

**SPORT  
ACCORD**

WORLD SPORT & BUSINESS SUMMIT

With the support of the



INTERNATIONAL  
OLYMPIC  
COMMITTEE

An aerial photograph of a beach and city skyline, likely Dubai, with several tall skyscrapers. The image is overlaid with a blue and green geometric pattern. The text 'THE ONLY PLACE' is written in large white letters over the image.

# THE ONLY PLACE

WHERE YOU CAN MEET  
ALL INTERNATIONAL  
SPORT FEDERATIONS

**WHERE  
SPORT  
MEETS**

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WHAT IS

# SPORTACCORD

## 01

### NETWORKING

**UNPARALLELED NETWORKING OPPORTUNITIES WITH THE KEY DECISION-MAKERS IN SPORT, PRESENTED IN AN EXCLUSIVE AND INTIMATE ENVIRONMENT.**



Networking events strategically timed for delegates allowing them to experience all aspects of SportAccord.



Schedule meetings and network with other delegates using the mobile event app.



Social and cultural events to discover the Host City and connect with other delegates.



Opening/Awards Ceremony and Closing Event

**1500+** DELEGATES

**1000** ORGANISATIONS

**5** EVENINGS OF BUSINESS NETWORKING EVENTS

**20+** SOCIAL AND CULTURAL EVENTS

**10+** AVERAGE ONSITE MEETINGS PER DELEGATE

## 02

### EXHIBITION

**THE PERFECT OPPORTUNITY TO SHOWCASE YOUR BRAND AT THE HEART OF THE SPORTS MOVEMENT.**



Guaranteed visibility in front of key decision-makers in the world of sport.



Deliver your key messages in a creative and visually captivating way.



The freedom to connect with delegates in an area focussed on information sharing.



Dedicated SportAccord Café at the core of the Exhibition.

**93%**

**PRESIDENT, CEO OR DIRECTOR LEVEL DELEGATES**

**125+**

**INTERNATIONAL SPORT FEDERATIONS AND ASSOCIATION MEMBERS**

**100+**

**EXHIBITORS**

**15+**

**DEMONSTRATIONS**

# 03

## CONFERENCE & WORKSHOPS

SPORTACCORD PRIDES ITSELF ON PROVIDING A PLATFORM FOR KEY THOUGHT LEADERS AND EXPERTS TO SHARE KNOWLEDGE THROUGH OPEN DIALOGUE AND COLLABORATION.



CityAccord, LawAccord, HealthAccord, MediaAccord, and SportAccord Summit.



Themed Plenary Conference Programme focussing on the issues most important to our delegates.



Specifically designed sessions to share best practices and support organisations and staff at any functional level.

4

DAY CONFERENCE PROGRAMME

25+

CONFERENCE SESSIONS

HIGH PROFILE SPEAKERS INCLUDE:



**8th Secretary-General, United Nations**  
Ban Ki-moon



**Former Nike President**  
Charlie Denson



**Former CEO, WPP**  
Sir Martin Sorrell



**Founder, CNN**  
Ted Turner



**Former Tennis Star**  
Andre Agassi

# 04

## GENERAL ASSEMBLIES, ANNUAL MEETINGS & IOC MEETINGS



A gathering of leading representatives from 100+ International Sports Federations (IFs) and Associate Members at the service of sport, focussed on driving positive change internationally in the development of sport.



Association of International Olympic Winter Sports Federations



A variety of General Assemblies and Annual Meetings take place during SportAccord and provide the foundation for many organisations activities for the following year.

100+

MEETINGS OVER MULTIPLE DAYS

WHERE

# SPORT MEETS

1500+

KEY DECISION-MAKERS



1000+

ORGANISATIONS



125+

INTERNATIONAL SPORTS  
FEDERATIONS AND  
ASSOCIATION MEMBERS



100+

NATIONALITIES



150+

CITIES AND REGIONS

With the support of the



INTERNATIONAL  
OLYMPIC  
COMMITTEE

25+

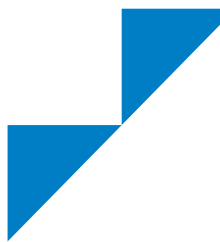
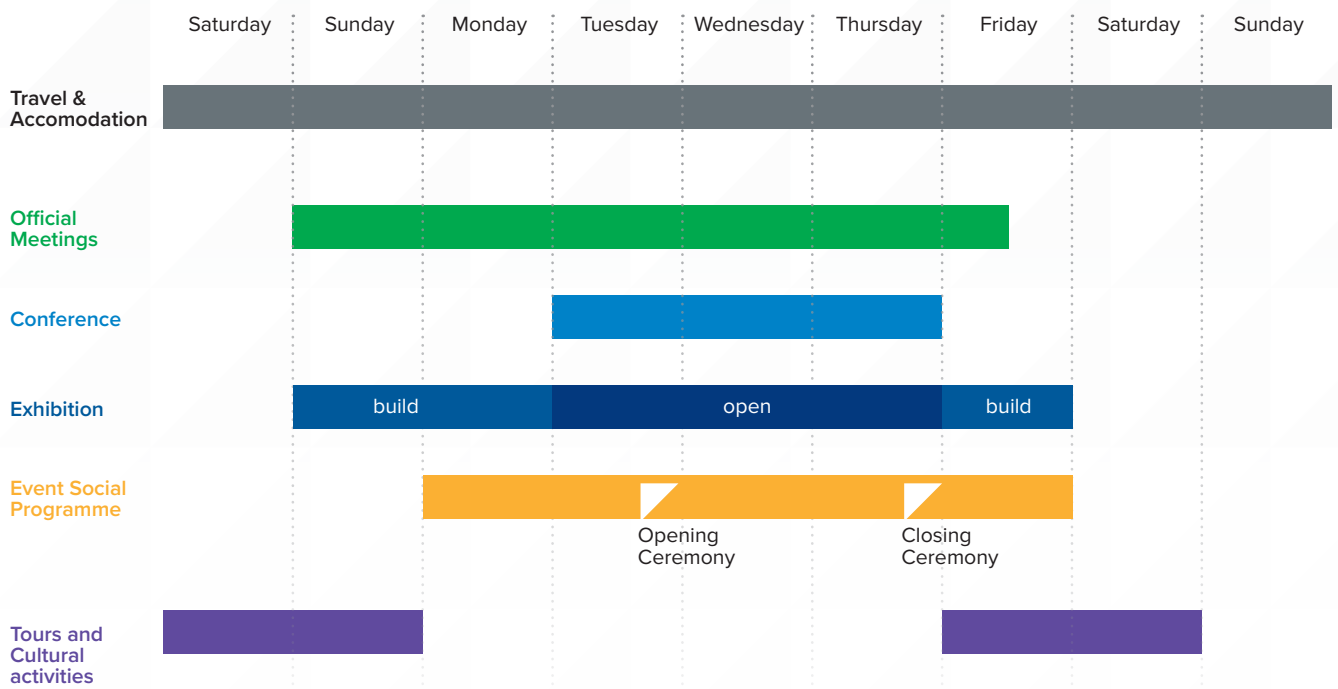
INDUSTRIES  
EDUCATIONAL  
FINANCIAL  
MEDIA RIGHTS  
SPORTS EQUIPMENT





▲ WEEK

# AT A GLANCE



# ▲ WHY COME AS A **DELEGATE?**

**01** **EXPAND YOUR NETWORK**  
BY MEETING WITH THE  
WORLD OF SPORT

**02** **MEET KEY DECISION-MAKERS**  
AND INFLUENCERS IN SPORT

**03** **SHARE YOUR BEST PRACTICES**  
AT THE MOST ATTENDED SUMMIT  
IN SPORT BUSINESS

## DID YOU KNOW?



Over 100 different nationalities attend SportAccord



1500+ people attend each year from the world of sport with a focus on key decision-maker attendance

“

It's a good opportunity to meet people from the International Federations and to learn if you like, what are the upcoming issues and challenges in sports today.

Simon Weatherill  
Melbourne Sports Hub

## WHAT IS INCLUDED WITH YOUR DELEGATE PASS?

-  Access to the SA Mobile App to network and message with other delegates
-  Receipt of the pre event and post event e-Magazine (The Preview / Review)
-  Full access to the Conference Programme
-  Full access to the Exhibition – including networking and lounge areas
-  Access to the multiple Exhibition Cocktails
-  Preferential rates at Official SportAccord Hotels
-  Transport to and from the Airport to SportAccord Venues and Official Hotels
-  Delegate bag containing event information including the Event Guide
-  Tickets to Social Activities and Opening/Awards Ceremony and Closing Event
-  Free Wi-Fi access within the SportAccord venue
-  Complimentary Food and Drinks within the SportAccord venue during the exhibition (lunches, coffee breaks)

“

Hosting SportAccord was a significant part of London’s legacy strategy and contributed to London securing multiple international sports events in the years to follow the London 2012 Olympic Games.

Iain Edmondson  
Former Head of Major Events  
London & Partners



WHY BE AN

# EXHIBITOR?

**01 EXPOSE YOUR BRAND**  
TO THE INTERNATIONAL SPORTING COMMUNITY

**02 NETWORK WITH KEY DECISION-MAKERS**  
WITHIN THE WORLD OF SPORT IN ONE PLACE DURING 3 DAYS OF EXHIBITION

**03 DEVELOP EXISTING RELATIONSHIPS**

## DID YOU KNOW?



Over 1000 different organisations attend SportAccord covering 25+ different industries



More than 50% of exhibitors launch a new product/service at SportAccord



Our Media Partners have coverage in every region with a paid subscriber base of over 1 million and promote key messages to sports business audiences globally



Hosting SportAccord in 2019 following the Gold Coast 2018 Commonwealth Games strengthened awareness of Queensland as a world class event host among senior decision-makers in world sport. We now have the direct relationships and active discussions to progress our sports event hosting strategy for years to come.

Peter Hunt  
Acting Group Executive Events and Experiences at Tourism and Events Queensland

## WHY BECOME A **PARTNER?**

### **01** ENHANCE YOUR IMAGE

BY PARTNERING WITH A  
SPORT BUSINESS BRAND  
THAT IS ASSOCIATED WITH  
A DIVERSE RANGE OF  
INTERNATIONAL SPORT  
FEDERATIONS

### **02** EXCLUSIVE RIGHTS AND BENEFITS TO MAXIMISE YOUR VISIBILITY

### **03** UNIQUE ACCESS TO THE WORLD'S LEADERS IN THE SPORTS' MOVEMENT

### DID YOU KNOW?



40% of our Partners have been  
with us for more than 5 years



Our Partners have the unique  
opportunity to organise a  
private event



Global and Silver partners can  
co-sponsor a Feature Zone  
during SportAccord

# “


Networking  
is a fine discipline  
within the sports business  
industry. SportAccord  
gives us a golden  
opportunity to network and  
discuss, to contribute and learn,  
and to brand Denmark as a  
trusted partner and sporting  
event nation.

Lars Lundov  
Sport Event Denmark



## WHAT TO CHOOSE?

### PARTNER OPTIONS:

<p><b>01 GLOBAL</b></p> <ul style="list-style-type: none"> <li> Partner for SportAccord and IF Forum</li> <li> Maximum visibility within SportAccord</li> <li> One exclusive global partnership</li> </ul>	<p><b>02 GOLD</b></p> <ul style="list-style-type: none"> <li> High visibility throughout the SportAccord publications</li> <li> VIP treatment for key delegates of the Partner</li> <li> Unique opportunities to engage with key sports leaders</li> </ul>
<p><b>03 SILVER</b></p> <ul style="list-style-type: none"> <li> Sponsor a Featured Zone to increase your company visibility</li> <li> Greater visibility in the SportAccord publications</li> </ul>	<p><b>04 BRONZE</b></p> <ul style="list-style-type: none"> <li> Visibility throughout the SportAccord publications</li> <li> Introduction to key delegates of SportAccord</li> </ul>
<p><b>05 DELIVERY</b></p> <ul style="list-style-type: none"> <li> Get involved with SportAccord by delegates experiencing your services</li> </ul>	<p><b>...OR BE A SUPPORTER</b></p> <ul style="list-style-type: none"> <li> Support a particular element of SportAccord through Value in Kind or sponsorship</li> </ul>

## ▲ SPONSORSHIP & **ADVERTISING**

If you are looking to enhance your delegate or exhibitor experience during SportAccord look no further. We have created advertising and sponsorship packages that can create excitement for your organisation leading up, during and after SportAccord as well as an option that can allow you to easily connect with our delegates and a place to do so.

In addition we have created a unique opportunity for you to showcase your product or service that allows for a truly hands on experience. By selecting one of the options to the right, our sales team will contact you with some additional information.

### **ADDITIONAL SPONSORING & ADVERTISING OPPORTUNITIES**

Looking for additional visibility during SportAccord? Please contact our sales team and they can create a Bespoke Package to meet your needs and goals.



[sales@sportaccord.sport](mailto:sales@sportaccord.sport)



#### **THE PREVIEW**

A digital e-magazine to capture all the buzz surrounding the upcoming SportAccord via interviews with key-decision makers in sport, and highlights of all the exciting things in place for the Conference Programme, Social and Cultural activities, networking and more!



#### **MOBILE EVENT APP**

With over 1000 delegates using the mobile event app as the go to place for networking via instant messaging/meeting requests tools and essential SportAccord information – this is the place to get your message out.



#### **THE DAILY**

The Daily newspaper is the go-to resource for event time stories, interviews and upcoming information on all the key happenings taking place at SportAccord. Distributed to delegates daily in print and digitally via email and Mobile Event App push notification for maximum visibility.



#### **THE REVIEW**

A digital e-magazine capturing all the exciting moments of the Opening Ceremony and Closing Event, Official Meetings, Cultural/Social Events and take-aways from all components of the Conference Programme.



#### **THE ANNUAL**

Our post-event publication distributed to delegates that focusses on key messages from our Stakeholders, galleries of key SportAccord moments, Games Listings, City Listings, and International Federation (IF) Listings.



#### **CITY LISTINGS**

With over a 150 city/regions in attendance – a City Listing in The Annual is the best way to separate yourself from the pack while putting your organisation's details in the hands of all the International Federations



#### **GAMES LISTINGS**

Hosting an upcoming multi-sport event and looking to connect with bespoke product and service providers? A Games Listing in The Annual is the place to be if you want the eyes of the key-decision makers and suppliers in sport on your event!

▲ MEDIA

# PROMOTION

SportAccord works with media partners, publishers, news agencies and media outlets to deliver breaking news, bulletins, features, articles and news in brief, across digital, print and broadcasting platforms.

**60** COUNTRIES REPRESENTED  
IN NEWS COVERAGE

**1.5K** UNIQUE NEWS STORIES










**1.3K** NEWS AGENCY, MAGAZINE  
AND PRESS RELEASES

**200+** ACCREDITED MEDIA

**50+** VIDEOS PRODUCED

**100K** YOUTUBE MINUTES WATCHED

**1M+** TWITTER REACH

-  International Media Promotion
-  Digital (event website, mobile event app, social media platforms, YouTube Channel)
-  Media Partnerships
-  International Federations' Media Networks
-  Live Broadcasts
-  Daily Highlights
-  News Clips
-  Event Highlights
-  Mobile ENG crews for news collection

PAST TOP  
MEDIA  
PARTNERS  
INCLUDE:



*News Corp*





WORLD SPORT & BUSINESS SUMMIT

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**WHERE  
SPORT  
MEETS**

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