THE ONLY PLACE
WHERE YOU CAN MEET ALL INTERNATIONAL SPORT FEDERATIONS
**WHAT IS SPORTACCORD**

**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.

**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 focused on information sharing.
- Dedicated SportAccord Café at the core of the Exhibition.

**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, InvestAccord 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.

**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, focused 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.

**DELEGATES**

- 1500+ Delegates
- 1000 Organisations
- 4 Evenings of Business Networking Events
- 20+ Social and Cultural Events
- 10+ Average onsite meetings per delegate

**HIGH PROFILE SPEAKERS INCLUDE:**

- Ban Ki-moon, 8th Secretary-General, United Nations
- Charlie Denson, Former Nike President
- Sir Martin Sorrell, Founder, CNN
- Ted Turner
- Andre Agassi, Former Tennis Star

**DAY CONFERENCE PROGRAMME**

- 4 Conference Sessions

**MEETINGS OVER MULTIPLE DAYS**

- 100+

**INTERNATIONAL SPORTS FEDERATIONS AND ASSOCIATION MEMBERS**

- 100+

**PRESIDENT, CEO OR DIRECTOR LEVEL DELEGATES**

- 93%

**EXHIBITORS**

- 100+

**DEMONSTRATIONS**

- 15+
WHERE SPORT MEETS

1500+ Key Decisionmakers
1000+ Organisations
100+ Nationalities
130 Cities and Regions
25+ Industries
125+ International Sports Federations and Association Members

BRINGING TOGETHER

SPORTACCORD Present & Past Partners
Cities, Regions & Organising Committees
International Federations
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)
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?

01

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.

SportsAccord 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
New Zealand Major Events

DID YOU KNOW?

Bespoke Booth Option also available
WHY BECOME A PARTNER?

DID YOU KNOW?

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

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

02 EXCLUSIVE RIGHTS AND BENEFITS TO MAXIMISE YOUR VISIBILITY

03 UNIQUE ACCESS TO THE WORLD’S LEADERS IN THE SPORTS’ MOVEMENT

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?

01 GLOBAL
Partner for SportAccord and IF Forum
Maximum visibility within SportAccord
One exclusive global partnership

02 GOLD
High visibility throughout the SportAccord publications
VIP treatment for key delegates of the Partner
Unique opportunities to engage with key sports leaders

03 SILVER
Sponsor a Featured Zone to increase your company visibility
Greater visibility in the SportAccord publications

04 BRONZE
Visibility throughout the SportAccord publications
Introduction to key delegates of SportAccord

05 DELIVERY
Get involved with SportAccord by delegates experiencing your services

...OR BE A SUPPORTER
Support a particular element of SportAccord through Value in Kind or sponsorship
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.

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

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 focuses 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!
<table>
<thead>
<tr>
<th>Item</th>
<th>GLOBAL</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>DELIVERY</th>
<th>EXHIBITOR</th>
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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 (reflected in the Partnership contract)
*5 Best endeavours to secure the number of rooms in an Official Hotel - to be paid by the Partner
*6 To be organised in a Partnership between the Partner and SA
*7 It is the decision of the Media Partners to share this

---

**Packages**

**Global**

- 10 delegate passes
- Minimum exhibition stand size: 36 sqm
- 200 words
- VIP
- Full page
- 2 white papers
- Exclusive
- 5 free nights
- 2 rooms
- Main feature

**Gold**

- 10 delegate passes
- Minimum exhibition stand size: 27 sqm
- 200 words
- VIP
- Full page
- 4 white papers
- Exclusive
- 5 free nights
- 4 rooms
- Brochure

**Silver**

- 8 delegate passes
- Minimum exhibition stand size: 18 sqm
- 200 words
- VIP
- Half page
- 2 white papers
- Shared
- 2 rooms

**Bronze**

- 4 delegate passes
- Minimum exhibition stand size: 9 sqm
- 100 words
- VIP
- Quarter page
- 1 white paper
- Shared
- 1 room

**Exhibitor**

- 2 delegate passes
- Maximum exhibition stand size: 6 sqm
- 100 words
- VIP
- Quarter page
- 1 white paper
- Shared
- 1 room
WE LOOK FORWARD TO WELCOMING YOU TO EKATERINBURG