

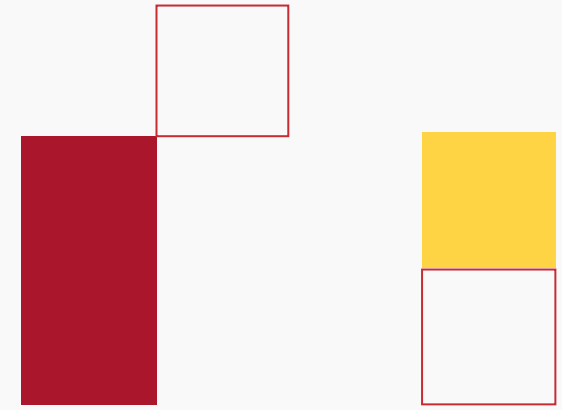
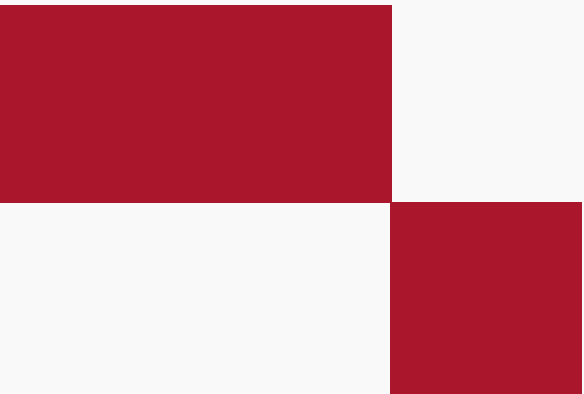
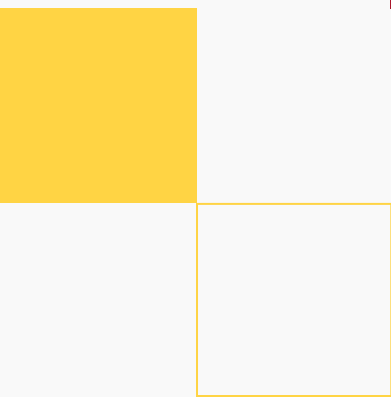
SPORTS SUMMIT MADRID | 20 27

An initiative of **MAD CUP**

JUNE 16-17
| IFEMA MADRID |



AFTER MOVIE SPORTS SUMMIT MADRID 2026

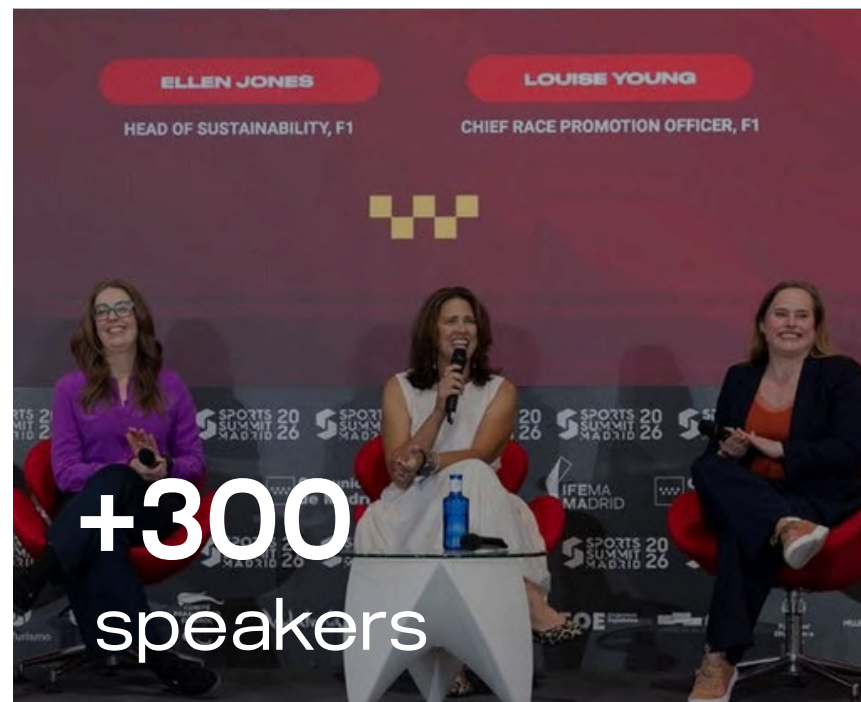


THE INTERNATIONAL MEETING POINT FOR THE SPORTS INDUSTRY



SSM

Two days, the entire industry, **one place**



”

**60% growth in
2026:**

THE LEADING BRANDS IN THE GLOBAL INDUSTRY ARE ALREADY PART OF SPORTS SUMMIT



THE GLOBAL LEADERS WHO CHOOSE SSM



Gerrit Meier
Managing Director, NFL



Pau Gasol
Former NBA Player



Javier Tebas
President, LALIGA



Louise Young
Chief Race Promotion
Officer, Formula 1



Toni Nadal
Coach of Rafael Nadal
Director Rafa Nadal
Academy



Jorge Garbajosa
President, FIBA Europe



Julia Pallé
EVP, Formula E



Sarah Swanson
Chief Brand Officer
WTA Ventures,



Enrique Cerezo
Presidente del Club
Atlético de Madrid



Jeff Lunhow
CEO, Blue Crow
Sports Group



Tany Hvizdak
SVP & GM, Nike



Alan Gilpin
CEO, World Rugby



Annie Lokesh
Head, X GAMES LEAGUE



Chus Bueno
CEO Euroleague



Carolina Marín
Olympic Badminton
Champion



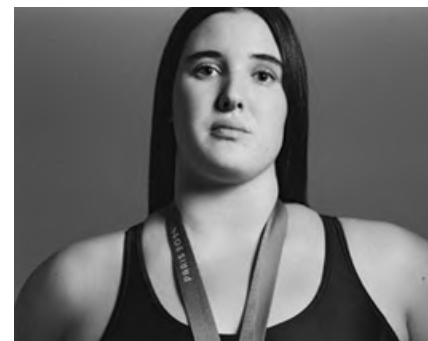
Danys Báez
Former MLB Player



Gerard Tsobanian
Presidente & CEO,
Mutua Madrid Open



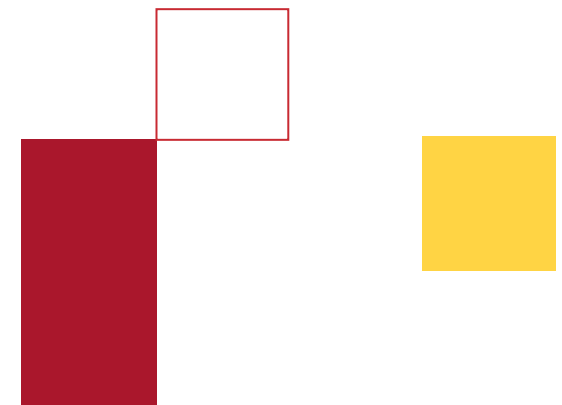
Vicente del Bosque
Former Head Coach,
Spain National Team



Paula Leitón
Olympic Water Polo
Champion



Giba
Volleyball Legend &
Olympic Champion



FORIUM

SPORTS SUMMIT
MADRID 2026

AUDIT

SPORTS SUMMIT MADRID 2026



THIS IS WHAT 2027 WILL BE LIKE: FOUR AREAS, SIX SECTORS, THE ENTIRE INDUSTRY

2 DAYS. 4 AREAS. **ONE PLACE.**

SSM EXPO

Brands, innovation
and business
development



SSM ARENA

Activations,
competition and live
experiences



SSM CONGRESS

Strategic content with
global leaders



NETWORKING

High-value connections,
business opportunities



CONTENT. CONNECTIONS. BUSINESS. EXPERIENCES.

EXPERIENCES THAT EXPAND SSM

EXPO



CONGRESS

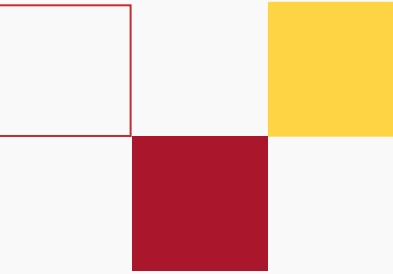
BUSINESS

ARENA



NETWORKING

SSM: A PLATFORM OF MAJOR EVENTS



WELCOME COCKTAIL

Connections that begin before the event



Recognition of the impact of Ibero-American sport

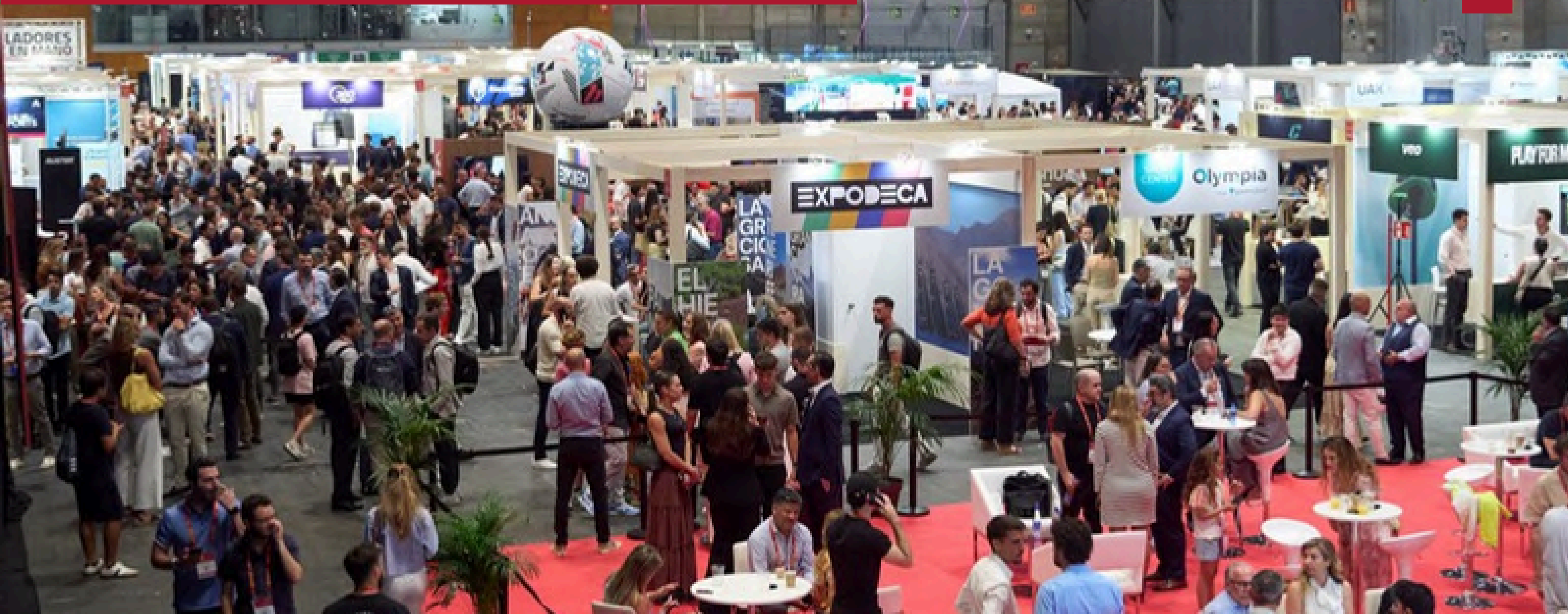


Innovation, education and young talent in competition



Networking, recognition, innovation, and talent are all part of an agenda that connects the industry inside and outside of SSM.

THE ENTIRE SPORTS INDUSTRY REPRESENTED AT SSM



SIX SECTORS. A COMMERCIAL PROPOSAL FOR EACH ONE

1. INFRASTRUCTURE: THE ROAD TO THE 2030 WORLD CUP BEGINS.

WHO EXHIBITS?

Equipment, grass, paving, stadiums, security, accessibility, mobility, venue management, engineering, waste management, other

WE CALL UPON

Public administrations, venue managers, club operations directors, federations, architecture and engineering firms, host cities, others

2. INSTITUTIONS AND SPORTS TOURISM

WHO EXHIBITS?

Regions, cities, destinations, event organizers, hotels and sports resorts, promotional agencies, others

WE CALL UPON

Regional sports directors, councilors, tourism directors, tour operators, sponsoring brands, others





3. SPORT TECH, AI, DATA AND PERFORMANCE:

WHO EXHIBITS

Management platforms, software, data, AI, video, streaming, ticketing, fan engagement, audiovisual protection, OTT, cameras, other

WE CALL UPON

CTOs and heads of innovation at clubs and federations, marketing and CRM directors, broadcasters, OTT platforms, facility operators, investment funds, others

4. WELLNESS, HEALTH AND WELL-BEING

WHO EXHIBITS

Equipment, software of management, nutrition, biomechanics, recovery, clinics, medical technology, wellness hotels, healthy habits platforms, others

WE CALL UPON

Gym chains, expansion and purchasing directors, club medical directors, physiotherapists, clinics, municipal operators, investors, others



5. SPORTS PRODUCTS, RETAIL AND MERCHANDISING:

WHO EXHIBITS

Manufacturers, textiles, customisation, printing and transfers, merchandising, promotional products, distribution, sports equipment, others

WE CALL UPON

Purchasing managers, distributors and wholesalers, sports retailers, clubs and federations, event organizers, gyms, universities, others

6. TRAINING AND EMPLOYMENT

WHO EXHIBITS

Universities, business schools, vocational training centers, certification bodies, employment and talent platforms, others

WE CALL UPON

HR directors, companies seeking talent, clubs, federations, fitness chains, public authorities with employment programmes, others





CHOOSE THE MODULAR
STAND THAT BEST SUITS
YOUR COMPANY

GROW YOUR BUSINESS IN SSM 2027

MODULAR STANDS



8x8



3x3



4x8



4x4

SPEAKER CORNER

A space for SSM participants who want to present their latest news, products and services.





AXIS ROOM

A private and exclusive space within SSM, designed to turn meetings, workshops and executive committee sessions into high-impact gatherings, in an environment that inspires connection, strategy and decision-making.



STAND DIMENSIONS	PRICES
9 square meters (3x3m)	3.150€
12 square meters (4x3m)	4.200€
16 square meters (4x4m)	5.600€
32 square meters (4x8m)	11.200€
64 square meters (8x8m)	22.400€
Starting from 16 square meters	€100/m ² (activation floor only)
Starting from 32 square meters	€165/m ² (floor only)

*If you need help with your custom design (available from 32 square meters), please contact us.

*10% VAT not included.

*Additional fee of €420 (+ VAT): includes liability insurance, multi-fair, marketing, digital kit and official platform

For more information, contact the organization.

ORGANIZE



EVENT HOST



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INTEGRITY PARTNER





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VOLLEY 

MADCUP
TENNIS 

EDUCATION



INDUSTRY





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