

THE
ONLY PLACE
**WHERE
REGIONAL
SPORT MEETS**



WHAT IS SPORTACCORD?

SportAccord brings together international sports federations and organisations involved in the business of sport. The annual World Sport & Business Summit is a six-day event attended by leaders of the global sports community. It engages international sports federations, athletes, industry, rights holders, organising committees, cities, government, agencies, media, technology, legal teams, medical professionals, inventors, and subject matter experts – represented at the highest levels.

SportAccord is the only global sports business event attended by all the international sports federations (100 plus) and their stakeholders, who host their Annual General Assemblies during SportAccord.

WHAT IS REGIONAL SPORTACCORD?

The Regional SportAccord brings together international sports federations and organisations involved in the business of sport for their region. The 3-day event is attended by international sports federations and regional leaders of the sports community. Regional SportAccord is aimed at international sports federations, cities/regions and ministries, rights holders, subject matter experts, media and industry – represented at the highest levels.

The event allows delegates to freely interact with key decision makers in sport from all over the world. This will

These stakeholders include: GAISF (Global Association of International Sports Federations), ASOIF (Association of Summer Olympic International Federations), and AIOWF (Association of International Olympic Winter Sports Federations), ARISF (Association of IOC Recognised International Sports Federations), AIMS (Alliance of Independent Recognised Members of Sport) and Associate Members.

SportAccord receives the full support of the International Olympic Committee.

be facilitated by the intimate, exclusive, and interactive design of the Regional SportAccord exhibition, featured areas, conference/workshops, social, cultural and networking activities. With this, the Regional SportAccord conference programme is designed to meet the needs of the continental audience and will tackle some of the most relevant topics in sport event hosting.



KEY ELEMENTS OF REGIONAL SPORTACCORD?

Regional SportAccord is a tailored event that brings together both international and regional key decision makers within the sports community. This includes the key stakeholders from the Olympic and non-Olympic sports movement, regional associations, ministries and governing sports bodies. In addition to this, commercial organisations who are in the business of sport who would like to develop their business further in this region. Regional SportAccord is a 3-day meeting with a themed conference programme, exhibition area and networking events.

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 Regional 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.

500+ DELEGATES

EXHIBITION

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

- Guaranteed visibility in front of key decision-makers in both international and regional 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.

25+ EXHIBITORS

CONFERENCE AND WORKSHOPS

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

- Conference Programme focussing on the topics most important to our delegates.
- Specifically designed sessions to share best practices and support organisations and staff at any functional level.
- Targeted thematic workshop sessions designed to be of specific value to delegates in attendance.

50+ HIGH PROFILE SPEAKERS

REGIONAL / CONTINENTAL MEETINGS

A GATHERING OF LEADING REPRESENTATIVES FROM REGIONAL SPORT ORGANISATIONS AND MINISTRIES OF SPORT FOCUSED ON DRIVING POSITIVE CHANGE IN SPORT

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

60+ INTERNATIONAL AND REGIONAL SPORTS FEDERATIONS



WHERE SPORT MEETS

The only place where you can meet the Olympic and International Sport Federation movement. Bringing together the continental sports industry with national and international stakeholders.

500+ KEY
DECISION-MAKERS

60+ INTERNATIONAL AND REGIONAL SPORT FEDERATIONS

30+ CITIES AND REGIONS

15+ INDUSTRIES

TOURISM
EDUCATIONAL
FINANCIAL
MARKETING &
SPONSORSHIP
MEDIA RIGHTS
SPORTS EQUIPMENT
MANUFACTURING
CONVENTION BUREAUS

400+ ORGANISATIONS



BRINGING **TOGETHER**

**SPORTACCORD
PRESENT & PAST
PARTNERS**



1 CITIES, REGIONS & ORGANISING COMMITTEES



INTERNATIONAL SPORT FEDERATIONS



HOW TO BE PART OF REGIONAL SPORTACCORD



WHY COME AS A DELEGATE?

- MEET KEY **DECISION-MAKERS**, **INFLUENCERS** AND **SPORTS LEADERS**
- LEARN** NEW TRENDS, BEST PRACTICES AND **DISCOVER** NEW OPPORTUNITIES IN THE CONTINENTAL REGION

WHAT IS INCLUDED WITH YOUR DELEGATE PASS?

- Access to the Regional SportAccord Mobile App and its networking functionality (meeting scheduler and instant messaging)
- Receipt of the pre event and post event e-Magazine (The Preview / Review)
- Full access to the Conference Programme and Workshops
- Full access to the Exhibition
- Access to the multiple Exhibitor cocktails
- Transport to and from Regional SportAccord Venues and Official Hotels
- Delegate bag containing event information including the Event Guide
- Free Wi-Fi access within the Convention Centre
- Complimentary Food and Drinks within the Convention Centre during the exhibition (lunches, coffee breaks)

WHY BE AN EXHIBITOR?

- EXPOSE** YOUR COUNTRY, CITY/REGION, EVENT OR BRAND TO THE SPORTING COMMUNITY
- DEVELOP** EXISTING RELATIONSHIPS
- NETWORK WITH KEY DECISION-MAKERS** WITHIN THE WORLD OF SPORT IN ONE PLACE DURING 2 DAYS OF EXHIBITION

ENHANCED EXHIBITION BOOTH

- 4 Delegate Accreditations
- 100 word exhibition listing Website, Official Event Guide, and Mobile App
- Exhibition Booth Carpet
- Full Graphics on walls including Fascia Panel and front of information counter
- TV Screen
- 3' x 3' Exhibition Booth
- 1 x Table
- 3 x Chairs
- Wi-Fi
- Spot Light
- Three way plug socket

WHY BECOME A PARTNER?

- ENHANCE YOUR IMAGE** BY PARTNERING WITH A SPORT BUSINESS BRAND THAT IS ASSOCIATED WITH A DIVERSE RANGE OF INTERNATIONAL FEDERATIONS
- EXCLUSIVE RIGHTS AND BENEFITS TO **MAXIMISE YOUR VISIBILITY**
- UNIQUE ACCESS TO THE **WORLD'S LEADERS** IN THE SPORTS' MOVEMENT

EXCLUSIVE PARTNERSHIPS AVAILABLE EACH PARTNERSHIP INCLUDES THE FOLLOWING:

- Enhanced Exhibition Booth
- Delegate passes with VIP access
- 200 word listing on our Website, Event Guide, and Mobile App
- Adverts in our Event Guide, Preview and Review E-Magazine
- Use of Regional SportAccord Composite Logo
- Corporate promotion video on SportAccord YouTube Channel
- Announcement of Partnership on Website, Media Partners, and Social Media
- Company Logo on Website, Event Guide, The Highlight, and Mobile App



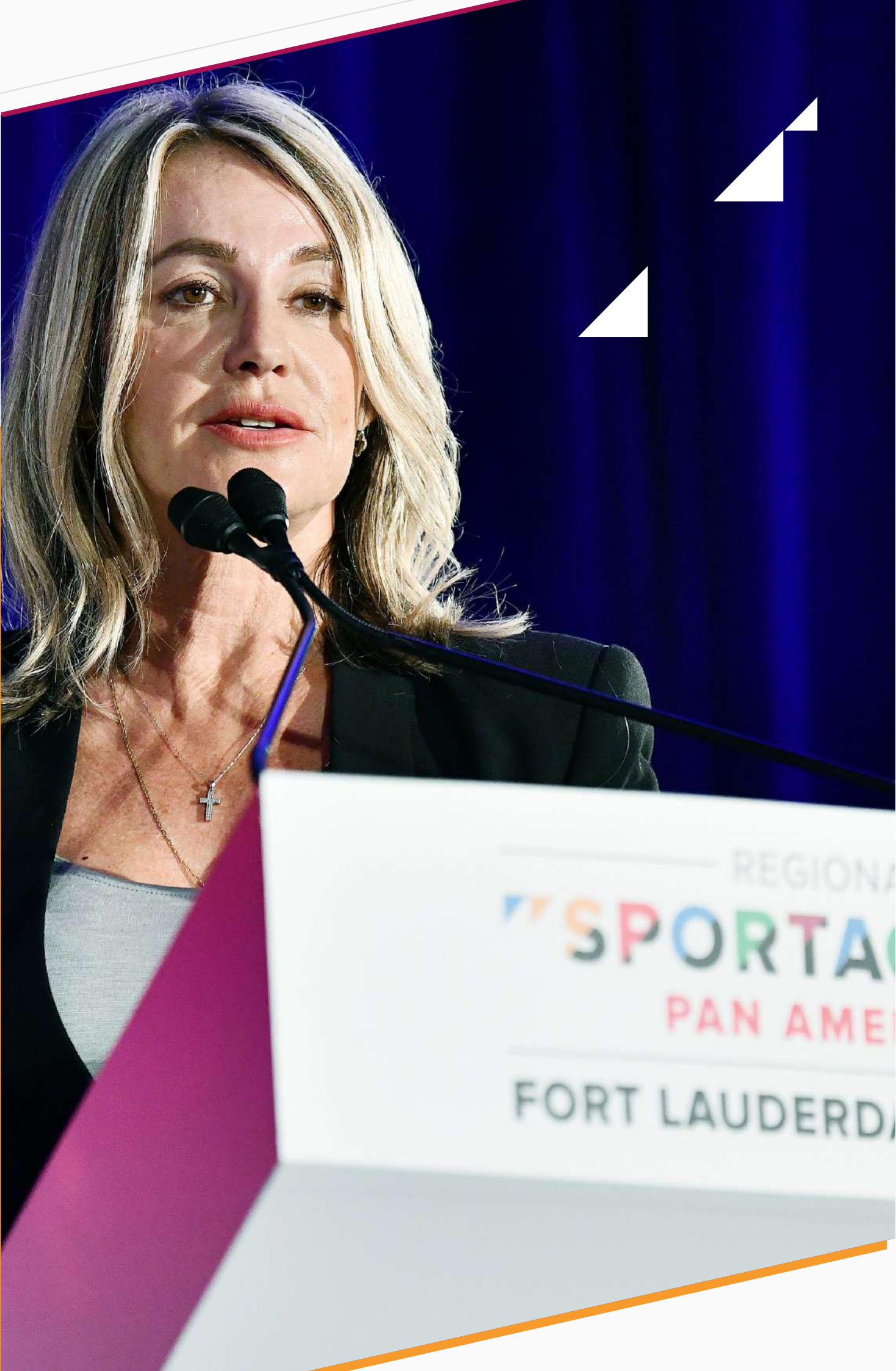
PARTNER PACKAGES

The Regional SportAccord offers many opportunities for Cities, National Tourist Boards / Council, Sports Commission's, National and regional Ministry of Sports, National Sports Governing Bodies, Continental Sports Confederations; as well as the sports equipment industry to be involved with this unique International and continental Sports Conference.

- 01
GOLD
- 02
SILVER
- 03
BRONZE



Please see the following page or contact...
sales@regionalsportaccord.sport



SPONSORSHIP & ADVERTISING

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



THE PREVIEW

A digital e-magazine to capture all the buzz surrounding the upcoming event 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

Mobile event app is the go to place for networking via instant messaging/meeting requests tools and essential Regional SportAccord information – this is the place to get your message out.



THE REVIEW

A digital e-magazine capturing all the exciting moments of the Cocktail Reception, the Formal Dinner, the Informal Dinner, Official Meetings and take-aways from all components of the Conference Programme. It also includes key messages from our Stakeholders, galleries of SportAccord moments, Games Listings, City Listings and Regional Sport Federation Listings.








EXHIBITION PACKAGES

There will be a limited number of exhibition stands available. These stands will be rented on a first come, first serve basis.

The standard size of the stand will be 3' x 3'.





3'x3'

- | | |
|---|--|
|  4 Delegate accreditations |  1 table |
|  100 words exhibitors listing in event guide |  3 chairs |
|  Carpet |  Wi-Fi |
|  Full graphics to the inside walls |  Spot Light |
|  TV 40" |  Electricity
3 way socket |








3'x6'

- | | |
|---|---|
|  5 Delegate accreditations |  1 table |
|  100 words exhibitors listing in event guide |  3 chairs |
|  Carpet |  Wi-Fi |
|  Full graphics to the inside walls |  Spot Light |
|  TV 40" |  Electricity
3 way socket |



6'x6'

- | | |
|---|---|
|  8 Delegate accreditations |  2 Tables |
|  100 words exhibitors listing in event guide |  6 Chairs |
|  Carpet |  Wi-Fi |
|  Full graphics to the inside walls |  Spot Light |
|  2 TV's 40" |  Electricity
3 way socket |



PARTNER RIGHTS & BENEFITS

Please see below an example of the rights and benefits available.

BENEFITS		GOLD	SILVER	BRONZE
Delegate Passes		15	10	6
Exhibition Stand in prime location		6' x 6'	3' x 6'	3' x 3'
Opening / Closing Ceremony Access and seating VIP		✓	✓	✓
Introductions		4	2	1
Extended Listing	Regional SportAccord Official Website, Official Event Guide and Official Mobile App	✓ 200 words	✓ 200 words	✓ 200 words
Fixed Delegate Pass Discount for Employees or Clients		1,000 CHF	1,000 CHF	1,000 CHF
Use of Regional SportAccord Composite Logo		✓	✓	✓
Advertisement	Event Guide	Full Page	Half Page	Quarter Page
Advertisement	The Daily	Full Page	Half Page	Quarter Page
Advertisement	Preview E-magazine or Review E-magazine	1 x Full	1 x Half	N/A
Media	Announcement of Partnership within our Official Website	✓	✓	✓
Media	Press Release to be shared with Media Partners	Exclusive	Shared	Shared
Media	Announcement of Partnership within Social Media	✓	✓	✓
Media	News in Regional SportAccord Official Social Media	✓	✓	✓
Company logo	Official Regional SportAccord - Partners Page	✓	✓	✓
Company logo	Official Event Guide and Mobile App	✓	✓	✓
Company logo		✓	✓	✓
Corporate promotion video on Regional SportAccord Website		1	1	1
Accommodation (assistance securing rooms at the Official Hotels)		✓	✓	✓
Corporate promotion video on Regional SportAccord YouTube channel		1	✓	✓
Additional co-branding opportunities		✓	✓	✓
Right to place promotion material in VVIP Room		✓	✓	
Delegate Bag right to place promotional material		✓	✓	
Exclusive use of a shared Meeting Room during the Regional SportAccord		✓	✓	
Coffee Break logo recognition in the official Event guide / Schedule		N/A	1	
Opportunity to sponsor one of the official lunches		1		
Special Events (i.e. A continental Sporting Leaders' Breakfast)		2 people		
Opportunity to organise a Private event / welcome reception		1		
Welcome message in Event Guide		1		
Advertorial in the Daily		1		
Acknowledgement in the Opening Ceremony		✓		
Company logo recognition	Home Page Official Regional SportAccord Website	Main Page		
Exclusive signage at multiple elements and locations	Including, but not restricted to, main stage backdrop, Regional SportAccord Café, Official Event Guide - Front Page	✓		



REGIONAL

SPORTACCORD

SPORTACCORD

Maison du Sport International
Avenue de Rhodanie 54, Building D - 4th Floor
1007 Lausanne, Switzerland
www.sportaccord.sport
T: +41 (0) 21 612 30 79