THE ONLY PLACE
WHERE YOU CAN MEET ALL INTERNATIONAL SPORT FEDERATIONS
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 focused 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, 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.

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.

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

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

WHERE SPORT MEETS
## WHERE SPORT MEETS

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<thead>
<tr>
<th>Count</th>
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<tr>
<td>1000+</td>
<td>ORGANISATIONS</td>
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<td>125+</td>
<td>INTERNATIONAL SPORTS FEDERATIONS AND ASSOCIATION MEMBERS</td>
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<td>NATIONALITIES</td>
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<td>CITIES AND REGIONS</td>
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<td>25+</td>
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## BRINGING TOGETHER

- SPORTACCORD PRESENT & PAST PARTNERS
- CITIES, REGIONS & ORGANISING COMMITTEES
- INTERNATIONAL SPORT 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?

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

“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
New Zealand Major Events

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

DID YOU KNOW?

8 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

Bespoke Booth Option also available
EXCLUSIVE RIGHTS AND BENEFITS TO MAXIMISE YOUR VISIBILITY

DID YOU KNOW?

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

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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.

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.

COUNTRIES REPRESENTED IN NEWS COVERAGE

UNIQUE NEWS STORIES

NEWS AGENCY, MAGAZINE AND PRESS RELEASES

ACCREDITED MEDIA

VIDEOS PRODUCED

YOUTUBE MINUTES WATCHED

TWITTER REACH

PAST TOP MEDIA PARTNERS INCLUDE:
# Packages

## Benefits

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<th>Item</th>
<th>Global</th>
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<td>Acknowledgement in the Opening Ceremony</td>
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<td>Exclusive signage at multiple elements and locations: Including, but not restricted to, main stage backdrop, SportAccord Cafe, Official Event Guide - Front Page</td>
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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 (preferred to in the Partnership contract)
*5 Full coverage of no cost 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

### Delegate Passes

- Minimum Exhibition Stand Size: 36 sqm
- 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 Speakers Corner
- 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: SportAccord Website
- Company logo: Official SportAccord Website - Partners Page
- Accommodation (assistance securing rooms at the Official Hotels)
- Corporate promotion video on SportAccord Website
- Corporate promotion video on SportAccord YouTube channel
- Advertisements: Signage Boards around the Exhibition area Introductions
- Advertisement: Preview E-magazine and/or Review E-magazine
- Media: Social Wall in SA Website
- Corporate promotion video on SportAccord YouTube channel
- VIP Transfer
- Access to Gold Partner Lounge
- Special Events
- Opportunity to organise a Private Breakfast
- Welcome message in Event Guide
- Advertisements: The Daily
- Delegate Bag
- Acknowledgement in the Opening Ceremony
- Use of the Company logo: Official SportAccord Website
- Exclusive signage at multiple elements and locations: Including, but not restricted to, main stage backdrop, SportAccord Cafe, 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-organise a networking event with SportAccord
- IF Forum Partner