



HOSTS & FEDERATIONS SUMMIT

29 JUNE - 1 JULY 2026

Olympic Museum
Lausanne, Switzerland



Dennis Mills

CEO

Major Events
International

INTRODUCTION

I hope the confirmed dates and venue for 2026 will give you confidence to start your planning to join us once again in the beautiful Olympic City of Lausanne, Switzerland for the next Summit which promises to be another highly valued experience. Despite the limitation of available spaces from using the iconic Olympic Museum, a location that perfectly embodies the spirit of international excellence and collaboration, we have decided to accept an additional 50 delegate places and revise the format to make this work. We would strongly encourage you to book delegate passes now and return to evaluate the programme contribution and market profile opportunities in about 3 months.

Over the years, we have dedicated ourselves to avoiding the typical, conventional conference format. Instead, we have developed a unique and effective mix of activities designed to foster genuine engagement and long-term relationships. These include carefully pre-arranged one-on-one meetings, dynamic workshops focused on knowledge sharing, extensive networking opportunities, and social events that enable informal interactions among participants. This approach has created a trusted format that many returning attendees value highly. Your insights to what you want from this Summit we would love to hear about via a call to discuss the feasibility of your ideas.

WHY MEI SUMMITS ARE DIFFERENT

MEI Summits are uniquely focused on fostering genuine connections through curated one-to-one meetings, targeted content, and a collaborative atmosphere. Unlike traditional conferences, they prioritise relationship-building and practical outcomes, bringing Rights Holders, Cities, and Suppliers together to share insights, and shape the future of global sport and major event delivery.

The Summit enables meaningful dialogue, the exchange of ideas, and the development of strategic partnerships that drive the future of sport and live events.

This is more than a meeting place — it's a platform where challenges are addressed, ambitions are aligned, and deals are done. Whether exploring new markets, enhancing event delivery, or shaping long-term strategies, the Summit offers a single annual opportunity to move the industry forward, together.

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.

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

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

Suppliers & Agenices

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



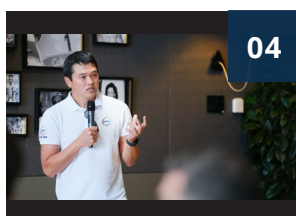
CITIES & DESTINATIONS



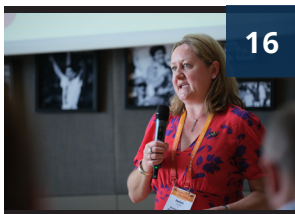
SUPPLIERS & AGENCIES



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 ALPH, 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





"The Summit provided unparalleled opportunities for direct engagement between international Federations, sports events Host Cities and expert Suppliers"

Ian Adamson
.....
President
World Obstacle

VIDEO LINKS AND PHOTOGRAPHS

2025 Highlights Video: Credit ICARUS Sports

The highlights video showcases the best of the 2025 Summit — from keynote speakers and workshops to behind-the-scenes moments and delegate interactions.

<https://youtu.be/rsklarRf0tc>

2025 Photographs: Credit Associated Press

A visual journey through the Summit, the photography captured the atmosphere, energy, and standout moments from across all sessions, networking events, and social experiences.

<https://bit.ly/3Tlf4JF>

AUDIO & DAILY RECAP

Day 1 Recap: Credit ClickZ Media

Thought-provoking sessions, lively discussions, and valuable networking that brought delegates together from across the global events industry.

<http://bit.ly/46qaBgp>

Day 2 Recap: Credit ClickZ Media

Built on the momentum with deeper dives into key topics, impactful one-to-one meetings, and meaningful collaboration between rights holders, Cities, and Suppliers.

<https://bit.ly/4l3Rq0x>

SUMMIT OUTLINE PROGRAMME IN PLANNING FOR 2026W

MONDAY 29TH JUNE

15:00 - 17:30

Round table introductions and themed discussions



18:00 - 20:30

Welcome Reception for the Summit's sponsors and invited guests



18:00 - 20:30

Standard delegates informal networking at a local restaurant



TUESDAY 30TH JUNE

08:30 - 09:00

Rights Holder morning networking briefings



09:00 - 17:00

Summit programme commences including panels, presentations and fireside chats



18:00 - 21:30

Drinks reception and Gala Dinner to end the first day of the Summit



WEDNESDAY 1ST JULY

08:30 - 13:00

Panels and presentations continue in the Main Auditorium



14:00 - 16:00

Round table discussions with Rights Holders tailored for Cities and commercial companies



17:00 - 20:30

Optional boat trip to Evian or Vineyard Tour reserved for sponsors of the Summit



DELEGATE ATTENDANCE OPTIONS

Whether you are attending individually or as part of a larger delegation, we offer tailored participation options to suit your goals. Standard passes are the entry level for the Summit whilst the most attractive offer is the Enhanced access for VIP networking, bespoke meetings and VIP post Summit events. The model is based on either selecting passes and then selecting a menu of top-up additional profile options as **listed on Page 12** or sponsorship packages bespoke to your needs.

DELEGATE TICKET PACKAGES

Premium Members are attributed Silver sponsorship with all benefits at no additional cost as part of this Membership level.

Professional Members are entitled to a 20% discount for all Summit tickets and participation options

STANDARD PACKAGE

£1,050



1 Delegate
Pass

Access to drinks reception
prior to Gala Dinner

Evening Gala Dinner which
includes a 3 course meal

ENHANCED PACKAGE

£1,950



1 Delegate and Gala Dinner
Pass

2 Pre-arranged
meetings

Maximum 2 delegates per
organisation

DELEGATION PACKAGE

£800



For organisations bringing
more than 6 delegates

Discounted rate for
standard pass per delegate

One-to-one meetings can
be requested as a top up

SPONSORSHIP PACKAGES

What makes HFS 2026 unique is that your sponsorship package is built by you. From brand exposure and speaking opportunities to curated networking and lead generation, each tier offers targeted benefits aligned with your strategic objectives. Discuss with us the most suitable way of maximising your time and involvement at the Summit

Full package details available on page 11.

BRONZE PACKAGE

£6,500



Entry-level access,
brand recognition,
supportive
presence, and
essential event
participation.

SILVER PACKAGE

£9,500



Solid exposure,
professional
visibility, trusted
support, and
meaningful event
involvement.

GOLD PACKAGE

£12,500



Strong presence,
premium branding,
tailored benefits,
and direct delegate
access.

HEADLINE PACKAGE

Price on request



Maximum visibility,
exclusive
positioning, lead
branding, and high-
level engagement
throughout.

SPONSORSHIP OPTIONS

Choose from Bronze, Silver, or Gold sponsorship — each offering a powerful mix of visibility, access, and engagement.

All packages include core benefits like delegate access, branding, and one-to-one meetings, with higher tiers unlocking exclusive speaking, exhibiting, and networking opportunities. Your package can also be tailored, helping you build a presence that reflects your brand's unique goals.

Full marketing benefit breakdown continues on page 12.

FEATURE	BRONZE	SILVER	GOLD
Delegate Passes	Up to 2	Up to 3	Up to 4
One-to-One Meetings	Up to 2 per delegate	Up to 2 per delegate	Up to 2 per delegate
ANOC VIP Drinks Reception Access	✓	✓	✓ Option to Speak
Gala Dinner Access	✓	✓	✓ Branded Table
Inclusion in Pre-Event Magazine	✓ Logo and Bio	✓ Half Page Article	✓ Feature Article
1 Hour Workshop with MEI (Pre Event)	✓	✓	✓

MARKETING & COMMUNICATIONS OPPORTUNITIES

	BRONZE	SILVER	GOLD
PRE-EVENT			
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	✓
Branding in delegate communications / app		✓	Premium
Social media announcement or campaign	1 Post	2 Posts	4 Posts
Pre-event marketing toolkit (assets)		✓	✓
SUMMIT DURATION			
Speaking opportunity / featured session		Optional Add-on	✓
Video showcase on main stage			✓
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
POST SUMMIT			
Post-event email/recap inclusion	Logo only	Mention	Highlight
Inclusion in highlights video			✓
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	✓
Priority renewal opportunity		✓	✓



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

ADDITIONAL PREMIUM AND STANDARD SPONSORSHIP OPTIONS

Gala Dinner Sponsor	A unique and highly privileged role hosting the Gala 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 program. 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.	£3,500
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.	£2,500
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 sponsors.	£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

ACTIVATING 2026: DESIGN YOUR SUMMIT ATTENDANCE

REGISTRATION

Step 1: Book your delegate passes now to guarantee your place for 2026 via www.hostsandfederationssummit.com

Step 2: Select or discuss the available activations best suited to your needs

CONTACT

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**THANK YOU.
WE LOOK
FORWARD TO
HOSTING YOU
AND SEEING
YOU IN LAUSANNE!**