



SPORTCITIES

EXPO & SUMMIT

19-20
NOVEMBER 2025
EVENTS FAIR
FERIA VALENCIA

Trade Show for Sports Facility Infrastructure, Equipment and Services.



**BUILDING HEALTHY
COMMUNITIES**



Organized by:



SHOW2BE



Cities in motion

SPORTCITIES, the commercial and professional meeting point that connects the entire industry and value chain of the infrastructure, equipment, and services sector for sports facilities and active leisure.

Aimed at all sectors: municipal officials, public administrations, investors, active urban mobility, managers and owners of clubs, chains and sports centers, influencers, the hospitality sector, public and private educational centers, architects and urban planners... to discover the latest trends and innovations, exchange ideas with industry players and find the right solutions for their current projects.

SPORTCITIES 2025 ORGANIZING COMMITTEE



INSTITUTIONAL PROMOTERS



SECTOR PARTNERS



VIDEO PRESENTATION SPORTCITIES BRAND MANIFESTO



 **SPORTCITIES**
EXPO & SUMMIT



Organized by Feria Valencia, Feria Valladolid and SHOW2BE

ANNUAL EDITION ALTERNATE CITIES OF VALENCIA AND VALLADOLID

with national coverage, which guarantees comprehensive projection throughout the Spanish territory.

Diagonal Sports Axis, boosting regional accessibility and encouraging diverse participation. Furthermore, this model facilitates greater institutional momentum by strengthening collaboration with regional and local institutions, generating synergies through local outreach strategies that promote the involvement of the business, sports, and social fabric of each region, thus maximizing the event's impact and relevance at the national level.



Organizado por:



SHOW2BE

Showroom Area



Exhibitor structure

Targeted Sectors

1. SPORTS INFRASTRUCTURE AND FACILITIES

Infrastructure, equipment, and solutions for sports and multipurpose spaces.

2. FITNESS AND PERFORMANCE

Gyms, fitness studios, wellness, high performance, and specific disciplines.

3. PUBLIC SPACES AND ACTIVE AND SPORTS URBAN PLANNING

Construction and equipment of urban sports infrastructure and facilities, active mobility, bio-health parks, etc.

4. EQUIPMENT, MAINTENANCE AND FACILITY TECHNOLOGY

Providers of services, maintenance, materials, equipment, and technology.

5. SOCIO-SPORTS, SENIOR AND INCLUSIVE FACILITIES AND EQUIPMENT

Special Edition: Active Living, Inclusion, and the Silver Economy

6. FACILITIES FOR THE ACTIVE AND SPORTS TOURISM SECTOR

Infrastructure and equipment for hotels, wellness centers, campsites, resorts, sports tourism venues, trails, clubs, spas, federations, and more.

7. SPORTS HEALTH AND SAFETY

Health, wellness, and safety in sports: medical services, physical therapy, recovery, and nutrition.

Structure

Professional Visitors

Public Administrations and Urban Planning:

Town councils, technicians and service managers sports, institutions of tourism, sport, infrastructures and territorial planning.

Construction and Design of Sports Facilities:

Developers, architects, urban planners, and real estate development companies.

Education, Federations, and Clubs:

Educational centers, universities, federations, and sports clubs.

Facility Management and Operations:

Gyms, public and private sports centers, and service operators.

Distribution and Equipment:

Suppliers, distributors, and specifiers of sports materials and technology.

Innovation and Professional Services:

Consultants, advisors, event organizers, and research centers.

Hospitality and Active Tourism:

Hotels, resorts, campgrounds, and venues offering sports and wellness activities.

Investment and Expansion:

Investment funds, franchises, and networks of gyms or sports retail stores.

Congress Talks Summit

5 SPECIALIZED SIMULTANEOUS SCENARIOS
2 days of top-level speakers

FITNESS4Cities

SPORTECH Lab

SPORTAINTMENT
Venues

SPORTFRIENDLY
CITIES

HOSPITALITY&EDUCATIONAL
Hub

ASSEMBLIES ASSOCIATIVE
CONGRESSES PITCH
EXHIBITORS SPORTCITIES
AWARDS

Where the present and future of urban and professional fitness is built

This space addresses the evolution of fitness as a backbone of well-being in cities and as an industry undergoing technological, digital, and social transformation. It is intended as a meeting point for fitness operators, technologists, investors, managers, and emerging brands.

Topics:

New business models and scalability Innovation and trends in equipment, technology, digitalization and automation Design and architecture of fitness spaces in the city Marketing, community and recruitment strategies

Target audience:

Fitness chains, gym owners, fitness space managers, club managers, trainers, investors, consultants, technologists, architects, and wellness space designers.

SPORTAINTMENT Venues



Where large venues combine sport, entertainment and fan experience.

A forum specializing in the diverse uses and commercial activation of large sports venues and spaces. From stadiums and arenas to sports facilities and centers that expand and adapt their offerings to include concerts, eSports, trade fairs, and hybrid events, this platform showcases new ways of operating, equipping, investing, and experiencing them.

Topics:

1. Universities and institutions as investors in facilities
2. Alternative financing for sports infrastructure and facilities
3. Global sports academies and training models where the facilities
4. Fan engagement and new sports and entertainment content
5. New technologies and tools at the service of the fan experience.

Target audience:

Managers and operators of large facilities, major event organizers, universities and educational centers, sports academies, architects, promoters, federations, international operators.

HOSPITALITY&EDUCATIONAL Hub



When tourism becomes an active experience. Empowering the destination with a network of accommodations tailored to sports and active tourists.

This forum explores how hotels, resorts, campsites, and educational centers integrate sport and physical activity as a competitive advantage. Trends such as sports tourism, deseasonalization, profitability, tourism value propositions associated with sports, and the creation of wellness ecosystems in destinations and university campuses are addressed.

Topics:

1. Integration of gyms, wellness services, and sports activities into the value proposition of tourist accommodations
2. Urban furniture in cities and city services as a tourist attraction
3. Proposals and success stories from coastal, inland, urban, and rural hotel chains and resorts.
4. Sports campsites
5. Sports and active tour operators.
6. Types of sports-related tourism as a response to market needs.
7. Success stories in active tourism

Target audience:

Hotel managers, campsite managers, tour operators, academic leaders, architects, educational networks.

SPORTECH Lab



The innovation, research, and technology laboratory serving sport and active lifestyles for sports facilities. This section focuses on technological innovation. Emerging solutions for facility digitalization, smart sports center management, active street furniture, and interactive experiences are presented. This is a key space for startups, investors, and technology managers.

Topics:

1. Artificial intelligence, big data and sensors for facilities
2. BIM from design to maintenance of sports facilities
3. Renovation and rehabilitation of sports spaces and facilities
4. Management apps, gamification and platforms
5. Technology in active urban furniture
6. Disruptive cases and scalable models
7. Lines of research
8. Sustainability and safety in sports facilities

Target audience:

Sports business ecosystem, clubs, municipalities, startups, funds, universities, technologists, technology centers, innovation managers, software and smart equipment manufacturers.

SPORTFRIENDLY CITIES



Cities in Motion

The SPORTCITIES institutional forum. A space where mayors, municipal technicians, and urban managers share real success stories about sport as a tool for social cohesion, urban development, health, and economic revitalization through sport and active living.

Topics:

1. Municipal and territorial strategies that support sports
2. Destination marketing and sports tourism
3. Urbanism and urban planning
4. Cases of small and medium-sized cities with strategic vision
5. Trends and innovations in urban furniture and smart city solutions for active and sporty living
6. Bio-healthy parks

Target audience:

Town councils, provincial councils, sports technicians, tour operators, contractors, local associations, and urban planners...

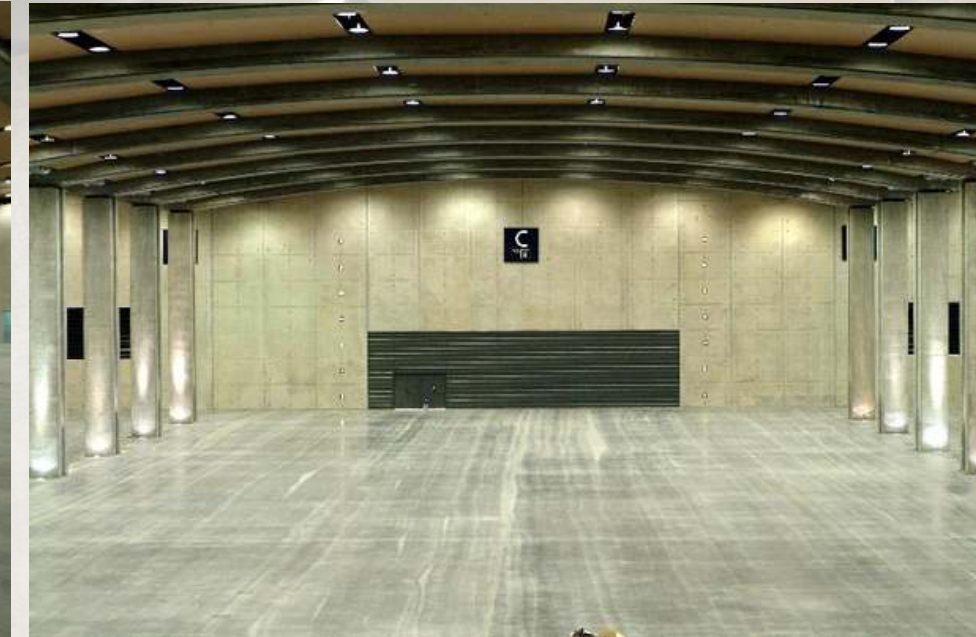
SECTORAL FORUMS AND CONGRESSES



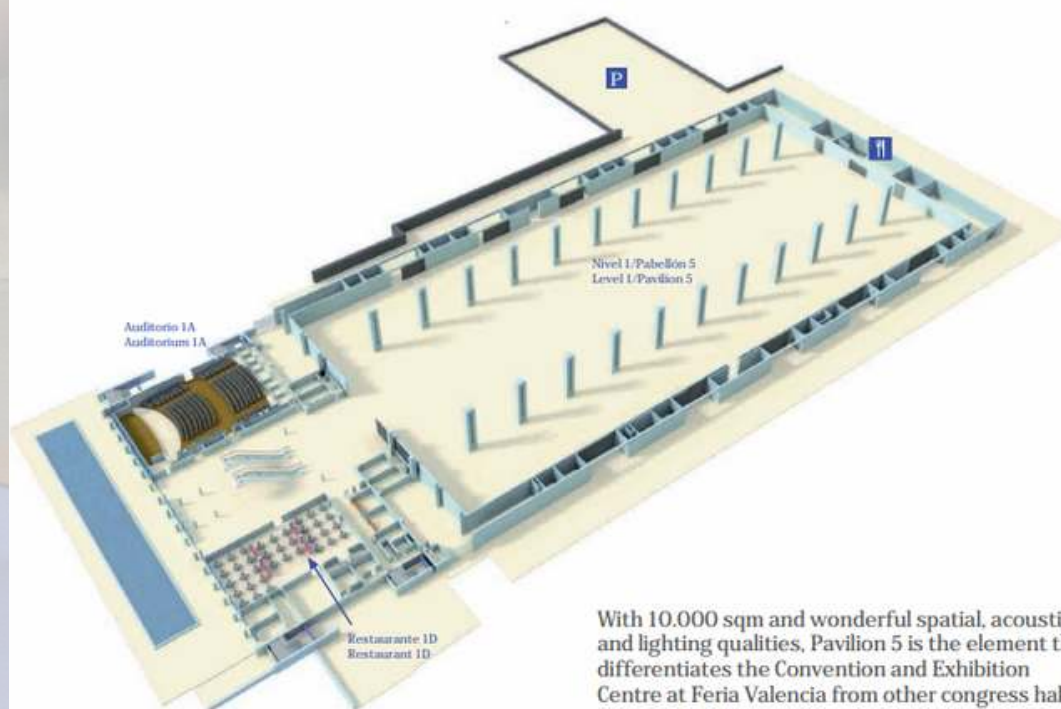
AEESDAP - National Congress of the Public-Private Partnership Forum in the framework of sports services for Public Administrations. November 20.



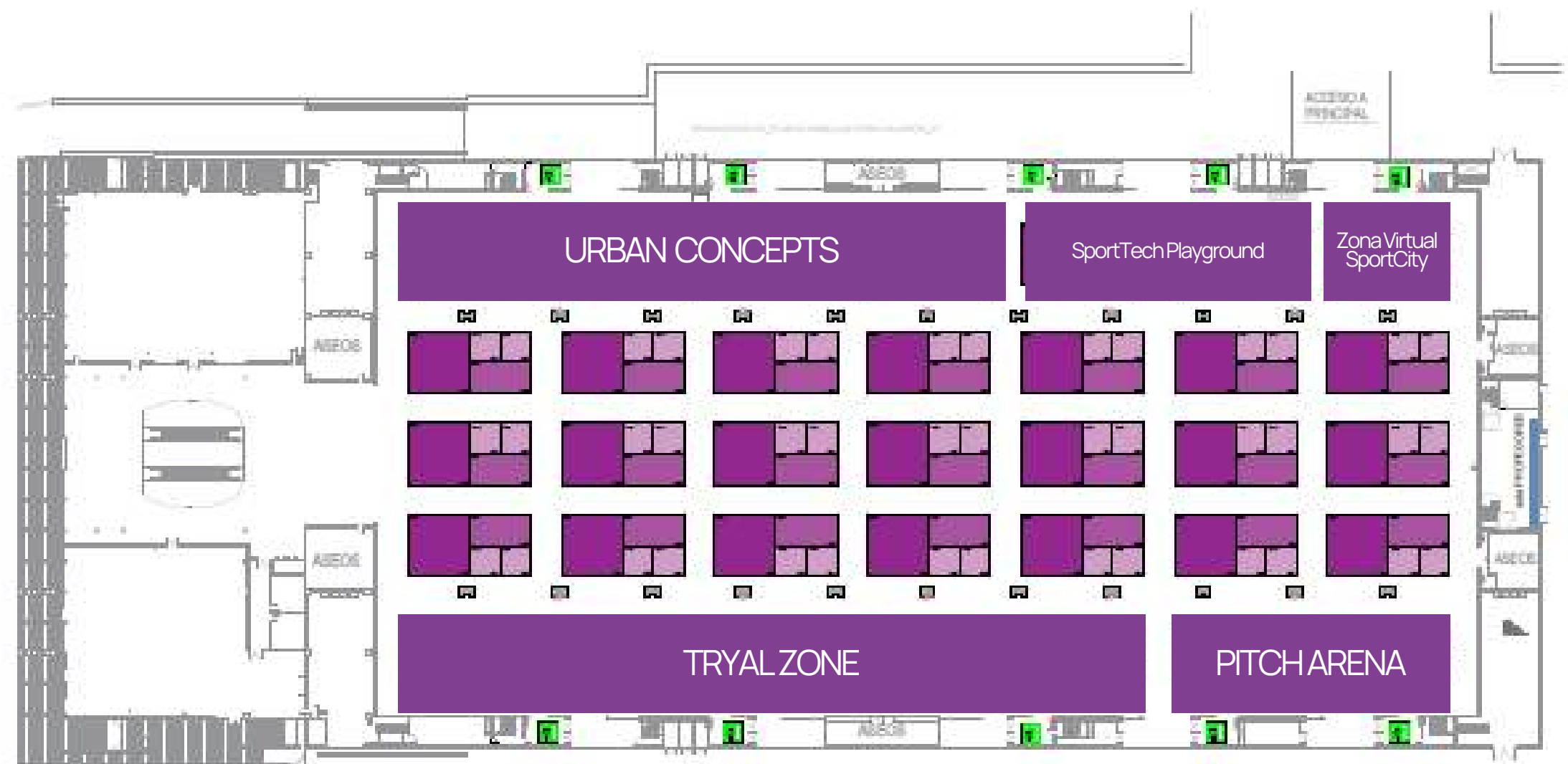
WHERE: VALENCIA FAIR EVENTS CENTER. HALL 5



Con 10.000 m² y unas cualidades especiales, acústicas y de iluminación excepcionales, el Pabellón 5 es el elemento que diferencia, de modo más determinante, al Centro de Eventos de Feria Valencia del resto de espacios para eventos que operan en el mercado.



With 10.000 sqm and wonderful spatial, acoustic and lighting qualities, Pavilion 5 is the element that differentiates the Convention and Exhibition Centre at Feria Valencia from other congress halls operating in the market.



Participation formats

Fully inclusive stand 16m²



3.316,02 €

VAT 10% not included
10% Priority Deadline Discount

16Basic

- Surface 4m * 4m
- Stand structure with Bimatrix system frames 2.5mh
- Sustainable carpet
- "High-quality printed" banner on a 4mw*2.5mh wall (Creativity/Design by the exhibitor) (other wall will be in white fabric)
- 1x conference table
- 3x Chairs
- 3x Arm spotlights
- 1x Electrical panel with socket and minimum energy consumption
- Civil Liability and Multiferia Insurance
- Sustainable assembly and dismantling fee

Marketing and Communication pack: 300€ not included



3.907,02 €

VAT 10% not included
10% Priority Deadline Discount

16Full graphics

- Surface 4m * 4m
- Stand structure with Bimatrix system frames 2.5mh
- Sustainable carpet
- "High-quality printed" banner on all walls (2 facades) 4mw*2.5mh (Creativity/Design by the exhibitor)
- 1x conference table
- 3x Chairs
- 3x Arm spotlights
- 1x Electrical panel with socket and minimum energy consumption
- Civil Liability and Multiferia Insurance
- Sustainable assembly and dismantling fee

Marketing and Communication pack: 300€ not included

Participation formats

Fully inclusive stand 32m2



5.918,66 €

VAT 10% not included
10% Priority Deadline Discount

32Basic

- Surface 8m * 4m
- Stand structure with Bimatrix system frames 2.5mh
- Storage 2*1 m
- Sustainable carpet
- "High-quality printed" banner on a 10 m² wall (Creativity/Design by the exhibitor) (The other wall will be in white fabric)
- 1x conference table + 1x high table
- 3x chairs + 3x White stools
- 6x arm spotlights
- 1x electrical panel with socket and minimum energy consumption
- Civil Liability and Multiferia Insurance
- Sustainable assembly and dismantling fee

Marketing and Communication pack: 300€ not included



7.100,66 €

VAT 10% not included
10% Priority Deadline Discount

32Full graphics

- Surface 8m * 4m
- Stand structure with Bimatrix system frames 2.5mh
- Storage 2*1 m
- Sustainable carpet
- "High-quality printed" banner on all walls except the storage doorb (Creativity/Design by the exhibitor)
- 1x conference table + 1x high table
- 3x chairs + 3x White stools
- 6x arm spotlights
- 1x electrical panel with socket and minimum energy consumption
- Civil Liability and Multiferia Insurance
- Sustainable assembly and dismantling fee

Marketing and Communication pack: 300€ not included

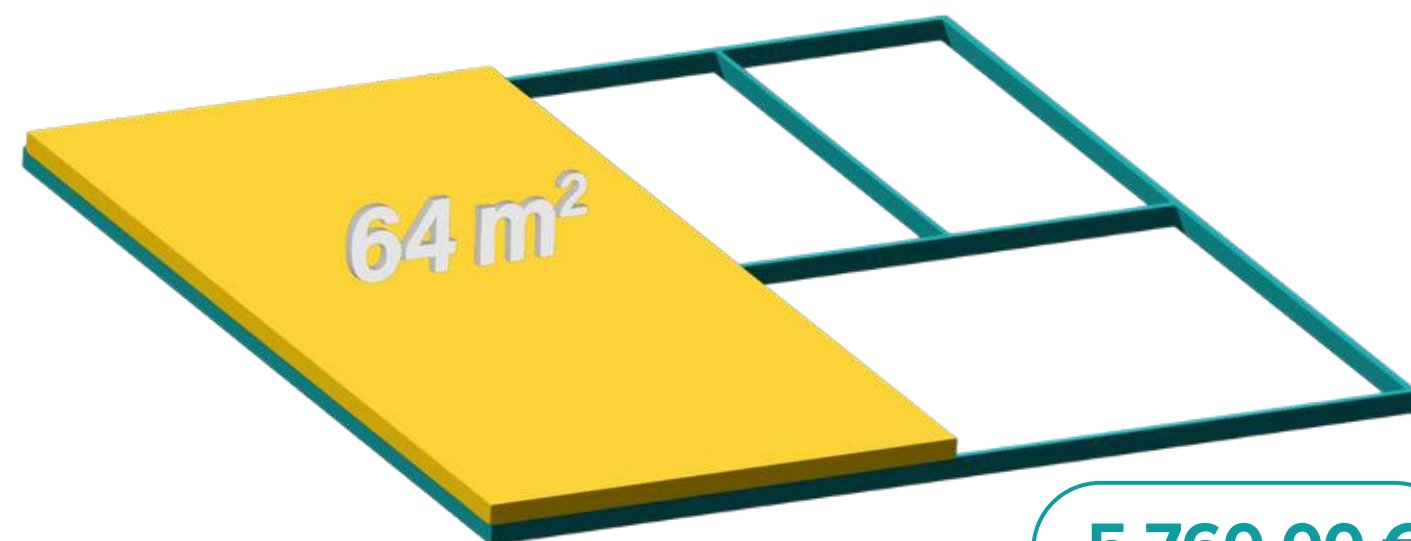
Participation formats

Fully inclusive stand 64m2



9.683,76 €

VAT 10% not included
10% Priority Deadline Discount



5.760,00 €

90 €/m2

VAT 10% not included
10% Priority Deadline Discount

Stand 64Full graphics Peninsula

- Surface area: 8m x 8m
- Stand structure with Bimatrix System Frames, 2.5mh
- Storage room: 2m x 1m
- Sustainable carpet
- High-quality printed canvas on all walls except the door and the side of the storage room
- 2x Arguelles conference tables + 1x Arguelles high table
- 6x Shell chairs and 3x Rimini white stools
- 6x arm spotlights
- 1x power panel with minimum energy consumption
- Civil Liability and Multiferia insurance
- Sustainable assembly and dismantling fee

Marketing and Communication pack: 300€ not included

Stand 64Space Only

- Surface area: 8m x 8m
- Space Only
- Design, construction, assembly, and dismantling at the exhibitor's expense
- Refer to the Exhibitor's Guide for design and construction regulations
- Civil Liability and Multiferia insurance included

No incluido:

- Dismantling fee not included : 5€/m2
- Minimum energy consumption :
- Marketing and Communication Pack : 300€

Participation formats

128m2



Stand 128Space Only

- Surface area: 8m x 8m
- Space Only
- Design, construction, assembly, and dismantling at the exhibitor's expense
- Refer to the Exhibitor's Guide for design and construction regulations

- Civil Liability and Multiferia insurance included

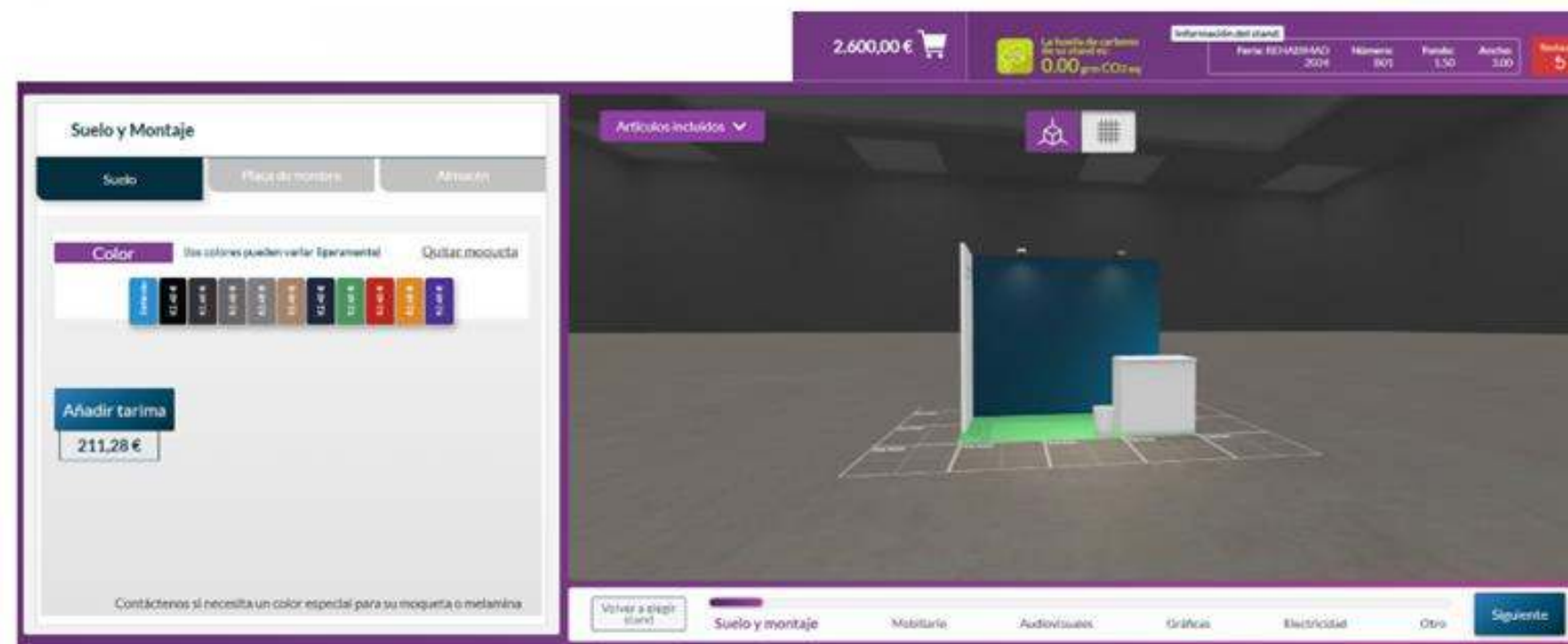
No incluido:

- Dismantling fee not included : 5€/m2
- Minimum energy consumption
- Marketing and Communication Pack : 300€

10.240,00 €

80 €/m2

10% Priority Deadline Discount



SHOP2BE

SHOP2BE is the digital space to complement your participation with any type of need or customization: additional furniture, storage, audiovisuals, graphics, electricity... and more.

Marketing and Communication Pack

PMKC

Exhibitor participation entails the activation of the MKC Pack

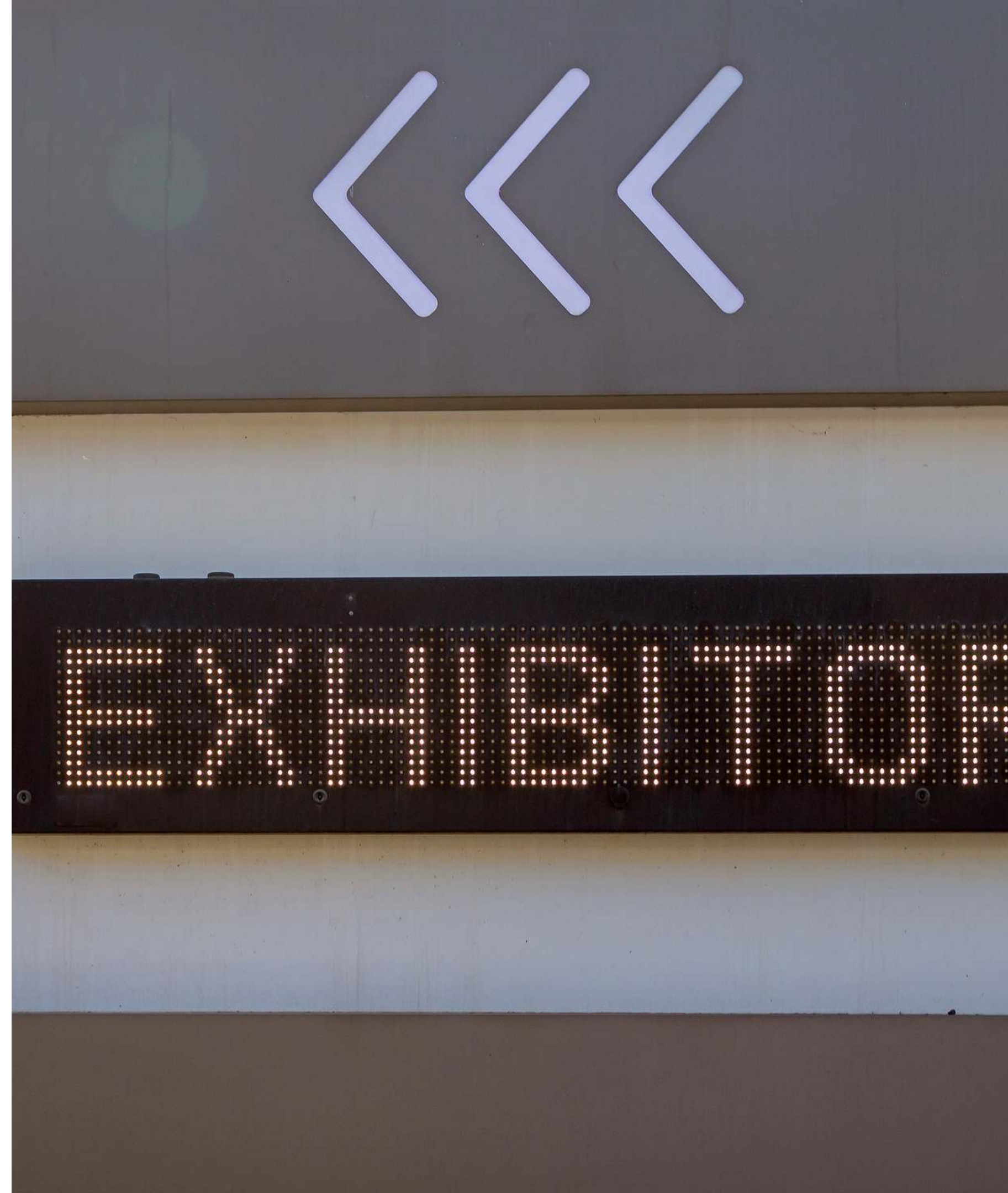
SPORTCITIES offers a specific **Marketing and Communications Pack** for each company participating in the SHOWROOM.

It is a set of tools and services designed to increase the visibility and effectiveness of each exhibitor before, during, and after the event.

INCLUDES:

01. Presence in promotional materials
02. Inclusion of the brand logo in all communication media where the list of participants appears: directories, catalogs, etc.
03. Personalized posts and banners on SportCities social channels
04. Personalized news-article announcing presence in SportCities News
05. Pavilion plan with stand location
06. Access to the SHOW2LINK platform for managing exhibitor accreditations
07. Unlimited invitations for professionals
08. Participation with Elevator Pitch at SPORTCITIES LIVE (10 minutes)
09. Recording and dissemination on social networks of the Pitch at SPORTCITIES LIVE

300€ PER COMPANY
AN EXHIBITING COMPANY MAY ADDITIONALLY
REGISTER CO-EXHIBITORS



Participation formats

TRYALL

TRYALL is the experiential space at SPORTCITIES where trade visitors not only see... but also touch, try, experience, and live the products, services, and concepts of the brands present.

A lively area, designed to provoke reactions, facilitate decisions, and accelerate real connections between brands and potential partners or clients.

What's happening at TRYALL?

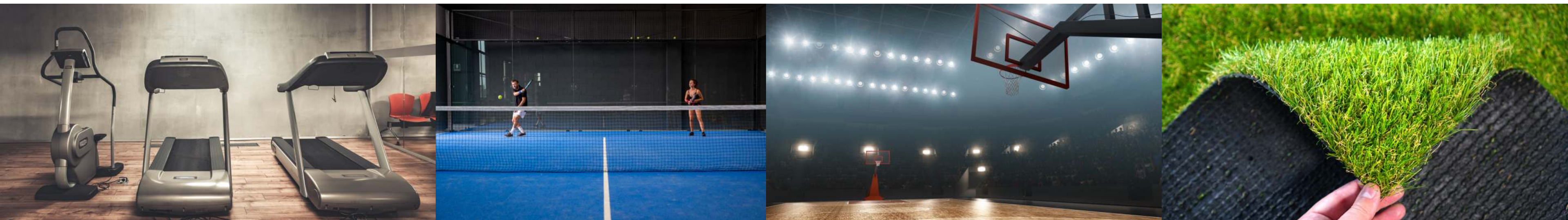
- Live product testing: From equipment to technology, facilities, machinery, services, everything can be tested.
- Active demonstrations: Each brand can offer guided or free sessions to demonstrate how their offering works.
- Mini-challenges or dynamics: Some spaces within TRYAL can include challenges, games, or activities.
- Immediate feedback: Attendees can rate or leave impressions after the experience.

Reserved for showroom exhibitors from 32 m2.

Each TRYALL module is 32 m2.

1 TRYALL module 32 m2: €960
2 TRYALL modules 64 m2: €1,920
3 TRYALL modules 96 m2: €2,500
4 TRYALL modules 128 m2: €3,000

No setup fee or additional cost. Just the floor space. Necessary services such as electricity, lighting, etc., available on demand.





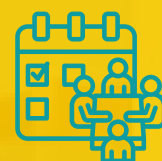
www.sportcitiesexpo.com



sportcities@show2be.com



[I want to participate](#)



[Schedule a meeting](#)

