

MAJOR EVENTS INTERNATIONAL



HOSTS & FEDERATIONS SUMMIT

16 - 19 JUNE 2025

OLYMPIC MUSEUM, LAUSANNE

www.hostsandfederationssummit.com



Welcome to another Hosts and Federations Summit in Lausanne and we are seeking to exceed the generous feedback you provided last year. There are some small adjustments to the programme in an attempt to ensure you get as much time to network as possible and other “innovations” we feel confident you will welcome.

Last year the focus was around how we take a fresh perspective, and challenge, the conventional thinking about Return on Investment. Simply put, some Destinations are pursuing a tangible economic benefit model and others looking at wider benefits from event hosting. What was encouraging also was to hear Rights Holder recognising that their hosting requirements and how events are funded needs to evolve and this can only be achieved through open and honest dialogue. The expert commercial partners also found their voice to explain how cost and risk can be mitigated through earlier and more effective dialogue. All of this leads to ensuring events remain attractive to host.

One edition of HFS did not allow sufficient time to fully explore all the issues relating to motivations to host and how best to deliver them. It is for these reasons we will be seeking your input again in the next edition to develop a greater level of understanding of these important matters and fine-tune recommendations.

Key features of the Summit are now enduring namely to provide facilitated engagement during 1-2-1 meetings, enhanced market profile, new relationships and delegates leaving with greater insights into new opportunities and best practice for event delivery.

I look forward to seeing you in Lausanne.

Dennis Mills

Chief Executive Officer
Major Events International



About the Hosts & Federations Summit

The Summit unites destinations, sports rights holders and new potential commercial partners to build connections, share best practice and identify new collaboration opportunities. Core elements of the summit include personalised one-to-one meetings, insightful panels, interactive workshops, and a range of networking and social activities, all designed to inspire collaboration and more effective event delivery within the industry.



One-to-One Meetings

The summit offers 30-minute, pre-arranged one-to-one meetings, carefully vetted in advance to ensure valuable and productive connections, optimising your time and networking opportunities.



Panels & Presentations

The main auditorium features a series of insightful panels and presentations, offering attendees the chance to learn from industry experts, explore current trends, and gain valuable perspectives. Each session is crafted to encourage



Workshops & Closed Sessions

The interactive workshops are designed to offer hands-on learning and in-depth discussions on key industry topics. These sessions provide an environment for strategic insights tailored to participants' needs.



Networking & Social Activities

The Summit offers a range of networking opportunities from an evening hosted by a Rights Holder, a Gala Dinner, and cultural tours of Lausanne, allowing delegates to connect in relaxed settings.

The Summit Brings Together

REGULAR ATTENDEES

INTERNATIONAL FEDERATIONS



DESTINATIONS



SUPPLIERS & AGENCIES



Main Auditorium presentation by Omar El Zayat,
Head of Innovation Integration, Paris 2024
Olympic & Paralympic Games



Evening reception hosted by the Association of National Olympic Committees (ANOC).



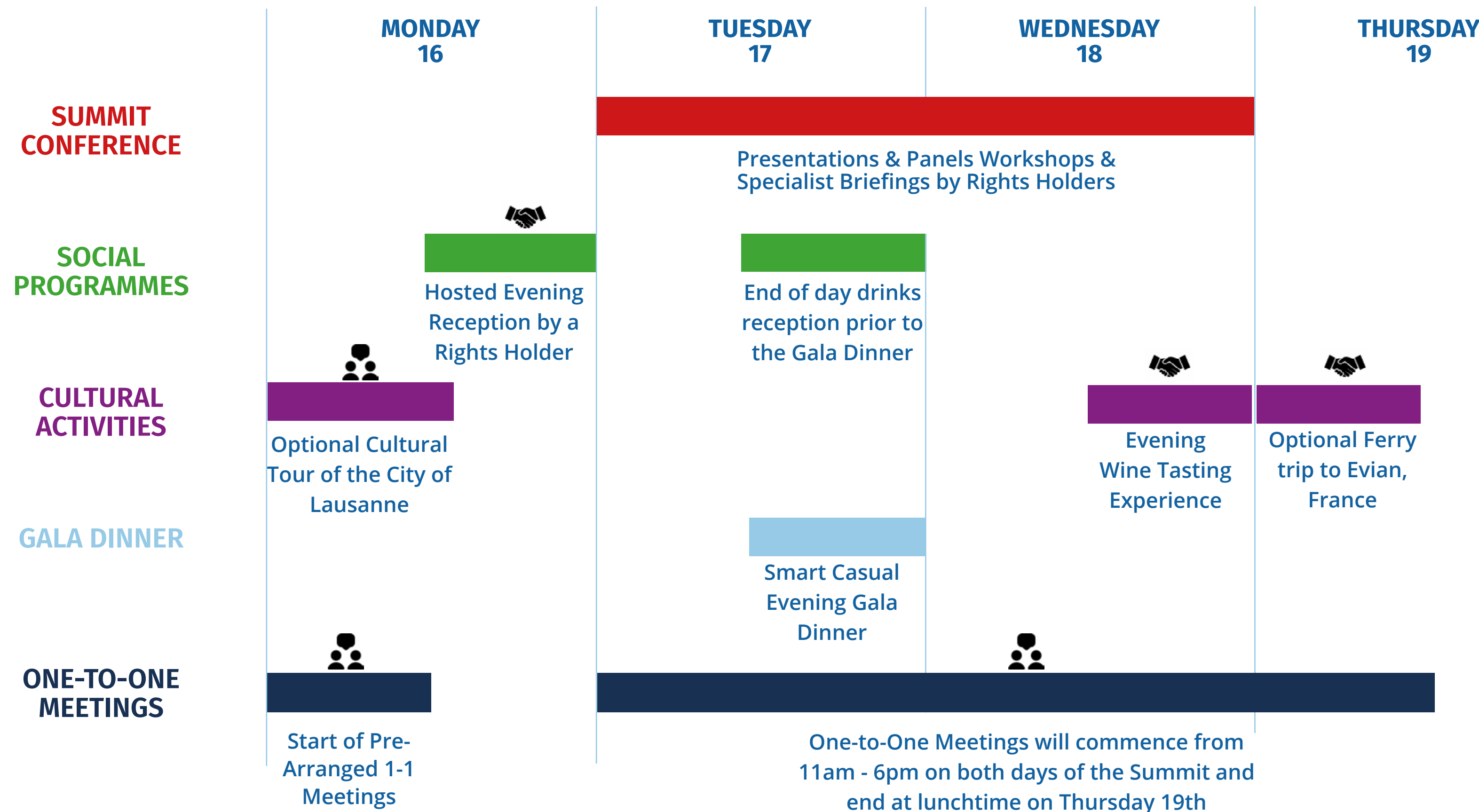
Interactive workshop by sponsors Sports Presentation Co & Creative Technology on 'Experiential Entertainment'.



Main auditorium presentation by Anita Hartung from the Rhin-Ruhr 2025 FISU Games and what will be expected.

Outline Programme

MONDAY 16TH - 19TH JUNE 2025



KEY

- SPONSORS ONLY
- ENHANCED TICKET & SPONSORS

Delegate Options

REGISTER NOW

£1050

Standard Package

- 1 Delegate Pass
- Access to drinks reception prior to the Gala Dinner
- Evening Gala Dinner which includes a 3-course meal

£1950

Enhanced Package

- 1 Delegate and Gala Dinner Pass
- 2 Pre-arranged meetings with delegates of your choice
- Organisations planning to send two or more delegates are advised to consider the Bronze Package (See Next Page) for superior value

£800

Delegation Package

- Organisations planning to bring more than 8 delegates
- Delegations receive a discounted rate for standard pass per delegate
- Delegates wishing to become enhanced will need to top-up individually

Sponsorship Packages

ENQUIRE NOW

ALL SPONSORS RECEIVE



WORKSHOP

1hr workshop with MEI, designed to help you make the most of your time



SOCIAL ACTIVITIES

Including the Gala Dinner, Rights Holder Evening, and Drinks Receptions



SOCIAL ANNOUNCEMENT

Maximising all social media channels to enhance your market profile



BRANDING

Web and printed branding as sponsors of the Summit



VIDEO

A video showcase of your choice played in the main auditorium



EXHIBITION TABLE

A table-top exhibition table located in the coffee and refreshment area of the Summit



£5,500

BRONZE

This sponsorship provides entry-level visibility and networking for organisations new to sponsorship or bringing over two delegates.

- 3 meetings
- 6 delegates
- Request 1 Rights Holder to be sat next to you at the Gala Dinner

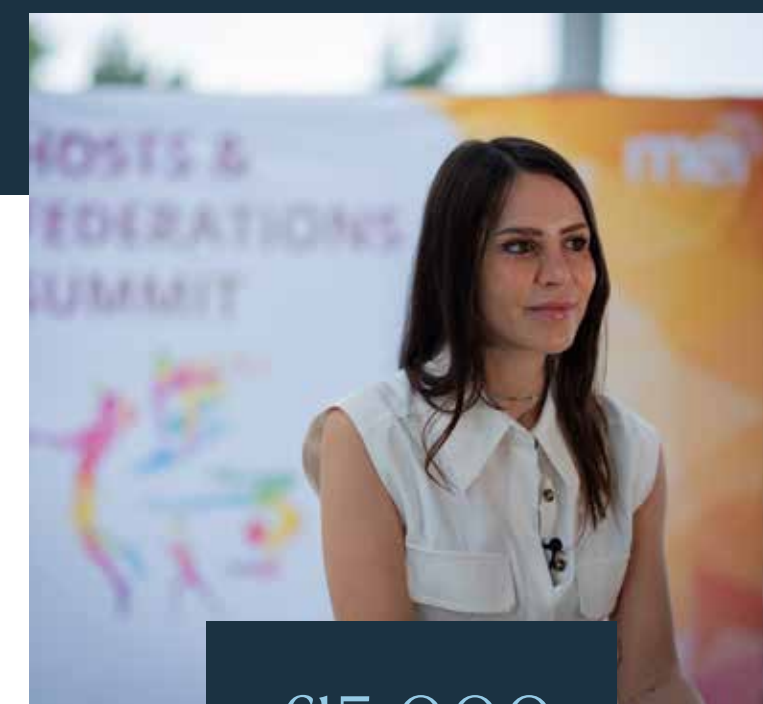


£9,500

SILVER

The Silver Sponsorship enhances visibility and engagement for organisations seeking to strengthen their industry presence.

- 4 Meetings
- 10 Delegates
- Speaking Slot Available
- 1 Branded Table at the Gala Dinner
- Request up to 3 Rights Holders to be present on your Gala Dinner Table



£15,000

GOLD

The Gold Sponsorship is a premier package for organisations seeking to maximise visibility and influence at the summit.

- 5 Meetings
- 12 Delegates
- Speaking slot available
- 2 Branded Tables at the Gala Dinner
- Request up to 3 Rights Holders on each of your Gala Dinner Tables



£20,000+

HEADLINE

The Headline Sponsorship is a bespoke package tailored to an organisation's aims and objectives, offering unparalleled visibility and influence at the summit. Ideal for those wanting to make a lasting impression, it provides exclusive branding opportunities and premium engagement options to showcase expertise and cultivate significant connections in a competitive environment



MEI Gala Dinner at the Olympic Museum with branded sponsor tables

Stand-Alone

SOCIAL SPONSORSHIP

01

GALA DINNER SPONSOR

£8,000

A unique and highly privileged role hosting the Gala Dinner for Federations and the bulk of the HFS audience at the Summit's pinnacle networking event. Includes welcome remarks and Bronze sponsorship benefits.

02

LAVAUX VINEYARDS SPONSOR

£3,000

Play branded host for a private wine-tasting evening at Lavaux vineyards exclusively for sponsors

03

RIGHTS HOLDER DRINKS RECEPTION HOST

£2,000

The Summit begins with an exclusive networking evening at the Headquarters of prominent rights Holder (previously UCI World Cycling and World Athletics) but you can sponsor the event as co-Host

04

SUMMIT DRINKS RECEPTION SPONSOR/HOST

£2,000

The choice for those seeking to play host to delegates from Rights Holders, Destinations and Sponsors across the summit audience, rather than any single group

05

BRANDED GALA DINNER TABLE SPONSOR

£1,000

Enhance your presence with a branded table at the Gala Dinner, providing an exclusive space to host up to 3 invited guests.

06

TABLE TOP EXHIBITION SPONSOR

£500

Showcase your brand with a tabletop exhibition, offering a dedicated space to display your products and connect directly with summit delegates.



Legacy strategic approach

Legacy is the result of a vision

comprehends all the tangible and intangible long-term benefits initiated or created by the hosting of the Olympic Games/sport events for cities/territories and the Olympic Movement.

Legacy Strategic Approach
Moving Forward



Marie Sallois, Director of Corporate Development of the International Olympic Committee (IOC)

Stand-Alone

CONTENT SPONSORSHIP

07

WORKSHOP SPONSOR

The workshop will be a one-hour session and will feature your logo in the event program. You'll have the opportunity to moderate and chair the session, allowing you to shape the conversation and showcase your expertise.

08

PANEL SPONSOR

The panel will be held in the main auditorium and will feature your branding prominently in the program. This 40-min session gives you an active role, allowing you to moderate and steer the discussion.

09

MAIN AUDITORIUM PRESENTATION SPONSOR

The 15-minute presentation will take place in the main auditorium and will be branded within the program. This is your opportunity to present on a topic of your choice, sharing insights and expertise through a focused case study.

10

LUNCH/COFFEE SPONSOR

Sponsor a lunch or coffee break, giving your brand visibility during key networking times.

11

SPEED NETWORKING BREAKFAST SPONSOR

Start the day with a speed networking breakfast, designed to facilitate quick, meaningful connections among delegates.

12

VIDEO PROMOTION SPONSOR

Promote your organisation with a video advertisement played between sessions of the summit.

Testimonials

Please find further feedback and highlights from the 2024 Summit video [HERE](#)



Anja Schweickert

Product & Business Development Manager
Events, DB Schenker



We had many fruitful meetings.
We engaged with International
Federations and other members,
and we had a lot of learning



Rick Slegers

Director International Affairs, Orange
Sports Forum



It's the best way to get in touch with
international federations, host cities
and right holders, listen to their
challenges and discuss opportunities
and solutions



Ian Adamson

President, World Obstacle



The Summit provided unparalleled
opportunities for direct engagement
between international Federations,
sports events host cities and expert
suppliers



Roberta Werner

Executive Director, Visit Rio



Thank you so much for the
opportunity and invitation MEI.
It was a pleasure to be together
in this incredible event full of
wonderful connections for our
Rio de Janeiro city

MAJOR EVENTS INTERNATIONAL

REGISTRATION IS NOW OPEN

www.hostsandfederationssummit.com

SEE YOU IN LAUSANNE

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