



# HOSTS & FEDERATIONS SUMMIT

DESTINATIONS & CITIES

29 JUNE - 1 JULY 2026

Olympic Museum  
Lausanne, Switzerland

Delivered by Major Events International



## WHY MEI SUMMITS ARE DIFFERENT

MEI Summits are uniquely focused in supporting Destinations (Regions, Cities and Venues) to connect to Rights Holders who are seeking to establish interest in hosting their events. These range from: World and Regional Championships, sports development programmes, training camps or Annual General Assemblies. The Summit is the annual meeting place for face-to-face clarification and negotiation which makes this a well-established must attend event.

The other motivations for Destinations to attend are enhanced international market profile, by participation in the programme or leveraging MEI media sources of support. Workshops, panels, Rights Holder briefing and an extensive social programme are designed to maximise networking and knowledge transfer.

For support which extends beyond the Summit, Event Attraction Support facilitates continued dialogue and strategic profile growth with your targeted Rights Holders. There is also opportunity to host your own Regional Summit and city centre focused Festival of Sport.

## 2025 HIGHLIGHTS



70+ INTERNATIONAL FEDERATIONS



120+ EXPERT SUPPLIERS



230+ FACILITATED MEETINGS



300+ INTERNATIONAL DELEGATES



250+ SEATED GALA DINNER



5 SOCIAL ACTIVITIES ACROSS 3 DAYS



2 DRINKS RECEPTIONS

# WHO ATTENDS?

The Summit brings together Rights Holders, Host Cities, and Suppliers to share challenges, align goals, and strengthen collaboration to improve the planning, delivery, and impact of major events.

## Host Cities & Venues

Through curated one-to-one meetings, targeted content sessions, and high-level networking, attendees are able to:

- Engage with Rights Holders actively seeking future destinations
- Position their city or venue as a strategic event partner
- Discover trends in sustainable delivery, fan experience, and legacy planning
- Exchange insights with peers on infrastructure, bidding, and stakeholder coordination



**"The MEI Summit is an excellent opportunity to bring sports leaders together worldwide. It allows us to have in-depth meetings with key stakeholders while also building business relationships. The Summit continuously gets better each year"**

**Will Coleman**  
VP, Operations at  
Greater Birmingham  
Convention & Visitors  
Bureau

## Rights Holders & Sports Properties

Attending Rights Holders gain direct access to Host Cities, Commercial Suppliers, and Expert Partners. Through one-to-one meetings, tailored content, and networking opportunities, they are able to:

- Promote upcoming events and hosting requirements
- Meet potential hosts, sponsors, and delivery partners
- Explore innovations in fan experience, sustainability, and operational readiness
- Share challenges and best practices with peers across sport



**"HFS is truly a unique opportunity for us to meet with destinations and delivery partners. Thank you MEI for having us, it is always a pleasure to meet and share experiences."**

**Olivier Pascal**  
Event Director, World  
Skate

## Suppliers & Agencies

Whether you specialise in ticketing, security, broadcast, fan engagement, infrastructure, or consultancy, the Summit provides access to key buyers and influencers shaping the future of sport and live events. Suppliers are able to:

- Showcase services, technologies, and innovations to decision-makers
- Identify upcoming event and procurement opportunities
- Understand the needs and priorities of Rights Holders



**"Refreshing to attend a Summit where networking and searching for opportunities is encouraged and where there is a definite focus on developing business opportunities"**

**Damian Lyons**  
Commercial  
Partnerships and  
Special Projects  
Manager, Arena  
Group

# HFS 2025 SAMPLE ORGANISATIONS

## RIGHTS HOLDERS



## CITIES & DESTINATIONS



## SUPPLIERS & AGENCIES



# HFS 2025 SUMMIT IN PHOTOS



01. Welcome remarks and fireside chat by the headline sponsor RWS Global's strategic advisor, Greg Bowman

02. Networking in the exhibition room

03. Marketing masterclass by PACE in the Main Auditorium

04. Briefing by ANOC on their new digital platform

05. Panel discussion with Panam Sports and the Birmingham Alabama Convention Bureau

06. Fireside chat with Hurricane Sport on their urban festival

07. Welcome VIP Reception at the Association of National Olympic Committees (ANOC). Co-hosted by World Athletics

08. Keynote welcome by Christophe Dubi, Olympic Games Executive Director, IOC

09. Fireside chat with Anni Hofer, Women's Euro 2025

10. Legal sector workshop by Clarke Willmott

11. Evening Gala Dinner at the Olympic Museum

12. Treve Evans from AIPH, involved in the Rights Holder closed door workshop

13. ANOC team at the Welcome Drinks Reception

14. Interactive sponsored workshop by major events experts Trivandi

15. Panel discussion in the Main Auditorium by SNTV/Story10

16. Fireside chat with Helen Helliwell, CEO, Invictus Games 2027

17. Welcome remarks by the Gala Dinner sponsors 360 Collective and the 360 Experiential Group

18. Briefing by Enda Connolly, World Rugby



# SUMMIT OVERVIEW

## PITCHING DAY

Monday 29th June

The Pitching Day is an invite-only programme connecting Destinations with Rights Holders actively seeking new hosts. The day combines pre-arranged meetings with networking.

### Key features include:

- Invitation-only Rights Holders, selected by role and hosting remit
- A mix of scheduled meetings and informal discussions
- Optional branded meeting booths, exclusive to Enhanced Destinations and Sponsors

## CONTENT DAY

Tuesday 30th June

The Content Day delivers a focused programme of insight, debate and practical learning. Through a mix of strategic discussion and hands-on formats, that directly supports future hosting ambitions.

### Programme formats include:

- Panels and expert-led presentations
- Sector-focused workshops and deep dives
- Rights Holder fireside chats
- **New for 2026:** Dedicated Bidding Masterclass for Destinations

## MASTERCLASSES

Wednesday 1st July

The Bidding Masterclass is a practical, step-by-step session designed to support Destinations preparing to bid for major events led by experienced Rights Holders.

### The masterclass will cover:

- Understanding priorities and evaluation criteria
- Building competitive, credible and deliverable bids
- Aligning legacy, sustainability and commercial objectives

**29 JUNE - 1 JULY 2026**

SUNDAY  
28

MONDAY  
29

TUESDAY  
30

WEDNESDAY  
1

### PITCHING DAY

Exclusive to Exhibiting, Enhanced and Sponsor Destinations  
Invitation-only pitching with senior Rights Holders  
Direct access to future hosting opportunities

### ONE-TO-ONE MEETINGS

Pre-arranged meetings for Enhanced Delegates & Sponsors

### CONTENT DAY

Presentations and Panel Discussions  
Workshops and Rights Holder Fireside Briefings  
Bidding Workshops with Rights Holders

### SOCIAL PROGRAMMES

Welcome VIP  
Networking Reception



Gala  
Dinner

Vineyard Tour/  
Boat Trip

## DESTINATION ATTENDANCE OPTIONS

Whether attending individually or as part of a delegation, we offer flexible participation options aligned to your objectives.

Standard Passes provide core Summit access, while Enhanced Access delivers VIP networking, bespoke meetings, and exclusive post-Summit events. You can either select passes and add profile-boosting options from the menu on page 13, or choose a bespoke sponsorship package tailored to your needs.

*Please note: Event Attraction Support clients receive full Silver or Gold sponsorship status, including all associated benefits, at no sponsorship cost and with complimentary attendance at HFS. Please enquire for further details on Event Attraction Support.*

### STANDARD

£1,050



1 Delegate and Gala Dinner Pass

Invite to Pre-Summit networking evening

### ENHANCED

£1,950



1 Delegate and Gala Dinner Pass

Invitation to VIP networking opportunities

2 Pre-arranged meetings

### GROUP DELEGATION

£800 (Discounted Standard Pass)



For parties of more than 6 delegates

For delegates within the party preferring Enhanced status, corresponding rates apply (£1950)

# PARTNERSHIP OPTIONS

The following guideline partnership options are customisable. It is therefore advisable to speak with us to convey your objectives so we can tailor each package. Full package details are available on page 11.

## BRONZE

£6,500



## SILVER

£9,500



## GOLD

£14,500



Event Attraction Support Clients

EASV

EASD

Delegate Passes

2 Passes

3 Passes

4 Passes

One-to-One Meetings

4 Meetings

6 Meetings

8 Meetings

VIP Drinks Reception

Yes

Yes

Option to Give Welcome Address

Gala Dinner Access

2 Passes

3 Passes

4 Passes & Branded Table

Inclusion in Major Events Journal

Logo and Bio Included

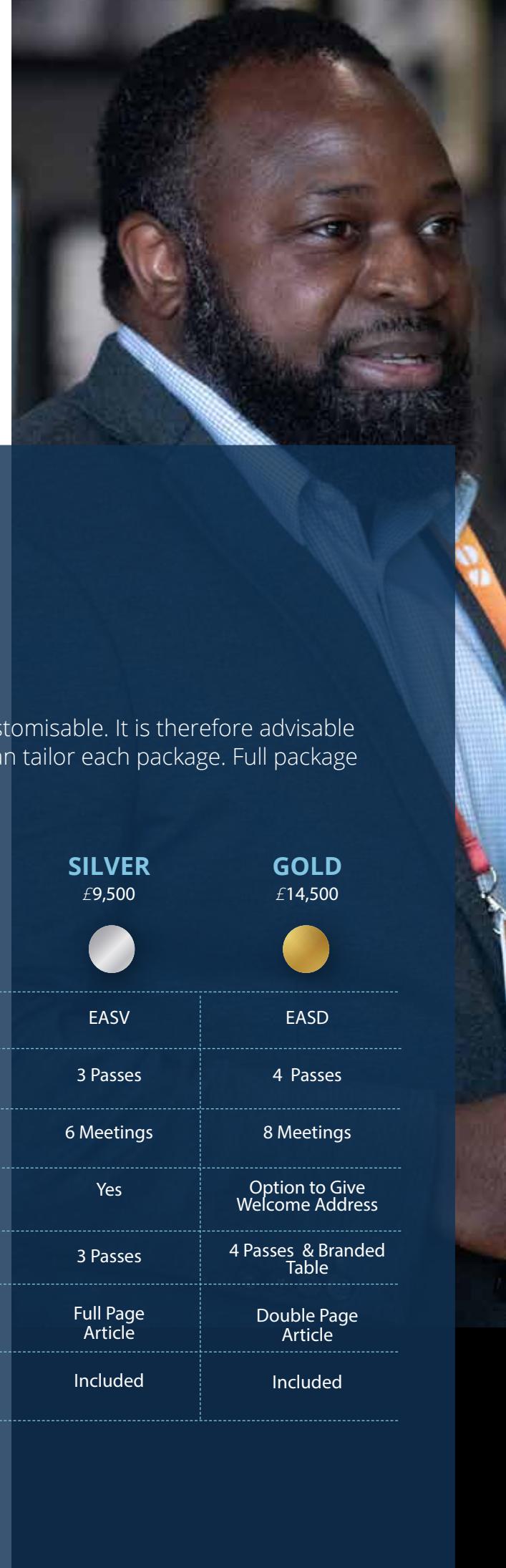
Full Page Article

Double Page Article

Preparatory Workshop with MEI

Included

Included



# PARTNERSHIP OPTIONS IN DETAIL

*Deliverables are exchangeable with alternatives set out on page 12 if a more customised programme is desired*

	BRONZE	SILVER	GOLD
			
<b>PRE-EVENT</b>			
Logo on event website	Basic	Standard	Premium
Inclusion in e-newsletters	Logo Only	1 Mention	2 Mentions
Mention in press releases		Group Mention	Quote
Thought leadership article or blog post		Optional Add-on	Included
Branding in delegate communications / app		Standard	Premium
Social media announcement or campaign	1 Post	2 Posts	4 Posts
Pre-event marketing toolkit (assets)		Included	Included
<b>SUMMIT DURATION</b>			
Speaking opportunity / featured session		Optional Add-on	Included
Video showcase on main stage		Optional Add-on	Included
Logo on event signage / printed materials	Shared	Standard	Premium
Branding on holding screens & stage		Standard	Enhanced
Live social media coverage	Tag Only	Coverage	Featured Posts
Exhibition table in coffee/networking area		Shared Space	Own Table
Delegate bag/item branding		Optional Add-on	Insert
<b>POST SUMMIT</b>			
Post-event email/recap inclusion	Logo only	Mention	Highlight
Inclusion in highlights video			Included
Event metrics report	Basic Stats	Summary	Full Report
GDPR-compliant delegate list access		Basic	Full
Case study or quote inclusion in follow-up		Optional Add-on	Included
Priority renewal opportunity	Standard	Standard	Standard

# DESTINATION MEETING BOOTHS

A Destination Meeting Booth provides a focused, high-value environment to engage directly with sports Rights Holders actively seeking new host destinations.

- Dedicated branded presence within the Olympic Museum, positioning your destination at the centre of hosting discussions.
- Guaranteed access to Rights Holders attending specifically to identify and assess future host destinations.
- Invitation-only environment, ensuring meetings take place in a closed, senior-level setting not open to all delegates or the general public.
- Pre-arranged one-to-one meetings, managed by MEI, with structured 30-minute slots and built-in networking breaks to maximise efficiency.
- Flexibility to host additional ad-hoc meetings, allowing destinations to capitalise on new opportunities as attendance becomes clear.
- Controlled, distraction-free setting, with exclusive use of the venue and a rolling buffet lunch to encourage continuous engagement.
- Post-Summit follow-up support, with MEI clarifying next steps and actions from agreed meetings.

**BOOTH PACKAGE COST: £3,200**

## BOOTH MOCK UP EXAMPLES



# MAJOR EVENTS JOURNAL

## ABOUT THE JOURNAL

The Major Events Journal is an insight-led, curated publication produced for the Hosts & Federations Summit community. Designed as a practical reference for Host Cities, Rights Holders and delivery partners, the Journal captures real-world experience, case studies and lessons learned from those shaping the global major events landscape — supporting informed decision-making beyond the Summit itself. Distributed in print at HFS and digitally post-event, the Journal provides long-term visibility within a highly targeted, senior audience.

## JOURNAL INCLUSION BY PACKAGE

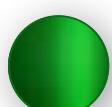
- Bronze – Directory Entry**
  - A concise organisation listing including logo, profile and contact details, positioned within the official HFS Journal directory.
- Silver – Single Page Feature**
  - A full-page editorial or advertorial feature suitable for insight, project highlights or thought leadership, with imagery and inclusion in the digital edition.
- Gold – Double Page Feature**
  - A premium double-page spread for deeper storytelling, destination showcases or case studies, offering maximum visibility and editorial impact.
- Stand-alone Journal Add-On**
  - For organisations attending HFS without a sponsorship package, the following Journal options are available as paid visibility add-ons.



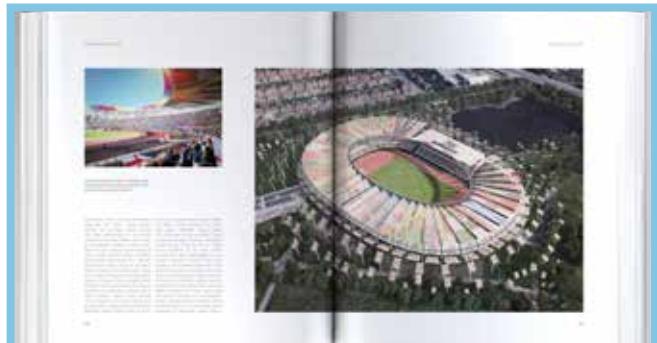
**Directory**  
£2,500



**Single Page**  
£4,000



**Double Page**  
£6,000





# HEADLINE SPONSOR

*As Headline Sponsor, your organisation stands at the forefront of sport hosting and international partnership. Gain unparalleled visibility, foster strategic engagement, and establish thought leadership.*

## VISIBILITY

- **Top-tier solo logo placement** on all printed materials and event signage
- **Featured branding** in all digital communications, including delegate emails and app
- **Priority positioning** on holding screens, stage visuals, and social channels
- **Full-page profile** in the pre-event magazine
- **Lead segment** in post-event highlights video
- **Multi-post campaign** across MEI's LinkedIn and media channels
- **Co-branded delegate item** or insert in delegate bag
- **Prime-positioned exhibition** space in the networking area

## ENGAGEMENT

- **Your discretion on delegate passes** – choose the right team to represent you
- **Curated 1:1 meetings** (2 per delegate) arranged by MEI for maximum relevance
- **Co-host the ANOC VIP Drinks Reception** – connect with Rights Holders in an exclusive setting
- **Priority Gala Dinner table** to host and entertain top contacts
- **GDPR-compliant delegate list** with insights and full post-event report
- **First right of renewal** to secure your headline position for 2027

## LEADERSHIP

- **Headline speaking opportunity** or keynote session
- **Feature video showcase** on the main stage
- **Feature article** in e-newsletter and website
- **Priority quote** in official press releases
- **Monthly strategy consultation** with MEI in the lead-up to the event
- **Post-event case study** or executive quote in global follow-up communications

# VISIBILITY ADD ONS

\*All listed options are subject to availability

Awards Gala Dinner Sponsor	A unique and highly privileged role hosting the Gala Awards Dinner for Federations and the bulk of the HFS audience at the Summit's pinnacle networking event. Includes 'Welcome Remarks'.	£8,000
Workshop Sponsor	The workshop will be a one-hour session and will feature your logo in the event programme. You'll have the opportunity to moderate and chair the session, allowing you to shape the conversation and showcase your expertise.	£5,000
Panel Title Sponsor	The panel will be held in the Main Auditorium and will feature your branding prominently in the program. This 40-minute session gives you an active role, allowing you to moderate and steer the discussion.	£4,500
Main Auditorium Presentation Sponsor	The 15-minute presentation will take place in the main auditorium and will be branded within the program. This is your opportunity to present on a topic of your choice, sharing insights and expertise through a focused case study.	£4,000
Major Events Journal	The hardcopy Journal will be a concise, insight-led publication delivering thought leadership, case studies and intelligence as an aide-mémoire of lessons learned and best practice.	From £3,500
Panel Contributor	Join a themed panel session as a contributor, offering specialist insights into a chosen subject.	£2,000
Table-Top Exhibition	Showcase your brand with a table-top exhibition, offering a dedicated space to display your products and connect directly with Summit delegates.	£2,000
Vineyard Tour Sponsor	Play branded host for a private wine-tasting evening at Lavaux vineyards, exclusively for enhanced delegates.	£2,000
Rights Holder Drinks Reception Host	The Summit begins with an exclusive networking evening at the Headquarters of prominent Rights Holder (previously UCI World Cycling and World Athletics) but you can sponsor the event as co-host.	£2,000
Branded Gala Dinner Table	Enhance your presence with a branded table at the Gala Dinner, providing an exclusive space to host up to 3 invited guests.	£2,000
Pre-Summit Drinks Reception Host	Sponsor and support the evening networking Reception on the day before the Summit opens.	£2,000
Fireside Session	A dedicated networking session featuring a Q&A offering insights into the presenting organisation.	£1,500
Merchandise Sponsor	Market your product or service with sponsorship of specific Summit merchandise.	£1,500
Networking Breakfast	Kickstart with a dedicated networking session featuring a Q&A offering insights into the organisation.	£1,000
Lunch Naming Sponsor	Opportunity to sponsor the Network Lunch Break session for each day.	£1,000
Video Content Sponsor	Promote your organisation with content on the screens at the event, played between sessions of the Summit.	£500
Coffee Break Sponsor	Sponsor the planned Networking Break in-between sessions of the Summit.	£500
Summit Refreshment Sponsor	Opportunity to sponsor the range of refreshments available across the two days of the Summit.	£500



# ADDITIONAL OPTIONS

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## EXTENDING ENGAGEMENT BEYOND THE HOSTS & FEDERATIONS SUMMIT

For Destinations seeking to complement their participation at the Hosts & Federations Summit, MEI offers a range of additional support services designed to extend engagement with Rights Holders before and after the event. These services are delivered independently of Summit partnerships and focus on targeted outreach, negotiation support and strategic market positioning.

### STANDALONE RIGHTS HOLDER ENGAGEMENT

The Enhanced Portfolio is a fixed-term outreach campaign designed to clearly articulate a Destination's hosting capabilities and initiate dialogue with a targeted selection of Rights Holders or the wider MEI network.

Includes:

- Mobilisation call to define hosting objectives and priority Rights Holders
- Creation of a bespoke Enhanced Portfolio entry, including narrative and visual assets
- Strategic distribution to an agreed Rights Holder audience
- Progress report issued 14 days after campaign launch
- Coordination of exploratory calls where interest is received

**£8,000 (one off payment)**

### EXTENDED SUPPORT THROUGH TO DECISION-MAKING

Designed for Destinations seeking hands-on support to progress discussions with a defined shortlist of Rights Holders, this service provides consultancy, bespoke engagement and negotiation support through to a final outcome.

Includes:

- Strategic communications planning aligned to priority Rights Holders
- Bespoke documentation tailored to each Rights Holder
- Active MEI follow-up and monthly progress reviews
- Coordination of introductory calls and ongoing negotiation support
- Support continues until three Rights Holder discussions are secured or up to four months

**Monthly: £3,500 - £4,750**



## ACTIVATING 2026: DESIGN YOUR SUMMIT ATTENDANCE

**Step 1:** Book your delegate passes now to guarantee your place for 2026 via  
[www.hostsandfederationssummit.com](http://www.hostsandfederationssummit.com)

**Step 2:** Discuss added visibility with your MEI correspondent

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Lausanne, Switzerland