



**hfs**

hosts & federations summit

meet  
collaborate  
inspire

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# HOST & FEDERATIONS SUMMIT

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Olympic Museum  
Lausanne, Switzerland

17 - 20 June 2024 - Host City Brochure



# INVITATION

You are invited to express your interest to engage with the major sports events community in Lausanne from June 17th to June 20th 2024.



“CONGRATS TO MEI ON THE SUMMIT... APPRECIATED THE ONE-ON-ONE MEETINGS... A GREAT WAY TO DIVE DEEPER INTO DISCUSSIONS WITH HOST CITIES”

**Lara Marich**  
Tour Planning and  
Partnerships Senior Manager,  
Volleyball World

## Host City Ambitions

This event is designed explicitly for Host Cities that are interested in working with Federations. Their needs are met by MEI engagement pre-summit to establish planning and event requirements. This, therefore, is the only event globally with this level of pre-planned engagement and, over the last 6 years, is the only time that brings the community together.

## Deliverables

This Summit offers a variety of options to meet your specific needs, whether you prioritise one-to-one meetings, attend the main auditorium, or participate in bespoke Federation Briefings. With its unique “DNA,” the Summit provides a rich program of concurrent, highly focused opportunities aligned with your objectives. Beyond the core programme, networking and social events are crucial to success, with all delegates invited to 2 drinks receptions and the Gala Dinner. Sponsors and those upgrading from the Standard Delegate pass can also take part in additional networking events, such as an evening at the headquarters of an International Federation before the Summit, closed session breakfasts, bespoke meetings, and a post-Summit afternoon boat trip to Evian in France.

## Participation Next Steps

Enclosed is some information from our previous edition and highlights of new initiatives and benefits building on the reputation of this internationally esteemed event. We highly recommend that each City sends at least 2, if not 3, representatives to benefit from the concurrent and intense programme.

## Commercial Terms

We have also included flexible commercial options which are price-locked until January 1st 2023. You can secure your budget and participation options with a 25% binding payment which also allows expenditure over 2 financial years.

## New 2024 Initiative

For delegates who wish to focus on support specifically on the Football Community, 2 x social events and a day of content will be at the FIFA Museum in Zurich from the 19th - 20th June. This is a standalone event with separate terms but with a discount for those who wish to attend the Olympic Museum Host and Federations Summit and the Football Host Summit at the FIFA Museum.

## Next Steps

We are currently accepting expressions of interest from those who want to participate in the programme or would benefit from pre-event evaluation and confirmation for one-to-one meetings. We'll be in touch soon to see if you want to secure your spot for the next edition, determine the results you want to achieve, and create a customised package of options that will maximise your investment.

## ABOUT MAJOR EVENTS INTERNATIONAL (MEI)

The formation of MEI was inspired by the experience of its founder after working for an international corporation that delivered integration and supply chain managed solutions for major sports events.

This was followed by a period of learning whilst working for an Olympic sponsor, where it became clear that knowledge transfer was often overly focused on specific sports events, lacking support for a broader city-level perspective. Legacy and the visitor experience beyond venues were typically less well-planned and delivered.

In 2007, MEI was launched with a model focused on identifying the needs and objectives of Rights Holders, Local Organising Committees, Host Cities, and event commercial delivery companies. The common services provided include advising on strategy, identifying the right points of contact for managed engagement, and generally raising the market profile of individual organisations. This model is delivered through long-term retained contracts or project arrangements however central to the success of all clients is the bringing together of this iconic and specialist community via MEI's annual Summits, each with its own particular focus, and the recent initiative to run Regionally hosted summits too.

### MEI Deliverables

Access cost savings/ new revenue	Opportunity Identification	Representation
Strategy Workshops	Engagement Continuity	Legacy Initiatives
City Mobilisation	Event Solution Innovation	Enhanced Market Profile

### Delivery Model

KPI Development	Event or Regional Projects	Managed Introductions
Bespoke projects	Summits as a Catalyst	

"THE SUMMIT PROVIDED UNPARALLELED OPPORTUNITIES FOR DIRECT ENGAGEMENT BETWEEN INTERNATIONAL FEDERATIONS, SPORTS EVENTS HOST CITIES AND EXPERT SUPPLIERS"

**Michel Cutait**  
Acting Secretary General,  
World Obstacle



## 2023 HIGHLIGHTS SUMMARY



100+ EXPERT SUPPLIERS



60+ INTERNATIONAL FEDERATIONS



180+ FACILITATED MEETINGS



250+ INTERNATIONAL DELEGATES



90+ CONTRIBUTORS ACROSS 3 DAYS



2 DRINKS RECEPTIONS



2 FEDERATION SITE VISITS



"THANK YOU FOR  
HAVING ME AT THE  
INTERNATIONAL  
FEDERATIONS  
SUMMIT.  
CONGRATULATIONS  
ON A TERRIFIC  
CONFERENCE"

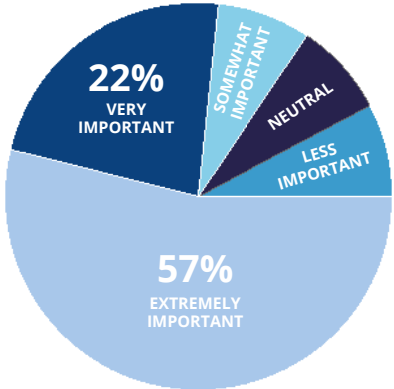
**Julian Tan**  
Head of Digital Business  
Initiatives & Esports  
Formula 1

# WHY MEI SUMMITS ARE DIFFERENT

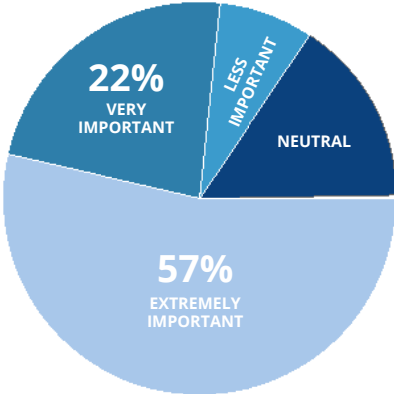
During the June 2023 Hosts & Federations Summit, separate meetings were held with attending Host Cities. These consistently revealed how important pre-arranged one-to-one meetings, networking and high quality content were to them. The Summit is therefore designed to reflect these and provide them in greater abundance than in other Rights Holder-City events.

## SUMMIT ATTENDANCE POLL

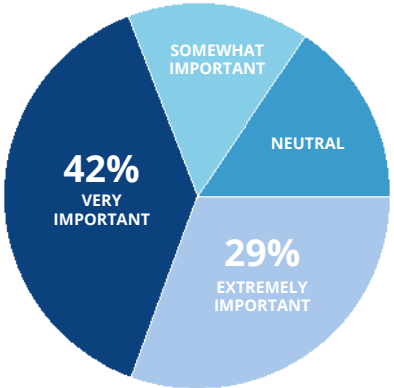
### 1-1 MEETINGS



### NETWORKING FUNCTIONS



### QUALITY CONTENT



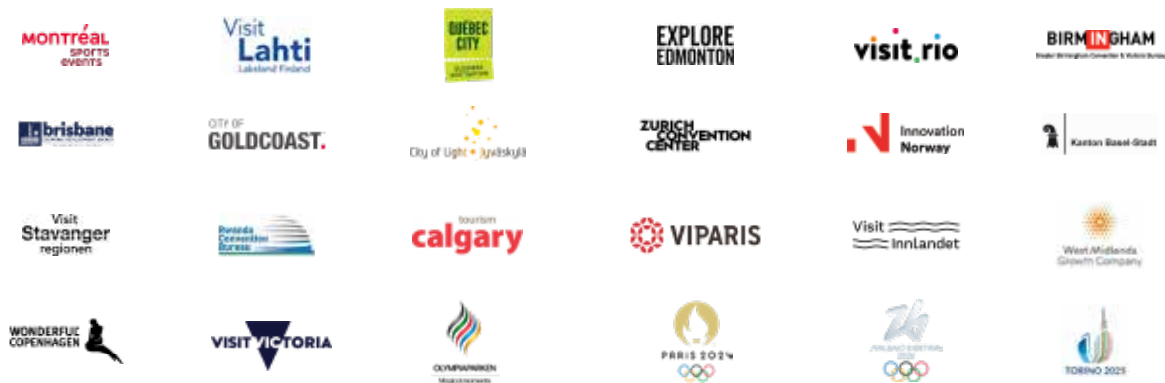
# THE SUMMIT BRINGS TOGETHER

## ILLUSTRATION OF 2023 ATTENDEES

### INTERNATIONAL SPORTS FEDERATIONS



### CITIES & ORGANISING COMMITTEES



### PARTNERS & SPONSOR SUPPLIERS



# SUMMIT OVERVIEW

## FOR PREVIOUS ATTENDEES

If you have participated in the Summits concurrent and intensive programme, you probably know that City's goals are more effectively accomplished when 2 or more delegates attend. This enables simultaneous participation in meetings, attendance at informative central presentations, and preparation and delivery of briefings.

## ONE-TO-ONE MEETINGS

Pre-planned are a high priority for City attendance. These meetings are supported by MEI in the Meeting Hub. VIP Delegates have access to more meetings than the previous Enhanced Delegate passes, even though the number of meetings has also increased. The Head of Delegation at the City level can get assistance from other Enhanced delegates to have 6 meetings, and they can also attend privileged networking events.

## GROUP DELEGATIONS

If a delegation from a City or destination includes representatives from different entities like Venues or Commercial Companies, they may need separate meetings. They can choose the Delegate pass that suits their specific meeting requirements. However, Standard delegates cannot access the Meeting Hub or networking events for Enhanced Delegates and above. MEI will strive to create an appealing commercial package for delegations, which has numerous benefits for Cities and Regions.

## FOR FIRST-TIME ATTENDEES

If you haven't attended an MEI Summit before, getting an Enhanced Delegate pass is the best way to learn about the support options available. This pass offers the most comprehensive access to potential support. We recommend attending the event with a colleague to ensure adequate coverage.

17 - 20 JUNE 2024

	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20
<b>SUMMIT CONFERENCE</b>	Presentations & Panels Workshops & Specialist Briefings Roundtable Discussions with Rights Holder			Optional Federation Briefings (MSI)
<b>PRE-ARRANGED 1-1 MEETINGS</b>		Federations and Host Cities	Federations and Expert Suppliers	
<b>SOCIAL PROGRAMMES TOURS &amp; CULTURAL ACTIVITIES</b>	Hosted Rights Holder networking reception	Morning Walks or Runs Networking Breakfasts		Evian Boat Trip
<b>GALA DINNER</b>		Gala Dinner	Drinks Reception	

## NEW SUMMIT ADDITIONAL OPTION

## FOOTBALL HOST SUMMIT

Option to attend this inaugural Summit  
FIFA Museum Zurich

# 2024 INVOLVEMENT OPTIONS

## SUBJECT

## DESCRIPTION

### AUDITORIUM - Panels & Presentations

*The circa 200 people theatre for VIP presentations and panels*

Headline Sponsor	Opportunity to address delegates
15 Minute presentation	Subject of your choice/coordinated with MEI
Panel Chair	Pre Summit engagement with contributors
Panel Participant	Demonstration of subject matter expertise
Video Presentation	3 minute promotional video in the main auditorium on all days as a commercial break

### LAUSANNE ROOM - Workshops & Specialist Briefings

*40-60 attendee intimate discussion forum*

City Briefing Presentation	A chance to showcase your City to Rights Holders who are seeking new destinations
Workshop Sponsor	Select a topic of your preference that will last for one hour and involve a diverse audience made up of Suppliers, Cities, and Rights Holders

### 1-1 MEETINGS - Pre Arranged by MEI

*MEI will arrange meetings in advance and ensure that the requested quantity is delivered as agreed upon*

Meeting Structure	30 minutes with either the Rights Holder or Commercial Company requested
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### SOCIAL ACTIVITIES - Wider Networking Events

*Create more opportunities for engagement with delegates and clients*

Gala Dinner Sponsor	You provide welcoming remarks and have a designated table with requested invitees
Gala Dinner Sponsored Table	Branded table and seating with requested invites
Rights Holder Networking Evening	Monday evening at the Rights Holder HQ where you give the Welcome comments
Drinks Reception Sponsor	Tuesday night at the Olympic Museum Olympia Room where you provide the welcome remarks



“AN EVENT THAT HIGHLIGHTED THE POWER OF NETWORKING AND COLLABORATION... CUSTOMISED MEETINGS CREATED VALUABLE OPPORTUNITIES FOR BUILDING CONNECTIONS WITH DIFFERENT STAKEHOLDERS”

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**Gustavo Arellano**  
**Head of Commercial**  
**Development, FIBA**



# DELEGATE OPTIONS

	STANDARD	ENHANCED	VIP
 Full Access to the Summit Conference	✓	✓	✓
 Access to the Gala Dinner & Drinks Reception	✓	✓	✓
 Access to the HFS App to Message other Attendees	✓	✓	✓
 Individual Tour of the Olympic Museum	✓	✓	✓
 Delegate List of Attendees sent prior to the Summit		✓	✓
 Full Access to the 1-1 Meeting Lounge		3	6
 Pre-Arranged 1-1 Meetings		✓	✓
 Access to the Networking Breakfasts		✓	✓
 Invitation to a Rights Holder Drinks Reception		✓	✓
 Informal Boat Trip to Evian, France			✓
 Press Release/Blog on our Website			✓
 3min video on Summit Website			✓
 White Paper Promotion/ Marketing Material			✓
 Postcard Announcement on Social Media			✓



# HEADLINE SPONSOR DINNER

*A customised participation fully tailored to sponsor's needs. Guideline*

CUSTOMISED PACKAGE

## MARKETING & BRANDING

- 15 pre-arranged meetings
- 2 Table tops in the networking area
- Include verbal acknowledgement in the remarks made at the Summit
- Include a double page spread in the event guide
- Space for pop-up branding
- Inclusion of your branding on all pre-show promotional literature (marketing campaigns, brochures etc)
- Logo on the event web page with link to your home page

## SPEAKING OPPORTUNITIES

- Included in the welcome remarks
- Opportunity to deliver a 15-minute case study during the conference or the sponsorship
- Moderate a 40 minute panel of your choice
- Up to 4 videos played in the main auditorium across the 2.5 days

## DELEGATE CONTACT

- Up to 5 Enhanced Passes
- Table of 10 at the Gala Dinner
- Pre and post-conference delegate lists available
- Consultation for guests at Gala Dinner





## EXCLUSIVE GALA DINNER

ILLUSTRATION

£8,000+

EXCLUDES VAT

### OVERVIEW

This is an exclusive partner opportunity for an organisation to benefit from association with this prestigious Gala Dinner for the senior figures within the industry.

Gala Dinner Sponsor includes:

- Two Enhanced Passes
- Provide a welcome speech to guests
- Your company will be identified as Exclusive Gala Dinner Partner

### BRANDING

- Gold level branding across all collateral
- Floor-standing flags or banners as desired
- First choice of table guests with fully branded dining table
- Branding on all tables
- Full page A4 Ad in the event guide
- Option to include gifts on the Gala Dinner tables
- Company logo on the event web page and a link to your home page

### DELEGATE CONTACT

- 6 pre arranged meetings
- Exhibition stand (table top)
- Brand and host a VIP table of 10 people at the Gala Dinner, which can either be filled with your own representatives, other delegates attending the event, clients and partners from the region





# GOLD PARTNER

ILLUSTRATION

## £15,000+

EXCLUDES VAT

### BRANDING

- Exhibition space (1 Table Top)
- Pre, during and post event branding as the Content Sponsor
- Logo on the Summit website home page, with link to your home page

### SPEAKING OPPORTUNITIES

- Double page advertisement in the Summit event guide
- Opportunity to deliver a 15 minute case study during the Main Auditorium Conference or the sponsorship of a 45 minute panel where you are a panellist or moderator
- Up to three videos played in the main auditorium across the 2.5 days

### DELEGATE CONTACT

- 4 Enhanced Passes
- 12 pre arranged meetings
- Sponsored table at the Gala Dinner



# SILVER PARTNER

ILLUSTRATION

## £10,000 - £15,000+

EXCLUDES VAT

### BRANDING

- Exhibition space (1 Table Top)
- Pre, during and post event branding as the Content Sponsor
- Logo on the Summit website home page, with link to your home page

### SPEAKING OPPORTUNITIES

- Full page advertisement in the Summit event guide
- Opportunity to deliver a 15 minute case study
- Up to 2, videos played in the main auditorium across the 2.5 days

### DELEGATE CONTACT

- 3 Enhanced Passes
- 6 pre arranged meetings
- Sponsored table at the Gala Dinner





# PRICING MATRIX

## DELEGATE PASSES

Standard	950
Enhanced	1,850
VIP*	3,250*

\*For VIP led parties of 4 or more, discretion is given on delegate pricing

## ADDITIONAL OPPORTUNITIES

Workshop Sponsor (60 minutes)	5,000
15 Min Main Auditorium Presentation	4,500
Panel Sponsor (Chair or panellist, 45 minute panel)	3,450
City Briefing Presentation	3,000
Video Presentation (Main Auditorium on each day)	2,000
Branded Table, Gala Dinner (consultation over guests)	1,500

## SPONSORSHIP PACKAGES

					
<b>Headline Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Gala Dinner Sponsor</b>	<b>Drinks Reception Sponsor</b>	<b>Rights Holder Reception</b>
Customised Package	15,000+	10,000 15,000	8,000	3,000	3,000

Prices in GBP (£) excludes VAT. E&OE



01



02



03



04



"IT WAS A PLEASURE TO BE TOGETHER IN THIS INCREDIBLE EVENT FULL OF WONDERFUL CONNECTIONS FOR OUR RIO DE JANEIRO CITY"

.....  
**Roberta Werner**  
 Executive Director, Visit Rio



05



06



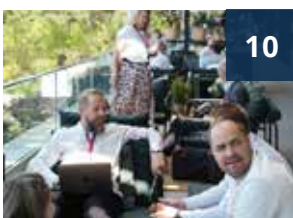
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## 2023 SUMMIT

01. Fireside Chat with Christophe Dubi, Olympic Executive Director, IOC
02. City Presentations to Rights Holders
03. Rwanda Central Auditorium presentation
04. Gala Dinner, Olympic Museum
05. Nevio Devidè, Marketing, Licensing, & Events Director, Milano Cortina 2026 Winter Games
06. 1-1 meetings in the Coubertin Room
07. Main Auditorim, Olympic Museum
08. Panel discussion in the Main Auditorium
09. City Presentations to Rights Holders in the Olympic Room
10. Networking on the Gallerie Terrace
11. Marie Sallois, IOC joint Presentation with the Paris 2024 Organising Committee
12. The signing ceremony of MEI support to the International School Sport Federation signed by the President Laurent Petrynka



**THANK YOU.  
WE LOOK  
FORWARD TO  
HOSTING YOU  
AND SEEING  
YOU THERE.**

