

From: ["Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>](mailto:Sadhu.Johnston@vancouver.ca)
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
Date: 3/14/2018 11:26:00 AM
Subject: FW: Vancouver's Bid for 2026 World Cup FIFA

Fyi
Not sure I ever sent this back to you.
s.

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: [sadhuajohnston](https://twitter.com/sadhuajohnston)



From: Shang, Cindy TAC:EX [mailto:Cindy.Shang@gov.bc.ca] **On Behalf Of** Carroll, Sandra TAC:EX
Sent: Friday, March 09, 2018 2:22 PM
To: Johnston, Sadhu
Cc: Foster, Doug FIN:EX; Avison, Claire TAC:EX
Subject: Vancouver's Bid for 2026 World Cup FIFA

Sadhu, I am writing further to your letter to me of February 27, 2018, and to our phone call meeting on Tuesday regarding the FIFA bid. The phone call was a good opportunity to exchange information on the bid.

Yesterday, representatives of the involved senior provincial and federal governments, supported with legal counsel, collectively held their first meeting on the FIFA 2026 World Cup bid. Based on that meeting, we now understand that no other provincial jurisdiction will be providing either guarantees or indemnities to FIFA or host cities at this time.

Yesterday's meeting also appeared to indicate that while the federal government is working toward obtaining final approvals of certain bid elements it wishes to present, elements such as the broad requirements for host country guarantees will be restricted significantly by Canada through modifications that recognize the limitation of Canada's jurisdiction, as well as its own fiscal policies established for past major international event undertakings. FIFA's proposals on tax exemptions are one such item that will be restricted.

Finally, yesterday's meeting appeared to convey an understanding that federal participation and funding in providing security for the FIFA events will be limited solely to those matters under Canada's direct and narrow statutory responsibilities. These include for example, protection of international dignitaries and border/airport services and security. We understand that federal government does not intend on providing indemnities or services beyond those set out in its own mandates.

In regard to the business case and analysis of risks requested in Ministers Beare's letter of September 2017, I understand through your last letter that such a submission is not available at this time.

The provincial government takes very seriously any requests for guarantees and indemnities, whether for itself or its provincially-owned Crown corporations. In this respect, it is essential that the Province fully understand the scope, costs and risks of entering into such arrangements. In the absence of such information, we are unable to take forward and properly advise our Cabinet and Treasury Board on whether such requests should be

considered further. This view also appears to be shared by other jurisdictions based on yesterday's call.

Referring to your letter, I can comment on the following:

- You confirmed that no formal request for support has been presented to the Province to date, but suggested that the Province has been requested to review the government guarantees to confirm the obligations that fall within the Province's jurisdiction. The Province has completed a very preliminary review of the proposed guarantees, however, given the broadness and vagueness of the proposed requirements, this has been extremely difficult.
- You confirmed that guarantees may be planned to be sought from various parties, including the Province, and that the City may be contemplating, among other things, requesting an indemnity from the Province as part of a proposed Multiparty Agreement. However, I note that to date there has been no such request or a suitable analysis of the risks to BC taxpayers associated with such requests.
- You confirmed that the City expects direct participation in the bid by the B.C. Pavilion Corporation (PAVCO) as owner of the BC Place Stadium. I can confirm that the Province has worked hard with PAVCO to provide a bid response that is suitable and appropriate within PAVCO's authority.
- You noted that it has been communicated by the Canadian Soccer Association (CSA) that consistent with past practices, FIFA does not permit any modifications. This includes any modification, any cover letters or side agreements that may be construed as modifying the underlying agreements. We have noted that many developments have been occurring amongst bidding host cities and the CSA recently, and that this has affected how various bids will likely be submitted by host cities.

The Province remains supportive of the City in proceeding to complete and submit its 2026 World Cup Host City bid. Becoming a Host city we expect, will be a great opportunity for the City to once again showcase itself.

We are pleased to help the City through our efforts with PAVCO and we support the City in continuing to pursue further support from Canada and FIFA in the interests of securing protections necessary for fulfilling host city obligations should the City become successful in that bid. In the event that a business case and thorough analysis of risks becomes available, we would be pleased to review that information further.

Thank you again for your letter and our call.

Sincerely,

Sandra Carroll

From: ["McGregor, Marnie"](#)
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](#)
Date: 3/14/2018 1:16:36 PM
Subject: Fwd: BC Gov News - Minister of Tourism, Arts and Culture's statement on 2026 FIFA World Cup bid

Marnie McGregor
Director of Intergovernmental Relations & Strategic Partnerships
City of Vancouver
604.873.7039
Cell: 604.417.8445

Begin forwarded message:

From: [<noreply.newsondemand@gov.bc.ca>](mailto:noreply.newsondemand@gov.bc.ca)
Date: March 14, 2018 at 12:35:34 PM PDT
To: [<marnie.mcgregor@vancouver.ca>](mailto:marnie.mcgregor@vancouver.ca)

S
F
R

The logo for the Government of British Columbia's News on Demand service. It features a yellow background with a sunburst pattern. The text "Government of B.C." is in a large, bold, blue font, and "News on Demand" is in a smaller, blue font below it.

tement on 2026

Minister of Tourism, Arts and Culture's statement on 2026 FIFA World Cup bid

Lisa Beare, Minister of Tourism, Arts and Culture, has made the following statement about Vancouver potentially hosting the FIFA World Cup in 2026:
[READ MORE](#)

Economy, Government Operations, Tourism, Arts and Culture

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From: ["Ronna Bremer" <ronna.bremer@edmonton.ca>](mailto:ronna.bremer@edmonton.ca)

To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
["Mike \ \(EDC\ \) Williams" <Mike.Williams@toronto.ca>](mailto:Mike.Williams@toronto.ca)
luc.denis@ville.montreal.qc.ca
["Matt Ootes" <Matt.Ootes@toronto.ca>](mailto:Matt.Ootes@toronto.ca)

Date: 3/12/2018 9:38:32 AM

Subject: Fwd: Cancel/postponed Press conference

----- Forwarded message -----

From: Heather Seutter <heather.seutter@edmonton.ca>

Date: Mon, Mar 12, 2018 at 10:27 AM

Subject: Cancel/postponed Press conference

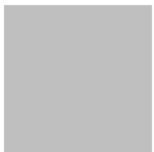
To: Ronna Bremer <Ronna.Bremer@edmonton.ca>, Janelle Janis <janelle.janis@edmonton.ca>, Jill Gillis <jill.gillis@edmonton.ca>, Amy Wolski <amy.wolski@edmonton.ca>

We just received a message that the Heritage Canada Press Conference has been cancelled on Tuesday, and maybe postponed to later in the week. Just to note that the football goal posts on the Field have been removed as part of our regular spring maintenance.

Ronna, what is the news on the Province?

If you would like to discuss further let me know.

Thanks



HEATHER SEUTTER

DIRECTOR, COMMONWEALTH STADIUM, ARENAS & FIELD FACILITIES
COMMONWEALTH COMMUNITY RECREATION CENTRE

CITIZEN SERVICES | COMMUNITY AND RECREATION FACILITIES
[780-944-7444](tel:780-944-7444) OFFICE

Commonwealth Community Recreation Centre

[11000 Stadium Road](#)
P.O. Box 2359
Edmonton AB T5J 2R7

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From: Jordan Hillinger <jordan.hillinger@edmonton.ca>

Date: Mon, Mar 12, 2018 at 10:04 AM

Subject: Fwd: Press conference - cancel/postponed

To: Heather Seutter <heather.seutter@edmonton.ca>, Brittany Parrott <brittany.parrott@edmonton.ca>

Hi Heather & Brittany,

FYI

Jordan Hillinger



Booking and Rental Services Representative

COMMONWEALTH COMMUNITY RECREATION CENTRE

Community and Recreation Facilities Branch

Citizen Services Department

[11000 Stadium Road NW | Edmonton AB | T5H 4E2](#)

[\(780\) 442 - 7563](#) | www.edmonton.ca

----- Forwarded message -----
From: Buksa, Kim (PCH) <kim.buksa@canada.ca>
Date: Mon, Mar 12, 2018 at 9:58 AM
Subject: Press conference - cancel/postponed
To: Jason Fesyk <jason.fesyk@edmonton.ca>, Jordan Hillinger <jordan.hillinger@edmonton.ca>

Good morning

We just received word from Ottawa that this press-conference is being cancelled and possibly postponed until later in the week. I do not have confirmation on an alternate time/date, but will touch base once I do.

I am VERY sorry for this inconvenience. I greatly appreciate your time and assistance.

Talk soon

Kim

Ms. Kim Buksa

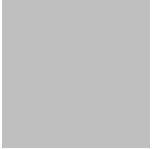
Communications Advisor, Western Region
Department of Canadian Heritage, Government of Canada
[351 Abbott Street, Suite 205, Vancouver, British Columbia, V6B 0G6](#)
kim.buksa@canada.ca | Tel.: [604-362-6354](tel:604-362-6354) | Fax: [604-666-3508](tel:604-666-3508)

Région de l'Ouest
Ministère du Patrimoine canadien, Gouvernement du Canada
[351, rue Abbott](#), pièce 205, Vancouver (Colombie-Britannique), V6B 0G6
kim.buksa@canada.ca

I would like to acknowledge that the land on which we gather is the unceded territory of the Coast Salish peoples, including the territories of the Musqueam, Skwxwú7mesh and Tsleil-Waututh Nations.

Je tiens à souligner que les terres sur lesquelles nous sommes réunis font partie du territoire non cédé des peuples Salish du littoral, y compris les territoires des nations Musqueam, Skxwú7mesh et Tsleil-Waututh.

--



Ronna Bremer

DIRECTOR, PARTNERSHIPS & EVENT STRATEGY
COMMUNITY AND RECREATION FACILITIES | CITIZEN SERVICES

[780-944.7753](tel:780-944.7753) OFFICE
[780-405.6484](tel:780-405.6484) MOBILE

City of Edmonton
19th Floor, Edmonton Tower
10111 104 Ave
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From: ["Quinlan, Kevin" <Kevin.Quinlan@vancouver.ca>](mailto:Kevin.Quinlan@vancouver.ca)

To: ["McGregor, Marnie" <Marnie.McGregor@vancouver.ca>](mailto:Marnie.McGregor@vancouver.ca)
["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)

Date: 3/12/2018 9:42:43 AM

Subject: Fwd: FIFA

What's the latest?

Sent from my iPhone

Begin forwarded message:

From: "Stickney, Matt (SPAC/PSPC)" <matt.stickney@canada.ca>

Date: March 12, 2018 at 9:04:16 AM PDT

To: "Quinlan, Kevin" <Kevin.Quinlan@vancouver.ca>

Subject: FIFA

What are you hearing on this FIFA announcement?

Is it a go for tomorrow?

Matt Stickney

Chief of Staff / Chef de Cabinet

Office of the Honourable Carla Qualtrough / Bureau de l'honorable Carla Qualtrough

Public Services and Procurement Canada / Services publics et Approvisionnement Canada

Matt.Stickney@Canada.ca

Telephone | Téléphone : 819-997-5421

From: "Quinlan, Kevin" <Kevin.Quinlan@vancouver.ca>

To: "McGregor, Marnie" <Marnie.McGregor@vancouver.ca>
"Collens, Michelle" <Michelle.Collens@vancouver.ca>

Date: 3/13/2018 7:19:45 AM

Subject: Fwd: Politics This Morning - Tuesday, March 13th, 2018

See Toronto has a soccer announcement this morning

Sent from my iPhone

Begin forwarded message:

From: The Hill Times <circulation@hilltimes.com>

Date: March 13, 2018 at 2:30:36 AM PDT

To: <kevin.quinlan@vancouver.ca>

Subject: Politics This Morning - Tuesday, March 13th, 2018

Reply-To: The Hill Times <circulation@hilltimes.com>

Politics This Morning

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Politics This Morning: your daily dose of political news, events, and opinion.

ENVIRONICS
COMMUNICATIONS
IS NOW

Tuesday, March 13th, 2018

POLITICS THIS MORNING

Politics This Morning: Garneau rolls out new actions under Oceans Protection Plan; Bains to make two funding announcements in B.C.; Trudeau tours steel plants in Hamilton



Transport Minister Marc Garneau is announcing new actions under the government's Oceans Protection Plan today in Vancouver. The Hill Times photograph by Andrew Meade

BY MARCO VIGLIOTTI

Good Tuesday morning,

Prime Minister Justin Trudeau's tour of aluminum and steel plants in Canada is taking him to Hamilton today, where he will enjoy a brief tour and meet with workers of Stelco Hamilton Works at 9:30 a.m.

He will then participate in a roundtable with steel industry leaders at the Sheraton Hamilton Hotel at 11:45 a.m.

And then finally at 2 p.m., Mr. Trudeau will tour the ArcelorMittal Dofasco plant in nearby Burlington.

In nearby Toronto, Science and Sport and Persons with Disabilities Minister Kirsty Duncan is making what's being called a major sport announcement at 9 a.m. at BMO Field, alongside Canada Soccer's general secretary Peter Montopoli. Could it be related to Canada's joint bid with the U.S. and Mexico for the 2026 World Cup?

Transport Minister Marc Garneau is announcing new actions under the government's Oceans Protection Plan at noon in Vancouver. He'll have a media availability following the speech at the Coast Coal Harbour Hotel at 12:30 p.m.

Innovation, Science, and Economic Development Minister Navdeep Bains, who's also responsible for the six federal economic development agencies, is announcing funding this morning in Victoria for projects aimed at supporting Indigenous peoples and businesses across Western Canada. They are funded under the auspices of Western Economic Diversification Canada.

The announcement goes at 9 a.m. (Pacific time) at the Songhees Innovation Centre.

From there, Mr. Bains is heading to the scenic B.C. island of Haida Gwaii, located off the coast of Prince Rupert, to make an announcement about high-speed internet service for Canadians living in rural and remote communities, under the government's Connect to Innovate program.

He'll be joined by B.C. Citizens' Services Minister Jinny Sims for the 5 p.m. announcement at the Haida Heritage Centre in Skidegate.

Employment, Workforce Development, and Labour Minister Patty Hajdu is meeting with local female leaders in Thunder Bay, Ont., which she represents in the House, to discuss measures in the 2018 budget aimed at promoting women in the workplace. She'll be at the Scandinavian Home Society Restaurant at 8:30 a.m.

Defence Minister Harjit Sajjan is visiting Kelowna, B.C. for a 1 p.m. (Pacific time) speech at the British Columbia Dragoons Armoury to highlight the Canadian Armed Forces'

summer employment program for students serving in the reserves. He will be joined by Liberal MP Stephen Fuhr, who represents the city in the House.

NDP MP and party critic for women's equality Sheila Malcolmson is in New York City until March 16 to participate in the 62nd session of the UN Commission for Status of Women as part of the Canadian delegation.

The Belgian royal couple are spending Tuesday in Ottawa, with another full day of events lined up as part of their weeklong official state visit to Canada.

Today, King Philippe and Queen Mathilde will attend a Sustainable Development Goals breakfast at the Chateau Laurier, open a seminar on multilingual education at the University of Ottawa, drop by the Belgian Embassy, and visit the National Gallery, Museum of Nature, and Canadian War Museum. When they arrive at the War Museum at 3 p.m., they will be greeted by Veterans Affairs Minister Seamus O'Regan.

In the evening, the royal couple will attend the Diamond Mine Experience and Reception hosted at the Nature Museum before hosting an official concert and dinner reception at the Canadian Museum of History.

Have a great day!

The Hill Times



YOUR DAILY UPDATES

Innovation, collaboration, inclusive workforces driving forces behind Canada's largest value-added energy supercluster

Collaboration and innovation are key to succeeding in an increasingly competitive global market. This ethos was at the core of a decision taken by four Alberta municipalities in 1998 to join together and form Alberta's...



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From: ["Chris Pack" <chris@tbird.ca>](mailto:chris@tbird.ca)

To: ["Swanigan, Sandi" <Sandi.Swanigan@vancouver.ca>](mailto:Sandi.Swanigan@vancouver.ca)
["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)

Date: 3/12/2018 9:18:22 AM

Subject: s.21(1)

Good Morning Ladies,

How is your Rugby Sevens Hang over feeling?

I wonder if you have any time today or tomorrow (if you are in the office today) to have a quick call as I have an opportunity to discuss about the s.21(1) potentially coming to Vancouver in the winter of 2020.

Let me know what works with you guys, Happy Monday!

Chris Pack
Chief Operating Officer
Thunderbird Show Park

M | 604.837.9780

O | 604.888.4585

From: ["Allison Mailer" <allison.mailer@bcsportshalloffame.com>](mailto:allison.mailer@bcsportshalloffame.com)

To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)

Date: 3/14/2018 4:51:33 PM

Subject: Hi

Michelle - s.22(1) just wanted to reach out and let you know how sorry I am about the World Cup situation. From a distance I've seen how hard you and your team work and what you put into every opportunity to ensure we and the entire community benefit from these once in a lifetime opportunities.

Thanks for everything you do and I trust will continue to do for the benefit for sport and those that love it!

Allison

From: ["brad.mercer" <brad.mercer@outlook.com>](mailto:brad.mercer@outlook.com)

To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)

Date: 3/12/2018 4:09:43 PM

Subject: Indigenous sports culture business

Hi can we meet to look at creating engagement for our annul event

Brad Mercer

Sent from my LG Mobile



- Traditional Foods from Indigenous Communities
- Youth Business Events: Conference, Trade Show, Summit, Forum, Hobiye Business Match, Investors Events, Create Business Partnerships Seminars, Training & Education, 7 Generation TEDX, 7 Generation's Den
- World Indigenous Youth Fashion Show
- Music Festival
- Arts & Crafts
- Cultural Festival



For Info or to join our organization: brad.mercer@outlook.com

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From: pawel@iscgeneva.com
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
Date: 3/12/2018 8:21:33 AM
Subject: International Sports Convention 2018, Geneva, Switzerland
Attachments: ISC2018 Preview Powerpoint.pptx
ISC Exhibitor Price List 2018.pdf

Dear Michelle,

I would like to inform you about the **International Sports Convention (ISC)**, taking place on **December 5-6, 2018** in **Geneva, Switzerland**.

www.iscgeneva.com

The **ISC** features 18 Sports Conferences and Seminars, 150 speakers, a 6000sqm networking and exhibition hall and approximately 2000 delegates over 2 days. The event runs every 2 years.

I would like you and your organisation to consider participating at the **ISC 2018** as a Conference Delegate, Exhibitor or Conference Supporter or Event Partner.

ISC TV features highlights from some of our previous editions to give a flavor - <http://iscgeneva.com/isc-tv/>

Conference Delegate registration is now open and you can register with your **Early Offer** prices here:

[https://www.regonline.com/registration/checkin.aspx?
EventId=2009270&MethodId=0&EventSessionId=&startnewreg=1](https://www.regonline.com/registration/checkin.aspx?EventId=2009270&MethodId=0&EventSessionId=&startnewreg=1)

Furthermore, it would be good if we could schedule a call to discuss your business objectives further and how **ISC** at the end of the year could assist in the short and mid-term. When would be best for you to discuss it?

I look forward to hearing from you.

Kind regards
Pawel Sakowicz
Business Development Manager



INTERNATIONAL SPORTS CONVENTION

Maison du Sport International

Avenue de Rhodanie 54

1007 Lausanne

Switzerland

www.iscgeneva.com

pawel@iscgeneva.com

Warsaw Sales Office

ul. Sarmacka 7D/4

02-972 Warsaw

Poland

T: + 48 22 642 26 48

ISC INTERNATIONAL SPORTS CONVENTION

Agenda

- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

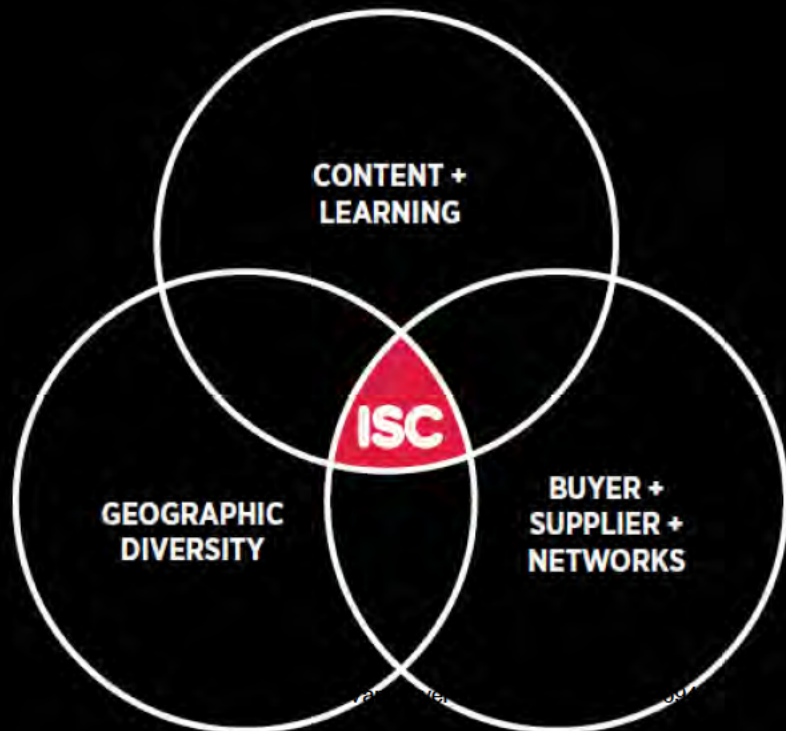
Agenda



- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

What is ISC?

- ❑ The INTERNATIONAL SPORTS CONVENTION is the World's largest sports convention
- ❑ Networking Event – B2B
- ❑ Conferences, Seminars & Exhibition hall
- ❑ Brings the whole Sports industry together
- ❑ Over 2 days




Agenda



- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

ISC 2016 in Numbers



- 2 days – December 7-8, 2016
- 18 conferences and masterclasses
- 151 speakers
- More than 120 exhibitors from 22 countries
- 1892 participants from 77 countries

ISC 2016



Agenda



- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

ISC 2016 Exhibition



- ❑ ISC 2016 Exhibition brought together a diverse range of organisations, suppliers, producers, sports federations, national associations and other sports governing bodies
- ❑ Whether positioning of brands, services, products or destinations, etc. – being an exhibitor is the fast and guaranteed way of ensuring business goals are achieved at the ISC

Agenda



- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
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- Opportunities & Benefits at ISC 2018

ISC 2016 Conferences



ISC 2016 Conferences

- ❑ All conferences running under ISC 2016 were 1-day conferences
- ❑ In all conferences problems, solutions and best practices were presented and discussed by industry experts and market leaders

ISC 2016 Masterclasses



- Masterclasses at ISC 2016 were hosted in designated areas on the exhibition floor
- They were short case presentations and best practices
- Topics for Masterclasses were chosen based on requests

Agenda



- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

ISC 2016 Attendees



- Representatives from more than 30 Football Federations
- Representatives from more than 30 Tennis Federations
- Representatives from clubs and leagues
- Partnerships with
 - International e-Sports Federation
 - International Modern Pentathlon Federation
 - European Golf Association
 - European Hockey Federation
 - European Tennis Federation
 - European Professional Club Rugby
 - German Football League
 - Italian Football League
 - Champions Hockey League

Agenda

- What is ISC?
- ISC 2016 review
 - ▣ Exhibition
 - ▣ Conferences & Masterclasses
 - ▣ Attendees
- Opportunities & Benefits at ISC 2018

ISC 2018



GENEVA**2018**
Business / Network / Learn / Grow

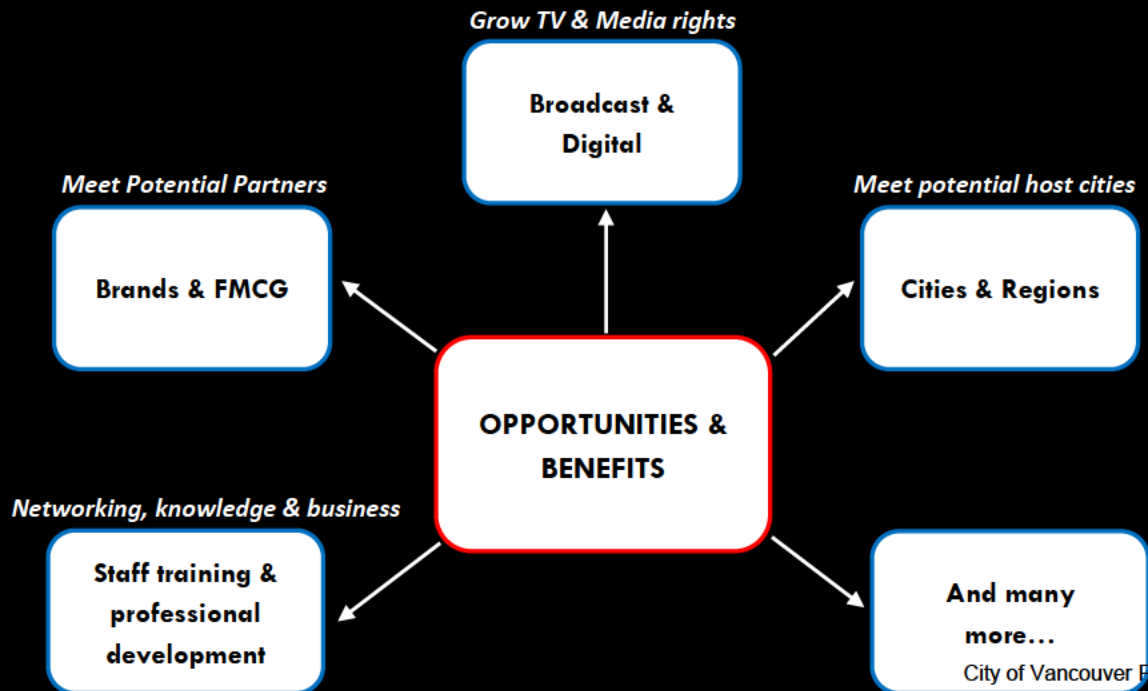
18 SPORTS CONFERENCES AND SEMINARS
DECEMBER 5-6 2018
PALEXPO, GENEVA, SWITZERLAND

Three Pillars of ISC 2018



ISCGENEVA.COM

Opportunities & Benefits at ISC 2018



Opportunities & Benefits at ISC 2018

□ *Different ways of being involved:*

■ Sponsoring

- Event Partner
- Conference Supporter

■ Exhibiting

■ Branding/Advertising

■ Speaking

■ Host an own conference/workshop

Event Partners at ISC 2018

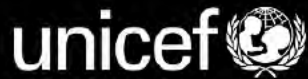
This is the opportunity to be 1 out of the 6 Event Partners. Restricting to maximum 6 Event Partners will ensure maximum exposure and therefore also means excellent visibility, communication and marketing in the global sports industry.

Event Partner Status includes the following benefits:

- Significant Digital Communication and Branding Strategy. This includes all media, online, print, video, and other marketing materials pre, during and post Event.
- Exhibition Space.
- Advert/Advertorial in the ISC Showguide.
- Speaking opportunities (Conferences and/or Masterclasses to be agreed on).
- Gold Conference Delegate Tickets.
- An opportunity to host a Networking Event, exclusively for your company/organisation in the form of a Seminar/Drinks Reception, etc. (to be agreed individually).
- Additional be-spoke elements can also be arranged individually.

Event Partners at ISC 2018

EVENT PARTNERS



1

DAY TO GO

ISC INTERNATIONAL
SPORTS
CONVENTION
DECEMBER 7-8, 2016 PALEXPO, GENEVA
www.iscgenève.com

Conference Supporters at ISC 2018

The opportunity here is to sponsor/support 1 or more of the Sports Conference(s) running under the ISC. Each Conference is a 1-day Conference (day 1 or day 2) and Conference Supporter option is restricted to a maximum of 6 Conference Supporters per conference to assure high exposure.

The Conference Supporter Status includes the following benefits:

- Significant Digital Communication and Branding Strategy related to the particular Conference(s). This includes all media, online, print, video, and other marketing materials pre, during and post Event.
- Exhibition Space.
- Advert/Advertorial in the ISC Showguide.
- Speaking opportunity at the supported Sports Conference(s) and/or the Masterclasses.
- Conference Delegates Tickets (for the supported Conference(s)).

Conference Supporters at ISC 2018

Conference Supporters



Media Partners



EVENT PARTNERS



SPORTS DIGITAL CONFERENCE



BENJAMIN MOREL
Managing Director EMEA & Senior Vice-President, NBA



CONFERENCE SUPPORTERS



EVENT PARTNERS



ISC Geneva @ISCGeneva · 24 Jul 2015

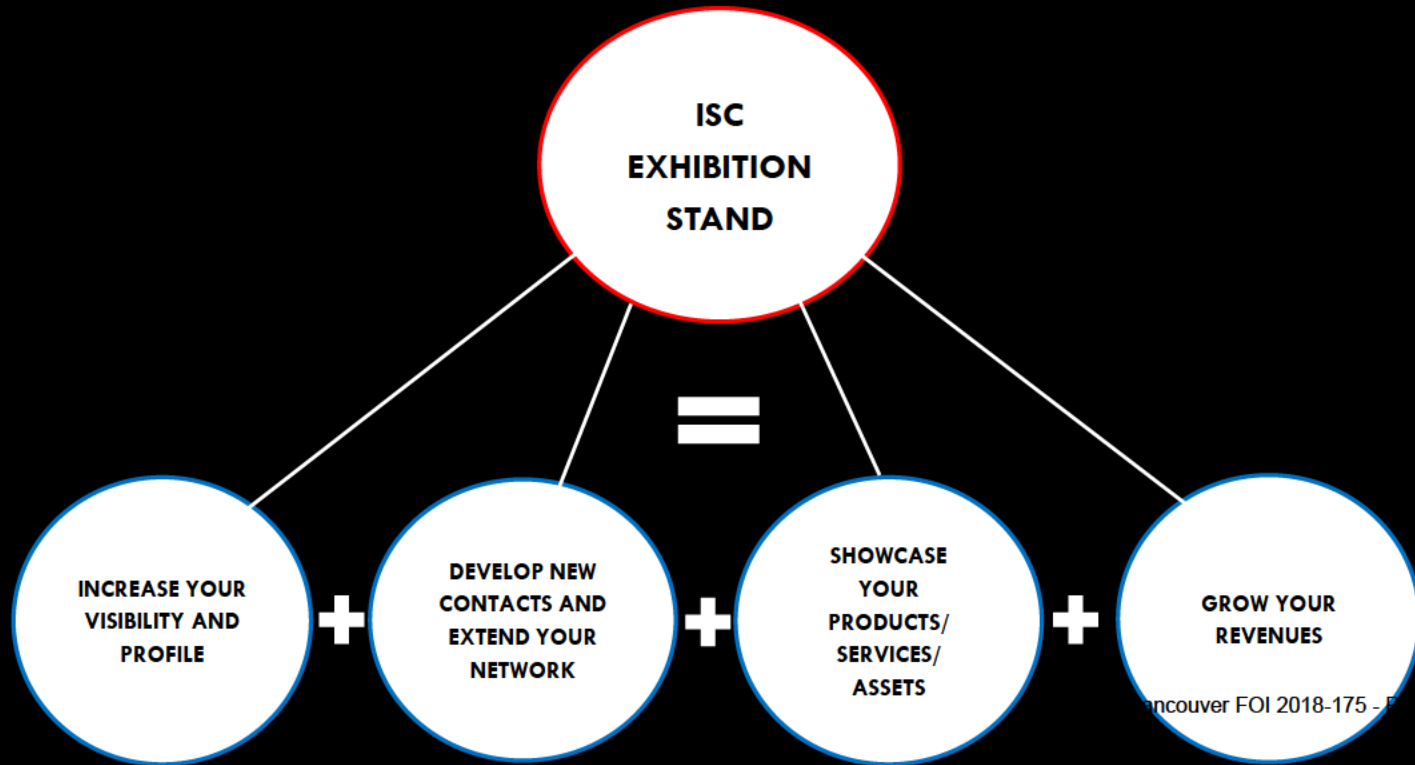
WORLD AND EUROPEAN LOTTERY ASSOCIATIONS SIGNED PARTNERSHIP AGREEMENT WITH THE INTERNATIONAL SPORTS CONVENTION 2016
world-lotteries.org/cms/index.php?...



Exhibiting

The ISC Exhibition brings together a diverse range of organisations, suppliers, producers, brands, as well as sports federations, national associations, leagues, regions and cities, who wish to engage with delegates, visitors and other businesses. Therefore, the opportunity of exhibiting at the ISC is more than just product showcasing and if you are looking to grow your business in the global sports industry than this is the opportunity for you. Be part of the world's largest Sports Convention in 2018 as an exhibitor at the 6,000 m2 Exhibition Hall! Depending on overall objectives, company size and budgets, ISC Exhibition Space prices range from 1,000 EUR to 30,000 EUR. Regardless of the size of the exhibition space you take, being present as an exhibitor ensures a good return on investment. Our business model is to make sure exhibitors re-sign, so assuring the exhibitors do business is key for us and for you. Below please find a simple chart with the benefits and opportunities of exhibiting at the ISC.

Benefits of Exhibiting



Exhibiting



Exhibiting



Speaking at ISC 2018



With 18 Sports Conferences over 2 days and a focussed target group – conference speaking is an excellent opportunity to showcase your company as a knowledge leader. Due to our protocol and focus on quality content, there are extremely few speaking opportunities and then the presentation topic must be content relevant and certainly showing best practice and not a sales presentation. Please contact us early, as our 150 Speakers are all confirmed around 300 days before the event.

Speaking at ISC 2018

SPORTS SPONSORSHIP CONFERENCE

December 7, 2016



09.05 – 09.15

Welcome Speech

Samir Kanaan – Executive Council member of the City of Geneva, in charge of culture and sport; Ville de Geneve

09.15 – 09.45

Brand Activation at RIO 2016

Thierry Borra – Global Director, Olympic Games Management, The Coca-Cola Company

09.45 – 10.15

The Watch Industry: Sports and Sponsorship. Current trends and future developments

Francois Courvoisier – Dean, Institut du Marketing Horloger

10.15 – 14.00

Exhibition Dedicated Time and Networking

14.00 – 14.30

Maximising a brand partnership – Wimbledon and IBM

Sam Seddon – IBM Wimbledon Client and Programme Executive, IBM

SPORTS BROADCAST SPEAKERS TO DELIVER AT

ISC INTERNATIONAL
SPORTS
CONVENTION
DECEMBER 7-8, 2016 PALAISPO, GENEVA



Gary Zenkel
President, NBC
Digital, President,
Operations & Strategy,
NBC Sports Group



Timo Lumme
Managing Director TV
& Marketing Services,
International Olympic
Committee



Yiannis Exarchos
CEO, Olympic
Broadcasting Services



Mark Parkman
General Manager,
Olympic Channel



Gary Cook
Chief Brand
Officer, UFC



Peter Hutton
CEO, European/
Discovery



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Alex Lim from Intl E-sports federation will be presenting at ISC Geneva's Sports Digital Conference (Dec 8): ow.ly/3pGb304WWE7



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