



SPORTACCORD

EVENTS, CONNECTIONS, KNOWLEDGE

SPORTACCORD

FORUM

2026 PARTNER AND
EXHIBITOR PROPOSAL

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A new era for SportAccord

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A new era for SportAccord

I have had the privilege of attending every SportAccord Convention since its inception in 2003 and many IF Forums along the way.

SportAccord plays a unique role in bringing together International Federations, Host Cities and trusted Partners. The conversations, the introductions, and the opportunities that matter most to the sports community.

Today, the world of sport is changing, and so must we.

We are making our Forum and Convention Events more relevant through stronger content and more benefits for our Partners. We are also developing a new year-round service that will enable better Connections and Knowledge sharing between our stakeholders.

Host Cities and International Federations will now be able to connect during a dedicated city hosting event within the Forum.

For service providers, our new Global Partners will take a leadership position within their area of expertise, contributing to content and communications across the SportAccord ecosystem of International Federations and Host Cities.

Our Global Partners will also benefit from a dedicated introduction service, as well as access to relevant insights and knowledge sharing. They will also be invited to participate in a special events across the year in Lausanne.

We will begin implementing these changes with the SportAccord Forum on 5-7 October 2026, ahead of the full rollout of the new model in January 2027.

Please take a few minutes to review the following proposal. We would welcome the opportunity to discuss your priorities and explore how SportAccord can support your needs.

Kelly Fairweather, Managing Director





The SportAccord Forum

5-7 October 2026, Olympic Museum, Lausanne

The SportAccord Forum brings together the global community of over 500 senior decision makers from International Federations, the International Olympic Committee, and leading experts, in the Olympic Capital.

Across three days of keynote discussions, panel sessions and targeted networking opportunities, the programme will explore how sport organisations are responding to a rapidly changing operating environment shaped by geopolitical uncertainty, economic pressure, technological transformation, shifting participation models and evolving expectations around governance, hosting and event delivery.

The Forum will address themes including leadership and governance, the future of hosting, participation and fan engagement, digital readiness, Games delivery, commercial sustainability and the long-term evolution of international sport.

Alongside the main conference programme, the Forum will also include dedicated partner engagement opportunities and the new City Sessions, bringing together destinations and International Federations for focused discussions and facilitated networking around future hosting opportunities and strategic collaboration.



Why the Forum for Partners?



Events

We deliver a curated programme designed to address key priorities and create relevant opportunities for our Partners



Connections

We provide direct access to senior decision makers across international sport



Knowledge

We provide relevant insights and expert perspectives on the challenges and opportunities facing sport

Who's in the room?

THE AUDIENCE

74%

of all delegates are a President, Secretary General, Director, or C-level Executive



505

Attendees

Senior leaders from across the international sports ecosystem

120

International Federations

Presidents, Secretary Generals and Directors represented

26

IOC Representatives

Including IOC Members and senior Olympic leadership

39

Speakers

Expert voices across three days of programme

The 2026 Programme

Setting the scene for the future of international sport



Day 1 | Official Opening

The Forum will open with official addresses from the IOC President, the Canton de Vaud and the SportAccord President, followed by reflections on leadership, change and the evolving context for international sport.

Day 2 | The Changing Sport Landscape

The second day will examine some of the key forces shaping international sport, including geopolitical and economic pressures, participation trends, digital readiness, technology and the changing expectations placed on sport organisations.

Day 3 | IOC Focus & SportAccord City Forum

The final day will include dedicated IOC-led sessions, followed by SportAccord City sessions, with discussions focused on hosting, future opportunities and collaboration between International Federations and cities.

New for 2026 – City Forum

Dedicated session for Hosts to meet IFs

Wednesday 7 October 2026 Afternoon Programme

The City Sessions will bring together destinations and International Federations for a focused afternoon programme examining the future of event hosting and strategic partnerships in sport.

Opening with a panel discussion on the evolving realities of hosting major events, the programme will explore changing risk models, commercial pressures, sustainability expectations and the growing complexity of the global events landscape.

The session programme will be followed by a series of facilitated networking meetings and targeted introductions between destinations and International Federations, designed to encourage practical discussions around future hosting opportunities, strategic priorities and long-term collaboration.

The City Sessions are intended to provide a more focused and structured environment for dialogue between rights holders and destinations, while reflecting the growing importance of destination partnerships within the international sport ecosystem.



Partner and Exhibitor Benefits



Presentation to Delegates



Networking



Partner Breakfast



Hotels and Passes



Exhibition Space



Visibility and Official Status



Partner Presentation to Delegates

Exclusive to Forum Partners

- Partner Presentations are short-form presentation slots integrated within the Forum programme, providing selected partners with the opportunity to share insights, research, case studies or practical expertise relevant to the international sport
- Limited to 15 minutes, the sessions are designed to deliver concise, focused contributions aligned with the wider industry discussions taking place across the Forum, while also providing partners with a platform for visibility and engagement.

Networking

An exceptional way to meet decision makers



- The SportAccord team will use its best endeavours to facilitate up to 5 meetings with sport leaders for each Forum Partner
- Exhibitors will be located close to the Forum sessions to enable informal conversations with key people
- All Partners and Delegates will be listed on the Forum App and be able to request meetings
- Forum Partners will have shared use of the Official Partner meeting room with basic AV facilities for private meetings with IFs.

Partners' Breakfast

Invitation-only

- Tuesday 6 October 2026, 08:15 - 09:00
- The Partners' Breakfast is an invitation-only networking session designed for SportAccord's Partners and selected International Federation representatives.
- Held ahead of the main Forum programme, the breakfast provides an informal setting for introductions, discussion and relationship-building between partners and rights holders. SportAccord facilitates attendance based on areas of interest, strategic alignment and partner requests.
- The session is intended to encourage meaningful dialogue and targeted connections within a smaller and more focused environment.



Passes and Hotels

Exclusive access throughout the Forum



- Delegate passes provide access to the venue with free food and beverages throughout each day as well as social functions
- Forum Partners have 4 single occupancy rooms for 2 nights in the Official Hotel included in their package
- SportAccord staff will assist with hotel bookings for Exhibitors



Exhibition Space

Dedicated space to promote your City or Services



- The Forum networking and partner engagement areas will be an integrated, open-plan environment intended to encourage interaction, visibility and business exchange throughout the event.
- The exhibition and networking floor will combine several distinct but connected zones, including a more dynamic exhibitor area and a dedicated Speaker's Corner, alongside a separate partner lounge environment designed for meetings, discussion and relationship-building in a quieter and more business-focused setting.
- Centrally located catering and networking spaces will connect both areas, creating natural delegate flow and encouraging ongoing interaction between International Federations, partners and exhibitors across the three-day programme.
- Forum Partners and Exhibitor Partners will all have their own dedicated space within the venue including a table, seating and a branded totem

Visibility and Official Status

At the Forum Venue and on Digital Platforms

- Forum Partners' and Exhibitors' logos will appear on signage within the venue and on the App and in the Event Guide
- Forum Partners and Exhibitors will also have a 50-word description of their Services or Cities in the Event App and Event Guide
- Delegates will be listed on the Forum App
- Forum Partners have the right to use the IF Forum logo and designation and have category exclusivity



Summary of Benefits

	Forum Partner	Exhibitor	Delegate
Pass for all sessions	<ul style="list-style-type: none"> • 4 included for whole Forum • Additional passes at discounted rates 	<ul style="list-style-type: none"> • 2 included for whole Forum • Additional passes at discounted rates 	1
Food and beverage during Forum	Yes	Yes	Yes
Official Hotel	4 single occupancy rooms for 2 nights included	Assistance with bookings subject to availability	No
Curated meetings	Best efforts for 5 x identified targets	No	No
15-minute Presentation	Exclusive presentation to delegates	No	No
Special events	<ul style="list-style-type: none"> • 4 x invitations to Partners Breakfast • 2 x invitations to other Forum events 	<ul style="list-style-type: none"> • 2 x invitations to Partners Breakfast • 2 x invitations to other Forum events 	No
Networking	<ul style="list-style-type: none"> • Listing within Event App • Use of App to schedule meetings • Shared use of Official Partner meeting room for private meetings 	<ul style="list-style-type: none"> • Listing within Event App • Use of App to schedule meetings 	<ul style="list-style-type: none"> • Listing within Event App • Use of App to schedule meetings
Status	<ul style="list-style-type: none"> • Official Partner status • Use of event marks • Category exclusivity 	Official Supporting Partner status	No
Visibility and Profile	<ul style="list-style-type: none"> • Company logo displayed at event, in Event Guide and in Event App with Official Partners • Company profile included in Guide and App 	<ul style="list-style-type: none"> • Company logo displayed at event, in Event Guide and in Event App with Official Partners • Company profile included in Guide and App 	Name and company listed in Event App
Exhibition space	<ul style="list-style-type: none"> • Coffee table, lounge seating, branded totem • Includes set up costs 	<ul style="list-style-type: none"> • Bar table, 2 stools, branded totem • Includes set up costs 	Access to exhibition area

How to participate?

Please send a note to

sales@sportaccord.sport

and we will be in touch to answer all your questions and explore how you can be part of SportAccord Forum 2026