

SPORTACCORD 2025  
MEDIA PARTNER  
OPPORTUNITIES

SPORT  
ACCORD

9-12 JUNE 2025

ISTANBUL, TÜRKIYE

SPORTACCORD





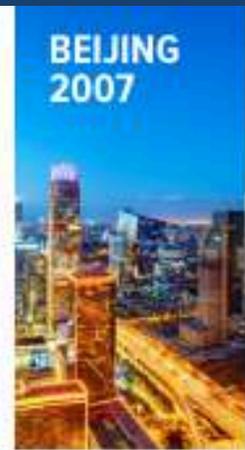
SPORTACCORD CONVENTION

# SPORTACCORD

The Convention - known simply as 'SportAccord' - brings together over 1,700 leaders of global sport from International Federations, the International Olympic Committee (IOC), host cities, rights holders and the international sport industry to **connect** and **shape the future of sport**.

This event is the premier platform for business meetings, networking, knowledge exchange and strategic partnership development within the global sports industry.

# JOIN THE SPORTACCORD COMMUNITY



# WHAT MAKES SPORTACCORD UNIQUE



## Annual meetings and general assemblies

SportAccord hosts a wide range of general assemblies and annual meetings, including those of ASOIF and WOF, joint meetings with the IOC and umbrella organisations, and Executive Board meetings. These gatherings serve as a cornerstone for shaping many organisations' activities for the upcoming year.

Bringing together leading representatives from over 120 International Federations, SportAccord is dedicated to fostering collaboration and driving positive global change in the development of sport.



## Knowledge sharing at conference and workshops

Specifically designed sessions to share best practices and support organisations and staff across all functional level.

With a strong emphasis on open dialogue and collaboration, SportAccord serves as a platform for thought leaders and experts to exchange knowledge and inspire innovation.

The conference programme features a **plenary conference** alongside themed sessions addressing key aspects of the sports industry, including: **CityAccord**, **HealthAccord**, **MediaAccord** and **LawAccord**.

# WHAT MAKES SPORTACCORD UNIQUE



## Exhibition space and presentations

The dynamic main exhibition hall at SportAccord is the hub of networking, featuring leading businesses, brands, innovative products and services, cities and regions, federations, and media outlets. It is also enriched with social and cultural events that showcase the Host City.

Don't miss the opportunity to inspire and engage by presenting in our Speakers' Corner, connecting with delegates at receptions, or networking in one of our dedicated Feature Zones.



## Extensive networking at every corner

Network with industry leaders, explore new partnerships, and discover innovative solutions.

Start conversations with fellow delegates ahead of the event using the SportAccord mobile app. Meet in person at the bustling exhibition hall, opening or closing ceremonies, social events, or conference sessions. Take part in a morning run or join cultural activities to create meaningful connections throughout the event.

# ELEVATE YOUR NETWORKING

## Morning and cultural activities

Engage in daily activities designed to keep you active, explore the city or region, and foster meaningful connections

## Receptions

A space to spark new connections or nurture ongoing discussions in a relaxed, informal atmosphere

## Workshops

Industry-specific workshops, with an opportunity to learn about the latest technologies, innovations and thought leadership

## Speakers' Corner

A spotlight at the Exhibition Hall to present content to delegates, providing expert insights and stimulating discussion

## Feature Zones

Wider knowledge sharing and networking opportunities at several Feature Zones, like Recharge Zone, Media Zone, Speakers' Corner and SportAccord's café located in the Exhibition Hall



# SPORTACCORD 2024 IN NUMBERS

Attendance of

**1.700**

leaders from sport business and cities or regions

More than

**50**

Exhibitors

More than

**70%**

of all attendees are decision makers within their organisations

Attendance of

**120+**

of International Federations

Attendees from

**650+**

Organisations

Overall SportAccord 2024 delegate satisfaction

**9 / 10**

**90+**

Speakers

More than

**80**

Official events



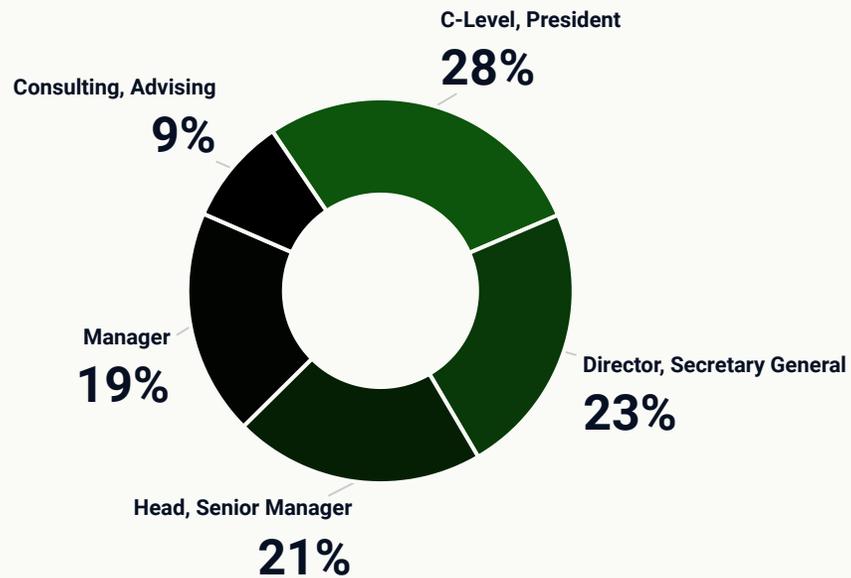


# WHO ATTENDS

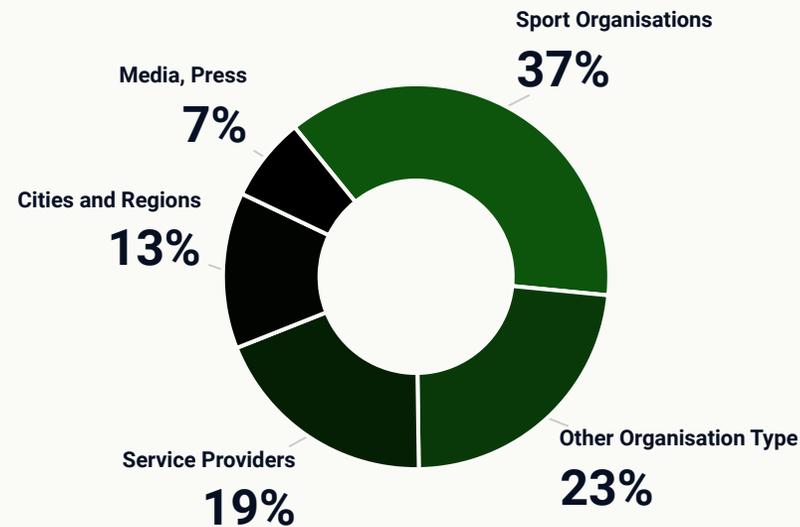
- International Federations
- International Olympic and Paralympic Committee
- National Olympic Committees and Federations
- Organising Committees of the Olympic Games
- Cities and regions
- Event rights holders
- Service providers
- Press and media
- Other key players in the global sport industry

# DELEGATE ATTENDANCE

## ATTENDEE PROFILES



## ATTENDEE ORGANISATION CATEGORIES



"In my various Olympic leadership roles, I have participated in every SportAccord since its inception in 2003 in Madrid. I consider this event an essential part of my yearly calendar and an invaluable hub for institutional meetings, business networking and reconnecting with the global sports leadership."

Robert Fasulo, Executive Director, ISA

Data from SportAccord 2024

# PAST SPEAKERS



Mark Rein  
**Epic Games**



Boris Johnson  
**United Kingdom  
Government**



Ban Ki-Moon  
**United Nations**



Angela Ruggiero  
**Boston's Sports  
Innovation Lab**



Katherine Grainger  
**UK Sport**



Yannis Exarchos  
**OBS, Olympic  
Channel**



Barbara Slater  
**BBC Sport**



Michael Evans  
**Alibaba Group**



# BECOME A MEDIA PARTNER

For detailed information contact [media@sportaccord.sport](mailto:media@sportaccord.sport)

**SHOWCASE YOUR  
BRAND TO THE GLOBAL  
SPORTS AND BUSINESS  
COMMUNITY**

**BE AT THE HEART OF  
THE SPORTS AND  
BUSINESS EVENT OF  
THE YEAR**

**BE THE FIRST TO  
REPORT ON DECISIONS  
THAT WILL SHAPE THE  
FUTURE OF SPORT**

**THE OPPORTUNITY TO  
SECURE INTERVIEWS  
AND DISCUSSIONS  
WITH TOP SPORT  
LEADERS**



# BENEFITS FOR MEDIA PARTNERS

For detailed information contact [media@sportaccord.sport](mailto:media@sportaccord.sport)

	PRINCIPAL MEDIA PARTNER	MEDIA PARTNER
Delegate passes	5 passes	2 passes
Use of the SportAccord app to message delegate and feature your name in the directory	✓	✓
Invitation to opening and closing events	✓	✓
Full access to the conference, workshops and exhibition hall	✓	✓
Quality lunch buffet and coffee breaks provided at the SportAccord Café	✓	✓
Use of the Media Working Room during the Convention	✓	✓
Logo on the website, venue, SportAccord app, event guide	✓	✓
Press release, website publication, and social media post announcing the partnership	Exclusive	Joint
Personal introductions to agreed delegates	3 people	1 person
Accommodation for the duration of the event	3 rooms	1 room
Slot at Speakers' Corner	1	1
Co-sponsor of a Feature Zone	✓	
Hosting a workshop	✓	
Up to 20-second video featured on SportAccord's YouTube channel and digital screens at the venue	✓	
<b><i>If your organisation is interested in becoming a media partner, please send an email with your details to <a href="mailto:media@sportaccord.sport">media@sportaccord.sport</a>.</i></b>		



# SHAPING THE FUTURE OF SPORT

# ABOUT

SportAccord is a global sports event organisation based in the Olympic Capital of Lausanne, Switzerland, governed by stakeholders representing over 120 International Federations governing Olympic and non-Olympic sports.

SportAccord's flagship event – the annual SportAccord Convention – is the world's most influential gathering in global sport.

The SportAccord Convention brings together more than 1,700 leaders and key decision makers from over 120 International Federations, the International Olympic Committee, and organisations involved in the business of sport.

The Convention provides an unrivalled platform enabling global business leaders and host cities to have access to all the International Federations and their stakeholders in one location over several days. This unique event is a combination of official sports meetings, networking gatherings, a themed conference programme, and exhibition space enabling International Federations, industry, cities and regions to showcase and advance their sport, services and facilities.

## Unlock your opportunity to engage with the global leaders in sport and business. Contact us today.

Avenue de Rhodanie 54, Building D – 4th Floor  
1007 Lausanne, Switzerland



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[sales@sportaccord.sport](mailto:sales@sportaccord.sport)



[@SportAccord](#)