



PRESS RELEASE

SpoBiS 2012: Düsseldorf once again the sports business capital on February 13-14

This year, Europe's largest sports business conference boasts even more high-profile participants than ever before: among those attending count DOSB President Bach, DFL Chairman Seifert, DTB President Altenburg and SAP founder Hopp.

Düsseldorf, 9 February 2012 – In just four days, it will once again be time for the Sports Business Summit (SpoBiS): Europe's largest sports business conference is to take place on February 13 and 14. The leading names in the sports business industry will meet at the CCD Congress Center Düsseldorf for what is now the second time. With some 1,500 participants, last year's première in Düsseldorf was a complete success. And the city will once again present itself as the "sports business capital" in 2012 when around 1,500 participants and 130 national and international top speakers are expected at the CCD Congress Center Düsseldorf.

This year, the SpoBiS will be attended by even more high-profile industry players than ever before and cover a comprehensive range of highly topical issues. The first conference day will feature numerous highlights: at 16:15 on February 13, DOSB President Dr. Thomas Bach will share his views on various current sports policy issues in a 1:1 chat on the Main Stage. This will include his outlook for the 2012 Olympic Games taking place in London this summer and Munich's failed bid to host the 2018 Winter Olympics. A further topic of discussion will be the elections for a new IOC president coming up in September 2013.

Slightly later in the day (at 18:00), Christian Seifert (Chairman of the Management Board, DFL) will field questions on the eagerly anticipated allocation of media rights for the 2013/14 to 2016/17 football Bundesliga seasons in his 1:1 chat on the Main Stage. Ideally, allocation of the rights should be completed by the beginning of May at the latest. To date, over 30 parties have expressed an interest in the different packages.



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

Further topics of interest: A Main Stage discussion on the significance of Deutsche Sporthilfe at 15:30 on February 14 with Dr. Michael Ilgner (CEO, Deutsche Sporthilfe) and Franziska van Almsick (Deputy Chair of the Supervisory Board, Deutsche Sporthilfe), among others. A forum on "Sports Media Strategies in 2012" at 13:15 on February 13 followed by a discussion on the upcoming year with industry experts of the likes of Heiko Genzlinger (Managing Director, Yahoo Germany) (Keynote) and Thomas Deissenberger (Chairman of the Board, Constantin Sport Marketing). A "Football" forum at 13:00 on February 13 in which SAP founder Dietmar Hopp will present a case study on the youth development programme at 1899 Hoffenheim.

Full conference details can be found online at www.spobis.com.

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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