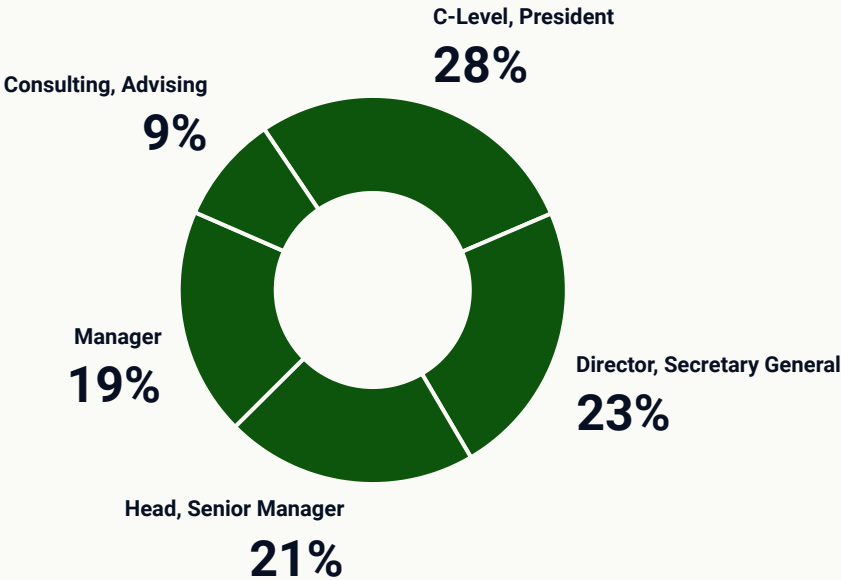


WHO ATTENDS

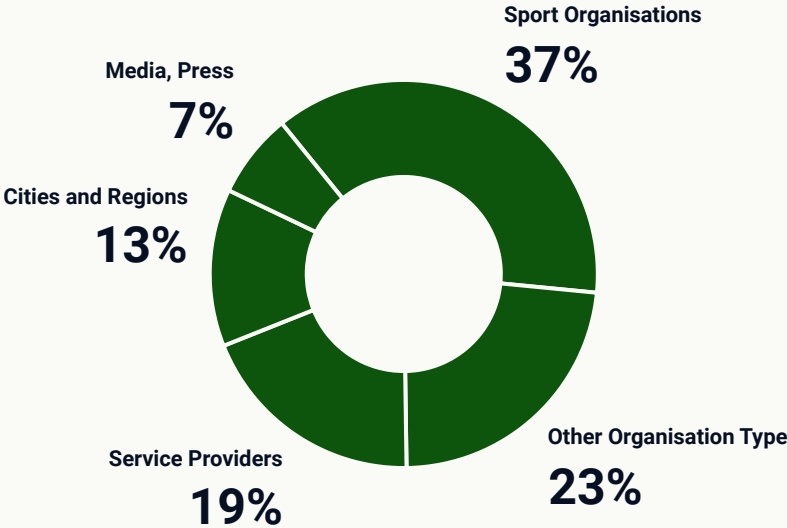
- International Federations
- International Olympic and Paralympic Committee
- National Olympic Committees and Federations
- Organising Committees of the Olympic Games
- Cities and regions
- Event rights holders
- Service providers
- Press and media
- Other key players in the global sport industry

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.

BECOME A MEDIA PARTNER

For detailed information contact media@sportaccord.sport

**SHOWCASE YOUR
BRAND TO THE GLOBAL
SPORTS AND BUSINESS
COMMUNITY**

**BE AT THE HEART OF
THE SPORTS AND
BUSINESS EVENT OF
THE YEAR**

**BE THE FIRST TO
REPORT ON DECISIONS
THAT WILL SHAPE THE
FUTURE OF SPORT**

**THE OPPORTUNITY TO
SECURE INTERVIEWS
AND DISCUSSIONS
WITH TOP SPORT
LEADERS**



BENEFITS FOR MEDIA PARTNERS

For detailed information contact media@sportaccord.sport

	PRINCIPAL MEDIA PARTNER	MEDIA PARTNER
Delegate passes	5 passes	2 passes
Use of the SportAccord app to message delegate and feature your name in the directory	✓	✓
Invitation to opening and closing events	✓	✓
Full access to the conference, workshops and exhibition hall	✓	✓
Quality lunch buffet and coffee breaks provided at the SportAccord Café	✓	✓
Use of the Media Working Room during the Convention	✓	✓
Logo on the website, venue, SportAccord app, event guide	✓	✓
Press release, website publication, and social media post announcing the partnership	Eclusive	Joint
Personal introductions to agreed delegates	3 people	1 person
Accommodation for the duration of the event	3 rooms	1 room
Slot at Speakers' Corner	1	1
Co-sponsor of a Feature Zone	✓	
Hosting a workshop	✓	
Up to 20-second video featured on SportAccord's YouTube channel and digital screens at the venue	✓	
If your organisation is interested in becoming a media partner, please send an email with your details to media@sportaccord.sport .		



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 m² of flexible event space
- 3,428-seat main auditorium
- 17 conference and meeting rooms
- 1,750 m² 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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