



**SPORT  
ACCORD**

EKATERINBURG | RUSSIA

7-12 NOVEMBER 2021

With the support of the



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# THE ONLY PLACE

WHERE YOU CAN MEET  
ALL INTERNATIONAL  
SPORT FEDERATIONS

**WHERE  
SPORT  
MEETS**

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, InvestAccord 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.



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



# BRINGING TOGETHER

INTERNATIONAL  
SPORT  
FEDERATIONS

25+

EDUCATIONAL  
FINANCIAL  
MEDIA RIGHTS  
SPORTS EQUIPMENT





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)

### CHECKOUT...

our Sponsorship & Advertising Packages



See page 12



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?

Bespoke Booth Option  
also available



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?

#### 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.



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

PAST TOP  
MEDIA  
PARTNERS  
INCLUDE:



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



PACKAGES

BENEFITS	GLOBAL <sup>*1</sup>	GOLD	SILVER <sup>*1</sup>	BRONZE	DELIVERY	EXHIBITOR
Delegate Passes	15	10	8	6	4	4
Minimum Exhibition Stand Size	36 sqm	27 sqm	18 sqm	18 sqm	-	9 sqm
Extended Listing: SportAccord Official Website, Official Event Guide and Official Mobile App	✓ (200 words)	✓ (200 words)	✓ (200 words)	✓ (200 words)	✓ (200 words)	✓ (100 words)
Access to all conference sessions	✓	✓	✓	✓	✓	✓
Access to the exhibition	✓	✓	✓	✓	✓	✓
Opening / Closing Ceremony Access	VIP	VIP	VIP <sup>*2</sup>	VIP <sup>*2</sup>	✓	✓
Speaking spot at Speakers Corner	2	1	1	1	1	
Advertisement: The Annual	2 x Full Page	Full Page	Half Page	Quarter Page	Quarter Page <sup>*3</sup>	
Advertisement: Event Guide	2 x Full Page	Full Page	Half Page	Quarter Page	Quarter Page <sup>*3</sup>	
Fixed Delegate Pass Discount for Employees or Clients	1000.-	1000.-	1000.-	1000.-	1000.-	
Use of SportAccord Composite Logo	✓	✓	✓	✓	✓	
Knowledge Centre	8 White Papers	4 White Papers	3 White Papers	2 White Papers	1 White Paper	
Media: Announcement of Partnership within our Official Website	✓	✓	✓	✓	✓	
Media: Press Release to be shared with Media Partners <sup>*7</sup>	Exclusive	Exclusive	Shared	Shared	Shared	
Media: Announcement of Partnership within Social Media	✓	✓	✓	✓	✓	
Media: News in SportAccord Official Social Media	✓	✓	✓	✓	✓	
Company logo: Official SportAccord Website - Partners Page	✓	✓	✓	✓	✓	
Company logo: Official Event Guide, The Annual and Mobile App	✓	✓	✓	✓	✓	
Accommodation (assistance securing rooms at the Official Hotels)	20 free nights <sup>*4</sup>	5 free nights <sup>*4</sup>	2 rooms <sup>*5</sup>	1 room <sup>*5</sup>		
Corporate promotion video on SportAccord Website	✓	✓	✓	✓		
Company logo: Signage Boards around the Exhibition area	✓	✓	✓	✓		
Introductions	6	4	2	1		
Advertisement: Preview E-magazine and/or Review E-magazine	Full Page	Full Page	Half Page			
Media: Social Wall in SA Website	✓	✓				
Corporate promotion video on SportAccord YouTube channel	✓	✓				
VIP Transfer	Dedicated car	✓				
Access to Gold Partner Lounge	✓	✓				
Special Events	✓	✓				
Opportunity to organise a Private Breakfast	✓	✓				
Welcome message in Event Guide	✓	✓				
Advertorial in The Daily	✓	✓				
Delegate Bag	Item	Brochure				
Acknowledgement in the Opening Ceremony	Website feature	Main feature				
Use of the Company logo: Official SportAccord Website	✓	✓				
Exclusive signage at 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	Exclusive	Shared				
Merchandising Display	✓					
Advertisement: The Daily	5 x Half Page					
Editorial: Preview E-magazine and Review E-magazine	✓					
Additional co-branding options	✓					
Co-organise a networking event with SportAccord	✓					
IF Forum Partner	✓					

<sup>\*1</sup> Opportunity to Sponsor a Featured Zone

<sup>\*2</sup> Will vary depending on Host City and availability every year

<sup>\*3</sup> Depending on Partnership contract

<sup>\*4</sup> To be used with a certain amount of rooms (referred to in the Partnership contract)

<sup>\*5</sup> Best endeavours to secure the number of rooms in an Official Hotel - to be paid by the Partner

<sup>\*6</sup> To be organised in a Partnership between the Partner and SA

<sup>\*7</sup> It is the decision of the Media Partners to share this



WE LOOK FORWARD TO WELCOMING YOU TO  
**EKATERINBURG**

**SPORT  
ACCORD**

WORLD SPORT & BUSINESS SUMMIT

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**WHERE  
SPORT  
MEETS**

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