

## **SPORTELMonaco 2018, the evolving convention 22 - 24 octobre 2018**

Monaco, 18 september 2018



Organised under the High Patronage of H.S.H. Prince Albert II of Monaco and the International Olympic Committee (I.O.C.), SPORTELMonaco is the stand out event that unites the Elite of the International Sports Marketing & Media Industry.

For over 29 years, top level executives from all over the world, representing sports broadcasters, sport federations, marketing agencies, content right owners and technology meet in the Principality of Monaco, for the first time concentrated on a 3 day event.

In a time where our way to view sport is evolving, SPORTELMonaco pursues its development and continues to adapt to the changing market, by highlighting new medias such as Facebook, Amazon, Vimeo and Youtube.

80% of exhibitors and sponsors of 2017 have confirmed their presence, five weeks before the event debut - RED BULL MEDIA HOUSE, LaLiga, BUNDESLIGA, NBA, PGA TOUR, BEIN SPORTS, NBC SPORTS, ACTIVISION BLIZZARD, FIFA, EUROSPORT, DENTSU, TOTAL SPORTS ASIA, FIGHT SPORTS, FACEBOOK, YOUTHSTREAM, NEULION, ONE CHAMPIONSHIP, FEEDCONSTRUCT and more. Among the new exhibiting companies, RED BULL AIR RACE, MANCHESTER UNITED, WORLD SURF LEAGUE, K-LEAGUE ... are companies that have confirmed their presence.

Last year SPORTELMonaco exceeded our expectations with 3045 participants, 1048 companies representing 78 countries and 23.5% of new companies.

**SPORTEL Awards Ceremony and public opening !**

On Tuesday, October 23 at 8:30 pm, the public is invited to participate in the SPORTEL Awards!

During this prestigious ceremony, the most stunning sports images are rewarded, as well many sports celebrities will be walking down on the red carpet including Bixente Lizarazu, who will be awarded for the Best Autobiography Award 2018 and Didier Deschamps for the Legend Award.



This year, the public will also have the possibility to participate in exclusive meetings organized with renowned athletes.

You can now register by completing [the online press registration form](#)

Press contact:

Delphine Facondini - Press Manager

+377 93 30 60 61

dfacondini@sportelmonaco.com