



FOR IMMEDIATE RELEASE

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SPORTACCORD CONVENTION ANNOUNCES MULTI-YEAR SALES & MARKETING AGREEMENT WITH VITAL COMMUNICATIONS

Lausanne, Switzerland – Nis Hatt, Managing Director of SportAccord Convention announced today that Vital Communications has been chosen to assist with expanding the Convention's reach beginning in 2015 with the World Sport & Business Summit in Sochi, Russia.

The SportAccord Convention World Sport & Business Summit is the world's premier annual event at the service of sport, focused on driving positive change internationally, and dedicated to engaging rights holders, organising committees, cities, press and media, businesses and other organisations in the development of sport.

Nis Hatt, Managing Director, SportAccord Convention said, "Mr. Vitale, an attorney, has more than 35 years' experience in the television industry, including Executive positions at NBC Television Network and ABC Sports. By collaborating with one of the pioneers of Sportel, we truly strengthen the presence of media providers available to delegates."

In making the announcement, William Vitale, President of VITAL Communications commented, "I am very excited to be supporting the growth plans of SportAccord Convention. We have a wonderful opportunity to broaden participation and help to make the annual World Sport & Business Summit a must attend event for all sectors of the international sports community."

Nis Hatt, Managing Director, SportAccord Convention concluded by saying, "As the Convention grows, it is important to encourage involvement and engage with organisations across all industry sectors and having Vital Communications on-board will ensure a broad representation of media and increased service quality for our delegates."

SportAccord Convention 2015 will take place 19-24 April 2015 in Sochi, Russia and will be held at the Sochi Expocentre. For more Convention information and to register visit www.sportaccordconvention.com.

SportAccord Convention

Owned by **SportAccord, ASOIF, AIOWF, ARISF** and **AIMS, SportAccord Convention World Sport & Business Summit** annually brings together representatives from more than 100 international sports federations and organisations affiliated to **SportAccord (General Association of International Sports Federations), ASOIF** (Association of Summer Olympic International Federations), **AIOWF** (Association of International Olympic Winter Sports Federations), **ARISF** (Association of IOC Recognised International Sports Federations), and **AIMS** (Alliance of Independent Members of SportAccord).

SportAccord Convention is honoured to have as a partner, the International Olympic Committee and its Executive Board during the Convention.

Brandon Kelley, Sales Manager, brandon.kelley@sportaccordconvention.com or +41 (0)79 126 08 42 can be contacted for information regarding promotional opportunities at the 2015 SportAccord Convention World Sport & Business Summit.

For further information, insights and images, please contact Jenny Edmondson, Media Relations Officer at jenny.edmondson@sportaccordconvention.com or + 44 (0)20 3289 1690.