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GLOBAL
ENTERPRISE**

enabling new business

Sports Technology Awards & fact-finding mission London, May 2018



**REGISTER YOUR
INTEREST BY:**

20th November 17

3rd May, 2018

Overview

A fact-finding mission bringing together a delegation max. 10 Swiss companies targeting the sports sector.

- Participation in the Sports Tech Awards competition
- Media and social media coverage for the finalists, in the run-up and after the event
- Gala dinner with high calibre members of the UK Sports ecosystem
- 2-3 site visits to UK sports organisations with major upcoming projects

Why Now?

The UK is a one of the leading Sports nation in the world and certainly the most mature with regards to monetisation and sports business. As such, it offers great market opportunities for companies providing innovative technologies.

Switzerland is unanimously recognised as a political centre for Sports, with its incomparable density of international sports organisations. However, awareness of the Swiss Sports Tech expertise could be certainly enhanced in the UK

The Sports Technology Awards offers a unique opportunity for Swiss companies to gain visibility on the UK market and beyond. It is the leading event for the Sports Industry, with 19 competing categories and considerable exposure in the media.

Be part of the Swiss delegation and benefit from this exclusive networking opportunity as well as an additional dedicated Swiss program.

Who should participate?

Profiles:

- Sports Companies
- Tech companies with solutions applicable in the sports sector
- Sports organisations with exciting and differentiating initiatives

Market segments and applications

- Sports equipment and apparel: end products and components (sensors, materials, implementation)
- Sports monetising technologies: media and fan engagement, broadcasting, drones enabled tech, payments, ticketing...
- Sports management technologies: optimisation of sports infrastructure, of athletes' health condition, clubs and federations organisation

Key dates

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Pre- awards deadlines

- Until the 13th of December: submission of dossiers (online)
- 31st of Jan: short listed candidates announced

Official program for the Swiss delegation: 3rd of May:

- 9am- 4pm: site visits
- 4.30pm-6.00pm: Tech talks
- 6.15-10.30pm: champagne reception and gala dinner

WHEN

3rd May 2018

WHERE

Various locations London, UK

CONTACT

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Package for Swiss companies

	Company size	CHF
2 submissions per company (2 categories) 1 ticket for the TechTalks	0-10 employees	500
Presentation of the company during the "Swiss" Tech Talk 1 ticket for Gala dinner	10-50 employees	750
Site visits to relevant Sports organisations	>50 employees	1000

More details about the Awards

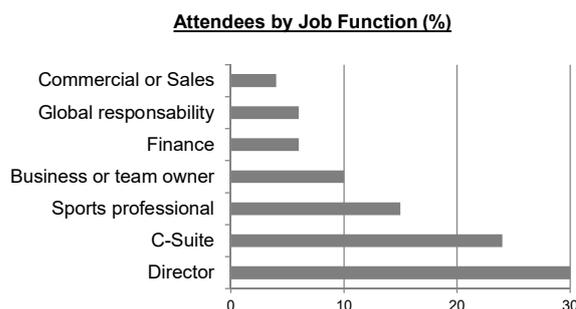
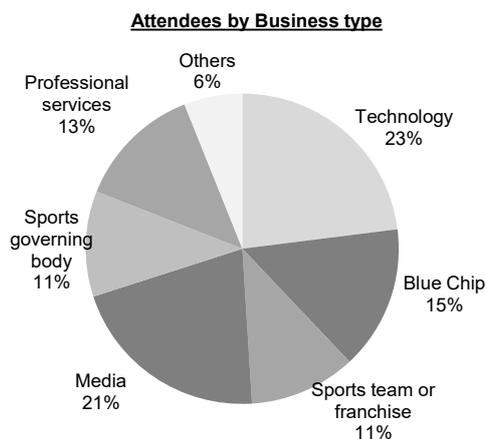
The Awards show the future of sport through one of its key drivers – technology. Resolutely business oriented, they provide a superlative platform for a sports product or service in front of an audience that is eager for innovation

Every aspect of the Awards is international, last year saw entries submitted from 30 countries, judges represent a range of sports and nations, and Awards' news is seen worldwide

Examples of organisations who submitted entries in the past:

O2, Virgin, TicketMaster, Volvo, IBM, Garmin, Asics, Jaguar, Hawk-Eye, Addidasm FanDuel, Intel...

Profile of attendees



Categories

- Best new concept or innovation
- Best broadcast Innovation
- Best Elite performance technology
- Most innovative equipment or apparel
- Best technology for Fan Engagement
- Most Innovative Wearable
- Best Technology for Athlete Welfare
- Best Web Development
- Best Technology for Sports Commerce
- Best App
- Best participation technology
- Most Innovative Sports partnership
- Most innovative fan engagement campaign
- Best Elite Sports facility or venue
- Best integrated digital media
- Most innovative Team, League, Rights holder or Governing body
- Agency of the year
- Most innovative live sports experience
- Most Innovative Sponsor

Media coverage

The Awards is backed by a £100,000 international marketing campaign.

The press coverage includes International dailies (Financial Times, BBC, Bloomberg etc.), Consumer Tech (Wired, Wearable, TechNews World etc.), Sport Business (Sports Management, Sport Business International, Sports Money, Isportconnect etc.)

The Awards' owned marketing channels engage with 28,500 leading industry professionals

**REGISTER YOUR INTEREST WITH THE SWISS BUSINESS HUB UK AND IRELAND
BY THE 20TH OF NOVEMBER**

PRS contribution to the project and added value

PRS contribution would enable to:

1. Diversify the types of entries to promote a wider vision of the Swiss expertise, notably entries would be possible in the following categories:
most innovative live sports experience, most innovative sports partnership, best elite sports facility or venue, most innovative governing body
2. Benefit from a much wider image promotion in the run-up of the event:
 - Switzerland official partner for the Tech talks
This would be clearly identified on all the Awards marketing channels (with PRS logo)
3. Leverage the media coverage of the Awards
4. Guarantee the Swiss visibility during the event itself:
 - Switzerland official partner for the Tech talks
 - Ambassador to introduce the Tech Talks
 - 1 Tech talk dedicated to the Swiss centre of expertise for Sports Technology
 - Ambassador to announce the Best Tech Talk during the gala dinner

Cost summary and benefits:

Companies	Swiss Business Hub	Présence Suisse
Fee covering: - Competition entries - Participation in dedicated site visits - Seats at the Swiss tables of the gala dinner	Investment promotion budget covering the costs of seats allocated to Investment Promotion contacts at the gala dinner i.e UK companies who might invest or do R&D in Switzerland Organisation of site visits	Diversification of entries in the competition Additional Swiss branding and media coverage Enhanced visibility during the event Seats for Swiss experts and personalities at the event
CHF 5'000	CHF 16'000	CHF 12'000