



PRESS RELEASE

SpoBiS 2012: Europe's largest Sports Business Summit on 13th and 14th February at the CCD Congress Center Düsseldorf

The event promises to be prominently attended like never before with BVB Managing Director Watzke coming together with the Chairman of Schalke's Supervisory Board Tönnies and the Chief Executive of the German Football League Seifert standing up to questioning on the award of Bundesliga media rights

Düsseldorf, 11th January 2012 – In five weeks, the who's who of the sports business industry will be upon us, with the 16th SpoBiS taking place on 13th and 14th February. This will be the second time that Europe's largest Sports Business Summit has been held at the CCD Congress Center Düsseldorf.

This year's SpoBiS will present an outstanding and multi-faceted programme as never before. The framework of the Summit to be held at the CCD Congress Center Düsseldorf will be characterised by 14 discussion forums, 130 leading national and international speakers and highly distinguished contributors taking to the main stage. Approximately 1500 delegates are expected to attend this auspicious event.

This year's key topics will include the award of the national media rights for the German Football League with effect from 2013/14, the clash between Ruhrpott rivals Schalke 04 and Borussia Dortmund, and sports media strategies in 2012. The Summit's distinguished speakers include the Chief Executive of the German Football League Christian Seifert, BVB Managing Director Hans-Joachim Watzke, Chairman of Schalke 04's Supervisory Board Clemens Tönnies, football managers Reiner Calmund and Franziska van Almsick (Deputy Chairman of the Supervisory Board for German Sports Aid), and the President of the German Olympic Sports Confederation (DOSB) Dr. Thomas Bach.



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1:1 discussion with the Chief Executive of the German Football League Seifert on the award of media rights

February 2012 will see the eagerly awaited award of the national media rights for the German Football League announced with effect from 2013/14. At the SpoBiS, the President of the Executive of the German Football League, Christian Seifert, will provide an exclusive insight into this controversial issue in a 1:1 discussion on the main stage (13th February, 6 pm) and reveal whether the award of media rights is set to bring new players and new funds into the Bundesliga.

Watzke vs. Tönnies: the eternal competition for the top spot in Germany's Ruhrpott region

The rivalry in the Ruhr Valley between Borussia Dortmund and Schalke 04 is legendary and also constitutes a thematic highlight at this year's SpoBiS. On the 1st day of the Summit (13th February, 4.45 pm), BVB Managing Director Hans-Joachim Watzke and Chairman of Schalke 04's Supervisory Board Clemens Tönnies will meet on the main stage for an intensive debate on "who is no. 1 in the region?".

Sports media strategies in 2012

With the European Football Championships being held in Poland and Ukraine and the Summer Olympic Games in London, the 2012 sporting year promises to be first class. Industry experts will deliberate on the forthcoming year in the "sports media strategies in 2012" discussion forum. It's highlight will be a discussion on "can digital media make money from sport and, if so, how?" with participants including Heiko Genzlinger, Managing Director Yahoo Deutschland (keynote), Tibor Ridda, Sales Director Eurosport and Thomas Deissenberger, President of the Executive Board Constantin Sport Marketing.

Accreditation for journalists

Accreditation for journalists is once again possible at SpoBiS 2012. To express an interest, please contact Sabine Klüner at SPONSOR^S: Tel.: +49 40/ 41 33 008-57, email: kluener@sponsors.de.



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Event organisers

SpoBiS GmbH

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SPONSOR^S Verlags GmbH and the ESB European Sponsoring Exchange are the SpoBiS GmbH shareholders and Summit organisers

SPONSOR^S Verlags GmbH

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ESB European Sponsoring Exchange

The ESB European Sponsoring Exchange runs the leading network in the sport and events business. The ESB network brings together companies, agencies and service providers in the sport, sponsoring and events market. The ESB has been hosting conventions such as the SpoBiS, sport.forum.schweiz and other industry gatherings since 1994.

The two companies have been jointly hosting the SpoBiS Sports Business Summit (previously known as the ISPO Sport Sponsoring Congress) at the start of each year since 2004.

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