WHAT IS SPORTACCORD NETWORKING EXHIBITION

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.
Main events: Opening and Closing events.

1500+ DELEGATES
1000 ORGANISATIONS
4 EVENINGS OF BUSINESS NETWORKING EVENTS
20+ SOCIAL AND CULTURAL EVENTS
10+ AVERAGE ONSITE MEETINGS PER DELEGATE

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 Cafe at the core of the Exhibition.

93% PRESIDENT, CEO OR DIRECTOR LEVEL DELEGATES
100+ INTERNATIONAL SPORTS FEDERATIONS AND ASSOCIATION MEMBERS
100+ EXHIBITORS
15+ DEMONSTRATIONS

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 focusing on the issues most important to our delegates.
Specifically designed sessions to share best practices and support organisations and staff at any functional level.

3 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

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.

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 DECISIONMAKERS

1000+ ORGANISATIONS

99 NATIONALITIES

130 CITIES AND REGIONS

25+ INDUSTRIES
  - EDUCATIONAL
  - FINANCIAL
  - MEDIA RIGHTS
  - SPORTS EQUIPMENT
  - MANUFACTURING
  - MARKETING & SPONSORSHIP

100+ INTERNATIONAL SPORTS FEDERATIONS AND ASSOCIATION MEMBERS

BRINGING TOGETHER

SPORTACCORD PRESENT & PAST PARTNERS

CITIES, REGIONS & ORGANISING COMMITTEES

INTERNATIONAL FEDERATIONS
WHY COME AS A DELEGATE?

- **EXPAND YOUR NETWORK** BY MEETING WITH THE WORLD OF SPORT
- **MEET KEY DECISION-MAKERS** AND INFLUENCERS IN SPORT
- **SHARE YOUR BEST PRACTICES** AT THE MOST ATTENDED SUMMIT IN SPORT BUSINESS

DID YOU KNOW?

Over 99 different nationalities attend SportAccord
1500+ people attend each year from the world of sport with a focus on key decision-maker attendance

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 and Closing events
- Free Wi-Fi access within the SportAccord venue
- Complimentary Food and Drinks within the SportAccord venue during the exhibition (lunches, coffee breaks)

Simon Weatherill
Melbourne Sports Hub

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.
WHY BE AN EXHIBITOR?

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

EXHIBITION BOOTH

- 4 Delegate Accreditations*
- 100-word exhibition listing on Website, Official Event Guide, and Mobile App
- Carpet
- Full graphics on the inside walls including the front panel of the information counter
- TV Screen*
- 1 x Table*
- 3 x Chairs*
- Wi-Fi
- Spot Light*
- Three way plug socket

* Amount may increase based on size of booth.

WHERE SPORT MEETS

EXHIBITION BOOTH

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 640,000 and promote key messages to sports business audiences globally

SportAccord is the greatest annual opportunity for New Zealand to showcase its strengths, as an events destination, allowing us to connect with International Federations, other host cities and suppliers.

Susan Sawbridge
News Zealand Major Events

EXHIBITION BOOTH

DID YOU KNOW?

Bespoke Booth Option also available

EXHIBITION BOOTH

DID YOU KNOW?

“Exhibit” to the international sporting community.

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 640,000 AND PROMOTE KEY MESSAGES TO SPORTS BUSINESS AUDIENCES GLOBALLY.

SPORTACCORD IS THE GREATEST ANNUAL OPPORTUNITY FOR NEW ZEALAND TO SHOWCASE ITS STRENGTHS, AS AN EVENTS DESTINATION, ALLOWING US TO CONNECT WITH INTERNATIONAL FEDERATIONS, OTHER HOST CITIES AND SUPPLIERS.

Susan Sawbridge
News Zealand Major Events

DID YOU KNOW?

Bespoke Booth Option also available
WHY BECOME A PARTNER?

EXCLUSIVE RIGHTS AND BENEFITS TO MAXIMISE YOUR VISIBILITY

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

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 sponsor a Featured 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?

GLOBAL
Partner for SportAccord and IF Forum
One exclusive global partnership
High visibility throughout the SportAccord publications
VIP treatment for key delegates of the Partner

SILVER
Sponsor a Featured Zone to increase your company visibility
Greater visibility in the SportAccord publications
Visibility throughout the SportAccord publications
Introduction to key delegates of SportAccord

BRONZE
GET INVOLVED
Get involved with SportAccord by delegates experiencing your services
Support a particular element of SportAccord through Value in Kind or sponsorship

DELIVERY

...OR BE A SUPPORTER
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.

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

**SPONSORSHIP & ADVERTISING**

**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 135 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!

**ADDITIONAL SPONSORING & ADVERTISING OPPORTUNITIES**

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.

**WHERE SPORT MEETS**

**MEDIA PROMOTION**

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

650K

TWITTER REACH
## Packages

### Benefits

- Delegate Passes
- Minimum Exhibition Stand Size
- Extended Listing: SportAccord Official Website, Official Event Guide and Official Mobile App
- Access to all conference sessions
- Access to the exhibition
- Opening/Closing Ceremony Access
- Speaking spot at SportAccord Convention
- Advertisement: The Annual
- Advertisement: Event Guide
- Fixed Delegate Pass Discount for Employees or Clients
- Use of SportAccord Composite Logo
- Knowledge Centre
- Media: Announcement of Partnership within our Official Website
- Media: Press Release to be shared with Media Partners
- Media: Announcement of Partnership within Social Media
- Media: News in SportAccord Official Social Media
- Company logo: Official SportAccord Website - Partner Page
- Accommodation (assistance securing rooms at the Official Hotels)
- Introductions
- Advertisement: Preview E-magazine and/or Review E-magazine
- Merchandising Display
- Advertisement: The Daily
- Delegate Bag
- Acknowledgement in the Opening Ceremony
- Use of the Company logo: Official SportAccord Website
- Exclusive signage on multiple elements and locations (including but not restricted to, main stage backdrop, SportAccord Café, Official Event Guide - Front Page
- Use of a Meeting Room during SportAccord
- Merchandising Display
- Advertisement: The Daily
- Editorial: Preview E-magazine and Review E-magazine
- Additional co-branding options
- Co-organisation of networking event with SportAccord
- IF Forum Partner

### Packages Chart

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*1 Opportunity to Sponsor a Featured Zone
*2 Will vary depending on host city and availability every year
*3 Depending on Partnership contract
*4 To be used with a certain amount of rooms (referred to in the Partnership contract)
*5 Best endeavours to secure the number of rooms as indicated in the Partnership contract
*6 To be organized in a Partnership between the Partner and SA
*7 It is the decision of the Media Partners to share this