



**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

- ASOIF**
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.
- AIOWF**
- ARISF**
- AIMS**
A variety of General Assemblies and Annual Meetings take place during SportAccord and provide the foundation for many organisations activities for the following year.
- GAISF**
-

100+ MEETINGS OVER MULTIPLE DAYS

WHERE SPORT MEETS

BRINGING TOGETHER

1500+

KEY DECISION-MAKERS



1000+

ORGANISATIONS



125+

INTERNATIONAL SPORTS FEDERATIONS AND ASSOCIATION MEMBERS



100+

NATIONALITIES



150+

CITIES AND REGIONS



25+

INDUSTRIES

EDUCATIONAL
FINANCIAL
MEDIA RIGHTS
SPORTS EQUIPMENT

With the support of the



INTERNATIONAL OLYMPIC COMMITTEE



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)

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 ^{*1}	GOLD	SILVER ^{*1}	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 ^{*2}	VIP ^{*2}	✓	✓
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 ^{*3}	
Advertisement: Event Guide	2 x Full Page	Full Page	Half Page	Quarter Page	Quarter Page ^{*3}	
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 ^{*7}	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 ^{*4}	5 free nights ^{*4}	2 rooms ^{*5}	1 room ^{*5}		
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	✓					

*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 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

WE LOOK FORWARD TO WELCOMING YOU TO
EKATERINBURG

**SPORT
ACCORD**

WORLD SPORT & BUSINESS SUMMIT

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**WHERE
SPORT
MEETS**
