



PRESS RELEASE

SpoBiS 2012: Organisers report positive response

1,500 participants at Europe's largest sports business conference / Top-quality presentations and discussion rounds

Düsseldorf, February 15 2012 – The 16th SpoBiS has now come to an end, and the organisers report a thoroughly positive response to Europe's largest sports business conference in Düsseldorf.

This year's event was attended by more high-profile industry players than ever before, with personalities from both the fields of sport and business coming together in the CCD Congress Center Düsseldorf. SpoBiS 2012 offered a total of 14 forums, around 130 leading national and international speakers, and a whole host of Main Stage events involving top industry players.

Highlights included the Main Stage discussion between Chairman of the DFL Management Board, Christian Seifert, and SPONSOR^S Editor-in-Chief, Marco Klewenhagen, on allocation of the media rights for the 2013/14 to 2016/17 football Bundesliga seasons, along with the 1:1 chats with DOSB President, Thomas Bach, and the Chairman of Borussia Dortmund's Board, Hans-Joachim Watzke. Event participants were additionally given ample opportunity to network during the two-day event.

Marco Klewenhagen, Executive Editor-in-Chief and Co-Publisher of the SPONSOR^S specialist publication: "We are extremely happy with this year's SpoBiS. High-calibre speakers and controversial issues yielded more headlines in the press than ever before. For us, this is an indication that the SpoBiS is becoming increasingly important, which both we and the entire industry are delighted about. Because the SpoBiS isn't only a reflection of the sports business industry, but is also a trendsetter and catalyst."

Hans-Willy Brockes, Managing Director of the ESB Europäische Sponsoring-Börse: "The SpoBiS has established itself in Düsseldorf. Not least with its content contribution to the "Location Factor in Sport" forum has Düsseldorf once again proven that it has earned its 'sports city' title and is also a city in which sports are practised. We are extremely happy with the relocation to the venue beside the Rhine, and look forward to continuing this cooperation in the coming year."



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The organisers

SpoBiS GmbH
Theodorstraße 42-90 (Building 11)
22761 Hamburg
Germany

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

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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SpoBiS

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