



**SPORTACCORD CONVENTION
WORLD SPORT & BUSINESS SUMMIT
SOCHI, RUSSIA, 19-24 APRIL 2015**



After thirteen years of continued development, I consider that SportAccord Convention has reached the size and content to jump to the next level which will be the World Sport & Business Summit 2015.

By bringing together all levels of sport, economy, media, suppliers, art, culture, and visitors, we will provide a joint platform representing the values surrounding the SportAccord Convention World Sport & Business Summit.

We are looking forward to offering our Members the best environment to consolidate their organisations and communities, and to have a United Sport Family.

Marius L. Vizer

President

SportAccord and SportAccord Convention



6-DAY GATHERING

**VIP FUNCTIONS AND
EVENTS**

**ANNUAL GENERAL
ASSEMBLIES**

EXHIBITION

WORKSHOPS

PANEL SESSIONS

**SPORTS DEMO ZONE
AND VILLAGE**

SOCIAL ACTIVITIES

CONVENTION AT A GLANCE

1000+ ORGANISATIONS

92 INTERNATIONAL SPORT
FEDERATIONS

400+ WORLDWIDE
NEWS AND MEDIA

250+ EXHIBITORS

80 % RETURNING
ORGANISATIONS

93 % OF DELEGATES ARE
PRESIDENTS, CEO'S AND
KEY DECISION MAKERS

24 + INDUSTRIES

Art Marketing
Culture
Energy TV Networks
Health Care
Education Financial Institutions
Telecommunications
Equipment Suppliers Legal
Tourism

BENEFITS OF PARTNERING

- Position yourself at the heart of a multi-billion dollar industry
- Authoritative networking environment
- Enhance your image
- Meet influential leaders
- Receive global exposure
- Positive publicity and heightened visibility
- Competitive advantage/differentiation
- Recognition as a supporter of the sports movement
- Workshops and Private Meetings

OUR STAKEHOLDERS



		GOLD	SILVER	BRONZE	DELIVERY	EXHIBITOR
Participation	Exhibition Stand Size	27 sqm	18 sqm	9 sqm	9 sqm	9 sqm
	Category Exclusivity	✓			✓	
	Delegate Passes	10	8	6	4	4
	Pass Discount	20%	15%	10%	10%	
	Networking Tool	✓	✓	✓	✓	✓
Accommodation / Hospitality	Accommodation (assistance securing rooms at the Official Hotels)	3 rooms	2 rooms	1 room		
	Opening Ceremony Access	To all Delegates	To all Delegates	To all Delegates	To all Delegates	Additional Fee
	Special Events (i.e. A Sporting Leaders' Breakfast)	✓				
	VIP Transfer	✓				
	Other Events (e.g. Private Breakfast, other)	✓	✓			
Media / Advertising	Use of SportAccord Convention Composite Logo	✓	✓	✓	✓	
	Message in Event Guide	✓				
	Message in Daily (i.e. advertorial)	✓				
	Round Table Q&A	✓				
	Knowledge Centre	4 White Papers	2 White Papers	2 White Papers		
	Corporate promotion video on SportAccord Convention YouTube channel	✓				
	Advertisement	Event Guide	Full Page	Half Page	Quarter Page	Additional Fee
		The Annual	Full Page	Half Page	Quarter Page	Additional Fee
		The Daily	Additional Fee	Additional Fee	Additional Fee	Additional Fee
	Brochure in Delegate Bag	✓				
	Editorial	Announcement of Partnership within our Official Website	✓	✓	✓	
		Sharing a Press Release announcing the Partnership	✓	✓		
		Announcement of Partnership within Social Media	✓	✓	✓	
		News in SportAccord Convention Official Social Media	✓	✓		
	Acknowledgement in the Opening Ceremony	✓				
Recognition	Company logo	Official SportAccord Convention Website - Partners Page	✓	✓	✓	
		Official SportAccord Convention Website - Main Page	✓			
		Signage Boards (e.g. accreditation and exhibition)	✓	✓		
		Signage at airport	✓			
		Main Stage backdrop	✓			
		SportAccord Convention Café	✓			
		Print adverts	✓			
		Official Event Guide	✓	✓	✓	
		Email Marketing Shots	✓	✓		
		The Annual	✓	✓	✓	
		The Daily	✓	✓	Additional Fee	Additional Fee
		Mobile App	✓	✓		
		SportAccord Convention Official Social Media (if available)	✓			
	Introductions	6	4	2		
	Special Requests	✓	✓	✓		Additional Fee
	Exclusive Branding Options	✓	✓	✓	✓	
Website and Official Guide Listings	Logo and 100 words Profile:					
	1. Exhibitor section in SAC Official Website 2. SportAccord Convention Official Event Guide 3. SportAccord Convention Official Mobile App		✓	✓	✓	✓
Stand Build Possibilities	1. Standard Shell Scheme Package 2. Enhanced Shell Scheme 3. Bespoke Stand		✓	✓	✓	✓



“ SportAccord Convention for us is part of the Olympic movement. It's a sort of sports' Davos, and this is the place to be for all sports federations and for all people in the world in the sports industry and of course Games organisers. For us it is a great place and an opportunity to share our recent progress reports with our clients, the international federations...

Dmitry Chernyshenko

President & CEO, Sochi 2014 Olympic Games Organising Committee

“ Why exhibit? To promote our brand, showcase the events we are hosting and attract international federations & rights holders to our stand for one on one meetings.

Lindsay Harrison

Business Development, Edmonton Events



“ SportAccord Convention is THE place where we can meet many of our stakeholders, promote our event and learn and meet potential business partners. Not many events offer this much in such a well-organised and pleasant way.

Hanna Domagała

Deputy Director, The World Games 2017 Wrocław

“ We are a big fan of the SportAccord Convention because in six days we are able to meet more people than in one year traveling all over the world.

Patrick Vajda

Senior Advisor, Marsh





SportAccord Convention

World Sport & Business Summit

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