

What is the SportAccord Convention?

WHERE SPORT MEETS

SportAccord Convention is the world's premier and most exclusive annual 6-day event at the service of sport. It is focused on driving positive change internationally and dedicated to engaging and connecting; international sports federations, rights holders, organising committees, cities, press and media, businesses and other organisations involved in the development of sport. The Convention is host to annual general meetings of governing bodies, bid cities, while also welcoming a delegation from the **International Olympic Committee**.

SportAccord Convention is held in a different city each year and brings together representatives from more than 100 International Sports Federations and organisations for their key Official Meetings, a 3-day Conference Programme, an extensive Exhibition (4000-6000 Sq m), scheduled Networking Opportunities with delegates from around the world.

The SportAccord Convention is a not-for-profit organisation which annually brings together representatives from the following umbrella organisations that host their Annual General Assemblies at the SportAccord Convention. **SportAccord**, **ASOIF** (Association of Summer Olympic International Federations), **AIOWF** (Association of International Olympic Winter Sports Federations), **ARISF** (Association of IOC Recognised International Sports Federations), **AIMS** (Alliance of Independent Recognised Members of Sport) and **Associate Members**.



International Sports Federations are independent, not-for-profit, governing bodies of individual and team sports, each recognised by the International Olympic Committee as administering their sport at world level. They standardise the rules of their sports and protect their integrity. They organise over 1000 international sports events in over 100 different sports disciplines and control large regional, continental and world competitions, and are the primary rights holders for these events. They also promote the development of their sports at grass roots level and work to build fan and spectator bases.

Held during the week of SportAccord Convention, the **City Forum** is a half-day series of seminars and workshops designed to address the needs and concerns of cities bidding for major international sporting events by bringing together bidding cities, national events organisers, sports commissions, host cities, local event organising committees and development authorities to share insight. The Forum's aim is to simply help cities obtain and host world class sporting events.

The half-day **LawAccord** session offers the opportunity to examine the most pressing and relevant legal issues for the international sports movement. In addition, the **MediaAccord** session enables International Sport Federations, Media Organisations and Media Experts to work together and share best practices across all media platforms; finding winning ways to capture the passion and opportunities for the further development of sport. In addition, the SportAccord Convention features a robust **Plenary Conference** to encourage dialogue and debate, with **Workshops** throughout the week for knowledge-sharing and the showcasing of best practices from industry thought-leaders.

Who attends SportAccord Convention?

SportAccord Convention creates a global gathering of **1500 delegates** from up to **100 countries** around the world, representing **500 different organisations**, over **85 city/regions** and national bodies, consultants, lawyers and a wide range of companies, as well as media covering the event. In addition, the Convention showcases an extensive sports industry exhibition.

International participants of SportAccord Convention include:

- International Olympic Committee
- Olympic and Non-Olympic Family
- International Sports Federations and Sports Rights-Holders
- National Olympic Committees
- Heads of State
- Bidding Cities, National Events Organisations and Sport Commissions
- Host Cities, Local Event Organising Committees and Development Authorities
- Sports Consultants, Lawyers, Service Providers and Sponsors
- International Press and Media
- Athletes

Where has SportAccord Convention been held in the past?

The cities and countries hosting SportAccord Convention are as diverse as the fabric of sport itself with past editions held in the following cities:

2003 Madrid (Spain)	2011 London (UK)
2004 Lausanne (Switzerland)	2012 Québec City (Canada)
2005 Berlin (Germany)	2013 Saint Petersburg (Russia)
2006 Seoul (South Korea)	2014 Belek/Antalya (Turkey)
2007 Beijing (China)	2015 Sochi (Russia)
2008 Athens (Greece)	2016 Lausanne (Switzerland)
2009 Denver (USA)	2017 Aarhus (Denmark) - 2-7 April 2017
2010 Dubai (UAE)	

Why should a city host SportAccord Convention?

There are many reasons why cities host the SportAccord Convention; however, the following reasons are most often cited by cities:

- Access to the worlds senior International Sports Federation officials
- International opportunity to promote and showcase their cities capabilities for future events
- Facilitate the development of strategic plans related to event hosting
- Active participation of the International Olympic Committee and decision makers from the Olympic and Sports Movement
- Business opportunities (e.g. own event sponsors)

How much does it cost for a city to host the SportAccord Convention?

The Host City is responsible for the funding of the SportAccord Convention. The funding provided by the Host City is split into two main areas.

- 1) **Management Cost** – license fee payable to SportAccord Convention
- 2) **Operational Delivery Cost** – the operational delivery cost remains the responsibility of the Host City in order to deliver the Convention (these funds stay with and are managed by the Local Organising Committee)

A detailed Host City contract containing all relevant information pertaining to operational and financial responsibilities will be signed by the respective government authority and SportAccord Convention.

How can cities recoup their investment?

The benefit of hosting the SportAccord Convention will place your city right in the heart of the World of Sport. In turn past cities have listed the following points related to return on investment.

Direct / Immediate Return:

- Ability to significantly increase occupancy in local hotels for the week, by up to 7,500 room nights
- Incremental room nights, if located within a city that has seasonality
- Increase in spend by delegates within the local economy through meals, events and tourist activities
- Increase in spend by delegates to local suppliers such as Exhibition, AV
- Host City specific sponsorship and exhibition sales opportunities

Longer Term Return:

- Increase in hosting world class sporting events and higher profile events with greater returns
- Opportunity for cities to maintain and attract new commercial partners locally and internationally
- Positive impact on the local sporting community and to enhance relationships with local National Sport Federations and for them with their International Sport Federations
- Opportunity to positively impact Sports Tourism in your city
- Repeat tourism from the delegation

Next steps

To apply to be a possible SportAccord Convention host city, we kindly ask that you submit a formal **Letter of Intent** signed on behalf of the Host City. In addition, please complete the **Bid City Application Form** and submit to Nis Hatt by **Wednesday, 1 March 2017**. If you have any questions regarding the process, do not hesitate to contact nis.hatt@sportaccordconvention.com or by phone at +41 79 126 62 28.

Once the Bid City Application has been submitted, it will be presented to the SportAccord Convention Executive Committee for review and you will receive feedback in due course.