



PRESS RELEASE

SpoBiS 2012: DTB President Dr. Karl Georg-Altenburg to present federation's new sponsor concept

Main Stage appearance on the second conference day: "Tennis, a sleeping giant: The new DTB president's plans for Germany's third largest sports association"

Düsseldorf, 3 February 2012 – The SpoBiS, Europe's biggest sports business conference, will take place on February 13 and 14. The entire sports business industry will once again come together at this high-profile two-day event taking place in the CCD Congress Center Düsseldorf. This year, the SpoBiS programme is more varied and features more high-profile participants than ever before, comprising 14 forums, 130 national and international top speakers, and Main Stage events involving leading industry players.

The presentation by the German Tennis Federation's new president, Dr. Karl-Georg Altenburg, at 15:00 on February 14 will constitute a highlight on the second conference day. In his presentation, Altenburg will present the federation's new sponsor concept and also address the question of how tennis, which has been slumbering in Germany for several years now, can be revived.

Porsche a new DTB Premium Partner

As revealed by the DTB's new full-time Managing Director Stephan Brune in the latest edition of the SPONSOR^S specialist magazine, the new management team's primary aim is to optimise the DTB's economic potential. Brune explains to SPONSOR^S: "Although the federation is debt-free and we have excellent sporting concepts, the financial level is still too low to implement these." In his interview with SPONSOR^S, Brune highlights the "fantastic basis" with an "excellent age and income structure", describing the DTB as a "sleeping giant that simply needs to be awakened".



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A new marketing concept, which has meanwhile been presented to companies, is to provide the solution. An initial success can already be reported: Stuttgart-based sports car manufacturer Porsche has signed a three-year Premium Partner contract with the DTB.

In addition to the new advertising concept, the DTB also wishes to gain more airtime on German TV for ladies' and men's tennis in Germany in the future. The DTB has the public service broadcasters and private channels as well as online providers in sight for this. Solving the "programmability issues in tennis" will be decisive to this plan. Stephan Brune continues: "You generally know when a tennis match will start, but never when it will end." The DTB is therefore considering a highlights format to make tennis 'programmable' for TV channels.

Journalist accreditation

Journalists can once again apply for accreditation for the SpoBiS. Please contact Sabine Klüner at SPONSOR^S (Tel.: +49 (0)40 41 33 008 57; email: kluener@sponsors.de) to register your interest.

The organisers

SpoBiS GmbH
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The SpoBiS GmbH partners and organisers of the SpoBiS conference are SPONSOR^S Verlags GmbH and ESB Europäische Sponsoring-Börse



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SPONSOR^S Verlags GmbH

SPONSOR^S Verlags GmbH has published the SPONSOR^S specialist magazine, which is the leading German-language sports business publication, since 1996. SPONSOR^S offers information, background reports, facts, data and services via its print media, special reports, website (www.sponsors.de) and daily newsletter. For several years now, SPONSORS has also organised numerous specialist conferences. In addition to Europe's leading sports business conference, the SpoBiS held in Düsseldorf, it also organises the Sports Media Summit (Düsseldorf), Sports Venue Summit (Munich) and Club Manager Summit (Cologne).

ESB Europäische Sponsoring-Börse

The ESB Europäische Sponsoring-Börse operates the leading network for the sports and events industry. Its network brings companies, agencies and service providers in the sports, sponsoring and event industries together. Since 1994, ESB has also organised conferences such as the SpoBiS, sport.forum.schweiz and other industry meets.

In 2004, the two companies joined forces to host the Sports Business Summit, SpoBiS (formerly known as the ISPO Sports Sponsoring Conference) at the start of each year.

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