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# HOSTS & FEDERATIONS SUMMIT

RIGHTS HOLDERS & SPORTS FEDERATIONS

29 JUNE - 1 JULY 2026

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Olympic Museum  
Lausanne, Switzerland

## 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 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



07



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08



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09



15



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12



16



11



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# SUMMIT OVERVIEW

## RIGHTS HOLDER BRIEFINGS

Monday 29th June

The Rights Holder Briefings provide a curated platform for Rights Holders to present upcoming event plans, strategic priorities and delivery requirements directly to an audience of commercial suppliers.

### Key features include:

- Invitation-only briefings led by senior Rights Holder decision-makers with delivery and procurement responsibility
- A structured session to outline event pipelines, operational needs and partnership priorities
- Focused discussion and informal networking with Enhanced Suppliers and Summit Sponsors only.

## CONTENT DAY

Tuesday 30th June

Content Day provides Rights Holders with a focused platform to share insight, shape industry dialogue and engage directly with current and prospective host destinations. Through a mix of strategic discussion and applied formats, the programme supports future event growth and delivery ambitions.

### Programme opportunities include:

- Panel participation and expert-led presentation
- Sector-focused workshops and deep dives aligned to operational and commercial priorities
- Featured Rights Holder fireside conversations exploring hosting models, partnerships and long-term legacy

## DESTINATION MASTERCLASS







Wednesday 1st July

This dedicated masterclass provides Rights Holders with a platform to guide current and prospective host destinations on bidding strategy, positioning and long-term event partnership models.

### Across the masterclass, destinations will gain clarity on:

- Where future hosting opportunities are emerging within the event portfolio
- How bidding and evaluation processes are structured and timed
- What governance, delivery standards and compliance expectations are required
- How long-term partnerships can be built beyond a single event cycle

## 29 JUNE - 1 JULY 2026

	SUNDAY 28	MONDAY 29	TUESDAY 30	WEDNESDAY 1
<b>RIGHTS HOLDER BRIEFINGS</b>		 <p>Exclusive to Exhibiting, Enhanced and Sponsor Suppliers Invitation-only pitching with senior Rights Holders Direct access to future hosting opportunities</p>		
<b>ONE-TO-ONE MEETINGS</b>		 <p>Pre-arranged meetings for Enhanced Delegates &amp; Sponsors</p>		
<b>CONTENT DAY</b>			 <p>Presentations and Panel Discussions Workshops and Rights Holder Fireside Briefings Bidding Workshops with Rights Holders</p>	
<b>SOCIAL PROGRAMMES</b>			 <p>Welcome VIP Networking Reception</p>	 <p>Gala Dinner</p>
				 <p>Vineyard Tour/ Boat Trip</p>



# RIGHTS HOLDER PARTICIPATION

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## DELEGATE PASSES

We are keen to secure senior Rights Holder representation at HFS, particularly colleagues across Marketing and Communications, Host City relations, and Commercial Partnerships.

To support meaningful cross-department engagement, Rights Holders are invited to nominate up to three representatives. One complimentary delegate pass will be provided, with additional colleagues able to attend at a preferential rate of £525 per delegate.

For single-delegate attendance, we welcome a contribution towards participation. All passes include full access to the conference programme and official networking functions, including the Summit Dinner.

For organisations seeking greater visibility, a range of tailored activation opportunities are available, including speaking roles, sports demonstrations, and features within the Major Events Journal, aligned to an agreed investment level.

# 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

# 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.



# VISIBILITY ADD ONS

\*All listed options are subject to availability

<b>Awards Gala Dinner Sponsor</b>	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
<b>Workshop Sponsor</b>	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
<b>Panel Title Sponsor</b>	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
<b>Main Auditorium Presentation Sponsor</b>	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
<b>Major Events Journal</b>	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
<b>Panel Contributor</b>	Join a themed panel session as a contributor, offering specialist insights into a chosen subject.	£2,000
<b>Table-Top Exhibition</b>	Showcase your brand with a table-top exhibition, offering a dedicated space to display your products and connect directly with Summit delegates.	£2,000
<b>Vineyard Tour Sponsor</b>	Play branded host for a private wine-tasting evening at Lavaux vineyards, exclusively for enhanced delegates.	£2,000
<b>Rights Holder Drinks Reception Host</b>	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
<b>Branded Gala Dinner Table</b>	Enhance your presence with a branded table at the Gala Dinner, providing an exclusive space to host up to 3 invited guests.	£2,000
<b>Pre-Summit Drinks Reception Host</b>	Sponsor and support the evening networking Reception on the day before the Summit opens.	£2,000
<b>Fireside Session</b>	A dedicated networking session featuring a Q&A offering insights into the presenting organisation.	£1,500
<b>Merchandise Sponsor</b>	Market your product or service with sponsorship of specific Summit merchandise.	£1,500
<b>Networking Breakfast</b>	Kickstart with a dedicated networking session featuring a Q&A offering insights into the organisation.	£1,000
<b>Lunch Naming Sponsor</b>	Opportunity to sponsor the Network Lunch Break session for each day.	£1,000
<b>Video Content Sponsor</b>	Promote your organisation with content on the screens at the event, played between sessions of the Summit.	£500
<b>Coffee Break Sponsor</b>	Sponsor the planned Networking Break in-between sessions of the Summit.	£500
<b>Summit Refreshment Sponsor</b>	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 Rights Holders seeking to complement their participation at the Hosts & Federations Summit, MEI offers a range of additional support services designed to extend engagement with Destinations 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 DESTINATION ENGAGEMENT

The Enhanced Portfolio is a fixed-term outreach campaign designed to clearly articulate your hosting requirements and initiate dialogue with a targeted selection of Destinations or the wider MEI network.

Includes:

- Mobilisation call to define hosting objectives and priority Destinations
- Creation of a bespoke Enhanced Portfolio entry, including narrative and visual assets
- Strategic distribution to an agreed Destination 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 Rights Holders seeking hands-on support to progress discussions with a defined shortlist of Destinations, this service provides consultancy, bespoke engagement and negotiation support through to a final outcome.

Includes:

- Strategic communications planning aligned to priority Destinations
- Bespoke documentation tailored to each Destination
- Active MEI follow-up and monthly progress reviews
- Coordination of introductory calls and ongoing negotiation support
- Support continues until three Destination 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

Olympic Museum  
Lausanne, Switzerland