

SPORTCITIES

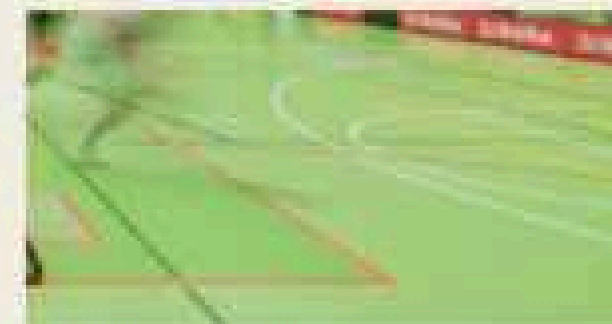
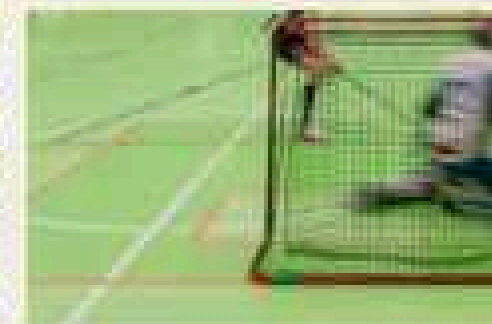
EXPO & SUMMIT

19-20
NOVEMBER 2025
EVENTS FAIR
FERIA VALENCIA

Trade Show for Sports Facility Infrastructure, Equipment and Services.



**BUILDING HEALTHY
COMMUNITIES**



Organized by:



SHOW2BE



What is SPORTCITIES?

SPORTCITIES Expo & Summit aims to become the leading European event that connects sport, health, and innovation through sports and active living facilities in cities, towns, and regions—transforming them into more sustainable, healthy, inclusive, and functional spaces.

We address the entire ecosystem surrounding sports facilities: infrastructure, equipment, maintenance, and services.

sustainability + accessibility + technology + safety

A platform for sectoral visibility and a commercial hub serving the sports facilities industry.



SHOW2BE





Cities in motion

SPORTCITIES, the innovative major professional event that brings together the entire industry and value chain of infrastructure, equipment, and services for sports facilities and active leisure.

It is aimed at all key players including municipal officials, public administrations, investors, active urban mobility stakeholders, managers and owners of clubs, chains, and sports centers, prescribers, the hospitality sector, public and private educational institutions, architects, and urban planners... to discover the latest trends and innovations, exchange ideas with industry stakeholders, and find the right solutions for their current projects.

SPORTCITIES VIDEO PRESENTATION

BRAND MANIFESTO



 **SPORTCITIES**
EXPO & SUMMIT

SPORTCITIES

EXPO & SUMMIT

Organized by Feria Valencia, Feria Valladolid, and Show2Be

The organizational and promotional agreement for the event between the trade fair institutions **Feria Valencia** and **Feria de Valladolid**, and the professional trade fair operator **Show2Be**, stands out for its strategic approach of alternating venues with national coverage. This ensures comprehensive outreach across the entire Spanish territory.

The **ANNUAL** rotation between Valladolid, covering the central-northern region, and Valencia, encompassing the southern-Mediterranean area, strengthens the Diagonal Axis of Sport, enhancing regional accessibility and encouraging diverse participation. Furthermore, this model facilitates stronger institutional support by reinforcing collaboration with regional and local institutions. It creates synergies through localized engagement strategies that promote involvement from the business, sports, and social sectors of each region, thereby maximizing the event's national impact and relevance.

Organized by:

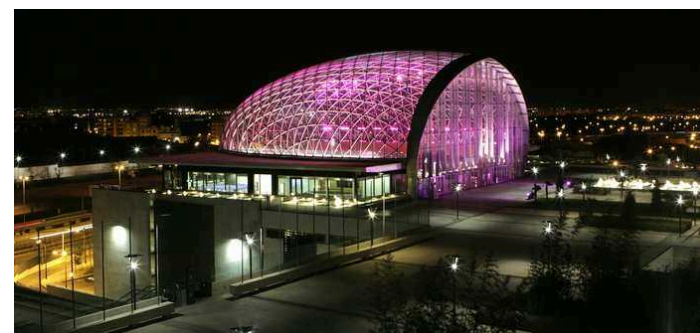


SHOW2BE

SPORTCITIES

EXPO & SUMMIT

Media Kit



Organized by:



SHOW2BE

SPORTCITIES POSITIONING TERRITORIES

**FACILITIES
INFRASTRUCTURE
EQUIPMENT
FURNITURE
TECHNICAL EQUIPMENT
MAINTENANCE**

WHAT

WHERE

**INDOOR
OUTDOOR
URBAN
RURAL
NATURE**

**SPORTS COURTS
SPORTS FIELDS
WALLED COURTS
SPORTS HALLS AND GYMS
SWIMMING POOLS AND WATER SPORTS
URBAN FURNITURE AND ACTIVE MOBILITY
SPORTS AND OUTDOOR FITNESS PARKS
NATURAL SPACES**

IN

TO

**SUSTAINABILITY
RENOVATION
MODERNIZATION
DIGITALIZATION AND TECHNOLOGY
PROFESSIONALIZATION
DEMOCRATIZATION OF SPORTS PRACTICE
HEALTHY LIVING
INCLUSION**

SPORTCITIES 2025

Valencia Welcomes the Future of sustainable Sports Facilities.

From November 19 to 20, 2025, a B2B event leading the transformation of the sports industry.

SPORTCITIES 2026

SPORTCITIES Heads to Valladolid to Transform Cities Through Sports Facilities and Active Mobility

A November 2026 event that connects urban planning and healthy living.

 **SPORTCITIES**
EXPO & SUMMIT

19-20
NOVIEMBRE 2025
CENTRO DE EVENTOS,
FERIA VALENCIA

Salón profesional de infraestructuras, equipamiento
y servicios para instalaciones deportivas.



**CIUDADES EN
MOVIMIENTO**



Brand Manifesto

We believe that **access to sports and recreational spaces** for a quality active life is not a privilege, but a **fundamental right** and a responsibility.

Every court, every field, every park represents an opportunity to grow, connect, and transform communities through **healthy lifestyles**.

We are committed to **fostering active, inclusive, and vibrant cities**, where moving, training, and playing are part of daily life for everyone, regardless of age, gender, or background.

Public administrators and facility managers are promoting safe, accessible, and well-maintained spaces, because the healthy future of our communities is built today — through public spaces and through movement.



Join the movement...

The sports infrastructure, facilities, and equipment sector in Spain and Portugal has undergone **significant development** in recent years, **driven by growing awareness of the importance of physical activity and well-being**, as well as by both public and private investment.

Sector is undergoing a significant transformation thanks to strategic investments that prioritize **sustainability, accessibility, and innovation**.

These initiatives position **Spain as a benchmark** for modern and sustainable sports infrastructure at the European level.

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

...of a growing sector...

The development of sports infrastructure is presented as a key growth opportunity for the coming years, driving investment in sustainable renovations, the construction of new facilities adapted to all audiences, and the expansion of sports tourism in natural areas, supported by European funds and a strong political commitment.



Renovation of facilities

35% of municipal sports facilities require renovations to meet accessibility, sustainability, and energy efficiency standards.



Active leisure and sports tourism

The creation of cycling, hiking, and other sports routes in natural parks and protected areas is on the rise, linked to the growth of sports and active tourism. Sports facilities are increasingly a motivation for choosing a vacation destination.



Construction of new facilities

In the last five years, the construction of sports facilities has grown by 20%, with a particular emphasis on sustainable projects tailored to different audiences.



Public and institutional impulse

Greater investment and public policies to promote spaces and areas dedicated to sports and active living in urban, rural, and natural areas.

...with high socio-economic impact

These initiatives and the impact of the investments are having a significant impact in different areas:



Health and well-being

Prioritize positioning on the health status of the population



Local economic development

The construction and renovation of facilities generates direct and indirect employment in the affected cities, towns, and regions. This boosts economic activity.



Territorial cohesion

Approaches that prioritize rural areas help combat depopulation and promote sports as a tool for social development.



Sport-friendly destination tourism

Modern and sustainable facilities attract international events and promote sports tourism and active leisure.

Infrastructure in Spain
Data 2005.

79.059 Sports facilities in Spain
(2 per 1,000 inhabitants)

176.201 Individual sports spaces,
including:

34.734
Swimming pools

14.096
Sports fields

80.927
Sports courts

31.716
Sports halls

12.867
Tracks with wall

16.087
Urban furniture
and mobility

1.938
Longitudinal spaces

Mission

Promote comprehensive well-being and improve quality of life by fostering a **strong sports culture** in urban, rural, and natural settings.

The event will be held throughout the **Iberian Peninsula**.

Promote innovative, sustainable, accessible, and cutting-edge sports infrastructure, facilities, and equipment.

Establish sport as a **strategic pillar** for social and economic development.

Positioned as a **leading meeting point** that commercially connects the sports facilities and equipment industry with the entire professional distribution channel, including public administrations, municipal technicians, managers of both public and private indoor and outdoor facilities, sports clubs, sports centers, independent chains, hotel gyms, industry professionals, and representatives of the active and sports tourism sector.

Event objectives

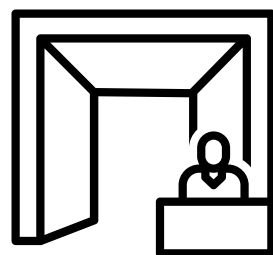


Value Proposal

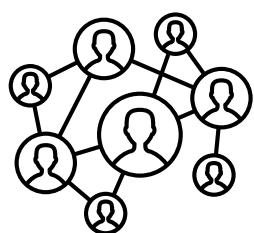
SPORTCITIES becomes the benchmark event for sports and municipal infrastructure, equipment, and services, serving as the **main international meeting point**.

Promoting **sustainability**, in an edition highlighting the **Silver Economy and inclusion**, and supporting the modernization of sports infrastructure and equipment.

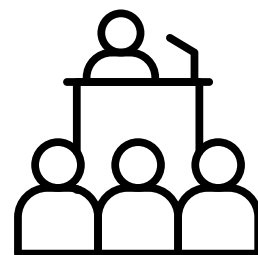
The event will feature a **Summit and a conference area**, where innovative and sustainable initiatives that are transforming the cities of the future will be presented.



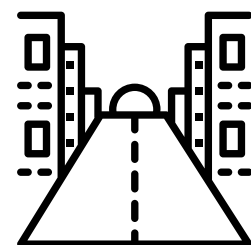
SHOWROOM



NETWORK



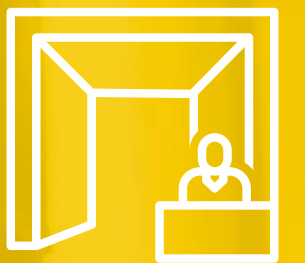
CONGRESS
TALKS
SUMMIT



CITY
WEEK



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.

8 very good reasons to participate as an exhibitor in the showroom area

**CONNECT WITH
DECISION-MAKERS
WHO GENERATE
PUBLIC AND PRIVATE
INVESTMENT**

**GENERATE LEADS
AND SALES BY
SHOWCASE YOUR
SOLUTIONS WHERE
FUTURE PROJECTS
ARE DECIDED**

**INCREASE YOUR
VISIBILITY AND
PROFESSIONAL
AWARENESS IN THE
SPORTS FACILITIES
INDUSTRY**

**MULTIPLY YOUR
STRATEGIC
CONTACTS AND
EXPAND YOUR
COMMERCIAL
NETWORK**

**PRESENT YOUR
NEWS AND
INNOVATIONS AT
THE MEETING
POINT OF THE
SECTOR**

**ASSOCIATE YOUR
BRAND WITH THE
FUTURE OF ACTIVE
AND HEALTHY
CITIES, TOWNS, AND
NATURAL SPACES**

**BOOST YOUR
SALES
STRATEGY
HIGH-VALUE
CONTACTS**

**PARTICIPATE IN
THE EVENT
THAT
GENERATES
TRENDS,
VISIBILITY AND
RESULTS**

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.

8 very good reasons to attend as a Professional visitor



**DISCOVER
INNOVATIONS AND
SOLUTIONS FOR
YOUR SPORTS,
ACTIVE, AND
HEALTHY FACILITIES
AND
INFRASTRUCTURES**

**CONNECT WITH
THE DECISION-
MAKERS DRIVING
URBAN AND
SPORTS
TRANSFORMATION**

**MODERNIZE YOUR
FACILITIES WITH
AVAILABLE
TECHNOLOGY,
EQUIPMENT, AND
FUNDS.**

**EXPAND YOUR
VISION WITH
EDUCATIONAL,
STRATEGIC, AND
INSPIRING
CONTENT**

**MEET AND
COMPARE
SUPPLIERS AND
SOLUTIONS IN
JUST TWO DAYS**

**FINDING REAL
ANSWERS TO URBAN
MANAGEMENT,
DESIGN, AND
MOBILITY
CHALLENGES FOR
ACTIVE AND
HEALTHY LIVING**

**GET INSPIRED BY
REPLICABLE
PROJECTS AND
NEW WAYS OF
BUILDING CITIES.**

**BOOST YOUR
NETWORK AND
POSITION
YOURSELF AS A
REFERENCE**

Congress Talks Summit

SPORT

CITIES

Innovation and Technology
News and Trends

Urban planning and development
Active urban mobility
Green startups: city services
Sport-friendly destinations
Facilities in educational centers

New business models
Management
INVESPORT Forum
Hospitality

Tech&Cities
Guest Country
Cities and territories with sports programs
SPORTCITIES AWARDS
Sports events market

Sustainability and efficiency
Urban furniture
Bio-healthy parks
Economically viable facilities

**Assemblies, meetings, associative
congresses**

SPORTCITIES SUMMIT

TOPICS ON THEMES AND SESSIONS TO BE ADDRESSED WITHIN THE SPORTCITIES FRAMEWORK IN COLLABORATION WITH PARTNERS, STAKEHOLDERS, INSTITUTIONS, AND ORGANIZATIONS...

SPORTCITIES GLOBAL AWARDS

Objective: To recognize and reward the most innovative, sustainable, and inclusive initiatives that drive sports and urban development on a global scale.

Target: Municipal authorities, sports developers, architects, investors, tech companies, federations, and sports NGOs.

URBAN PLANNING AND SPORTS FACILITIES

Objective: To explore how urban design and sports architecture transform cities into healthy, active, and sustainable spaces.

Target: Urban planners, architects, civil engineers, public administrations, infrastructure managers, and real estate developers.

NEXT SPORT CITIES HUB

Objective: To analyze emerging trends that will define the sports cities of the future, integrating technology, sustainability, and citizen experience.

Target: Urban planners, sports tech startups, investors, smart city experts, innovation consultants, and government officials.

SPORTINVEST FORUM

Objective: To foster investment opportunities and sustainable business models in sports infrastructure and urban sports ecosystems.

Target: Investors, venture capital funds, entrepreneurs, CFOs of sports clubs, financial institutions, and event promoters.

SPORTFRIENDLY DESTINATIONS

Objective: To promote urban and tourist destinations that integrate sports as an economic, cultural, and wellness driver.

Target: Sports tourism managers, travel agencies, city councils, tour operators, sports event promoters, and federation representatives

SPORT4ALL: Inclusive Sport and the Silver Economy. Facility types: Adapted facilities and democratization of sports activity within cities.

Objective: To promote inclusion, diversity, and universal accessibility in urban sports facilities and programs for all ages and abilities.

Target: NGOs, public administrations, accessible facility designers, adapted sports specialists, senior associations, and foundations.

MANAGEMENT OF SPORTS FACILITIES IN EDUCATIONAL CENTERS

MATCHPOINT: SPORTS EVENTS MARKET. CANDIDATE CITIES FOR HOSTING MAJOR SPORTING EVENTS.



SPORTCITIES SUMMIT

TOPICS ON THEMES AND SESSIONS TO BE ADDRESSED WITHIN THE SPORTCITIES FRAMEWORK IN PARTNERSHIP WITH PARTNERS, COLLABORATORS, INSTITUTIONS, ORGANIZATIONS...

MOBE CONGRESS: Mobility Solutions in the City Linked to Sport in Sustainable Urban Ecosystems

Objective: To promote sustainable and active mobility through safe and efficient urban infrastructure for cyclists, runners, and pedestrians.

Target: Urban mobility experts, urban cyclists, road infrastructure designers, public transport managers, and sustainable mobility companies.

CITYFIT – High Performance Summit: Indoor Trends and Facilities

Objective: To redefine urban wellness through fitness solutions, high-performance centers, and physical and mental health programs in urban environments.

Target: Gym managers, personal trainers, physiotherapists, corporate wellness experts, sports psychologists, and professional athletes.

NEXTGEN SPORTS

Objective: To design parks, trails, and open spaces that encourage urban sports, social interaction, and a healthy lifestyle.

Target: Landscape architects, urban planners, municipal officials, cyclist collectives, runners, skaters, and neighborhood associations.

HIGHTECH & SPORT – Innovation Hub

Objective: To explore technological innovation applied to urban sport through digital solutions, IoT, eSports, and immersive experiences.

Target: Sports startups, tech companies, tech investors, sports software developers, eSports organizers, and streaming platforms.

GREEN SPORTCITY: Sustainability and Efficiency

Objective: To promote the development of sustainable sports infrastructures that optimize resources, reduce environmental impact, and generate social value.

Target: Environmental engineers, urban planners, public managers, sports infrastructure developers, environmental NGOs, and renewable energy companies.

NEW TECHNOLOGIES AND PLATFORMS FOR SPORTS CLUB MANAGEMENT

SECURITY AND ACCESS CONTROL: NEW TECHNOLOGIES



VALENCIA SPORTCITIES FESTIVAL

VALENCIA SPORTCITIES FESTIVAL

The **Valencia Sportcities Festival** is a dynamic urban event that will take place from November 14 to 16, 2025, as a prelude to the Professional Exhibition of Infrastructure, Equipment, and Services for Sports Facilities, **SPORTCITIES** (November 19-20 at Feria Valencia).

Its goal is to promote an active lifestyle among the population, combining sports, music, fashion, and healthy eating.

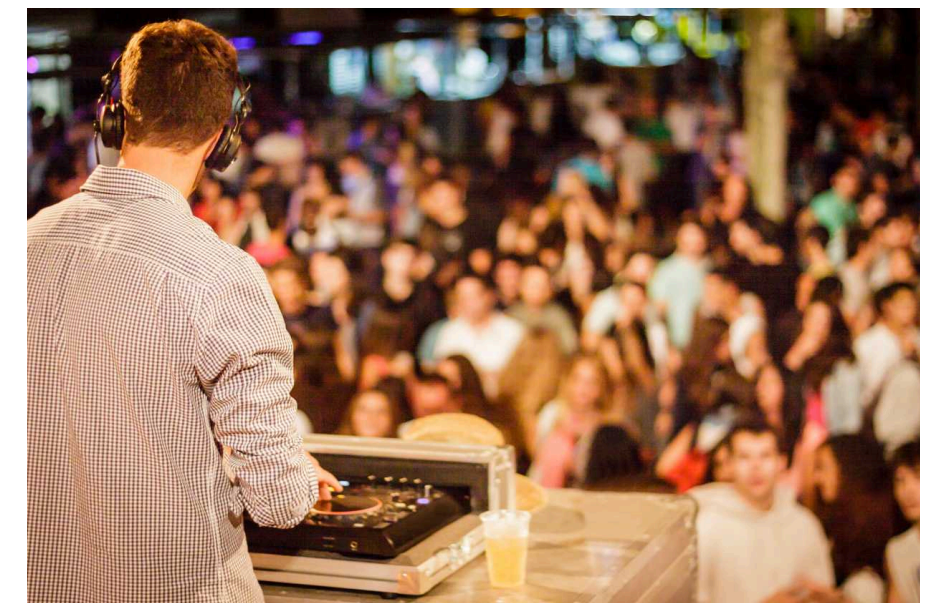
The festival will focus on five sports: calisthenics, 3x3 basketball, pickleball, skate/rolling, and beach volleyball, and will feature exhibitions, tournaments, and demonstrations. The program will also include urban DJ performances, healthy food trucks, and community experiences.

Specific activities for children, seniors, and inclusive audiences.

With institutional support from local federations and clubs, this initiative seeks to promote Valencia internationally as an active, healthy city with potential for sports-related tourism and investment.

Likewise, you can coordinate your schedule for the opening of a new space or facility, a bio-health park, or an innovative space that combines nature, physical activity, and accessibility, designed to promote well-being through movement in a healthy environment connected to the city.

This celebration highlights the strategic role of sports urban planning in Valencia as a driver of health, social cohesion, and quality of life.



I SPHORT CREATORS FEST

SPORT YOUR CITY

 **SPORTCITIES**
EXPO & SUMMIT



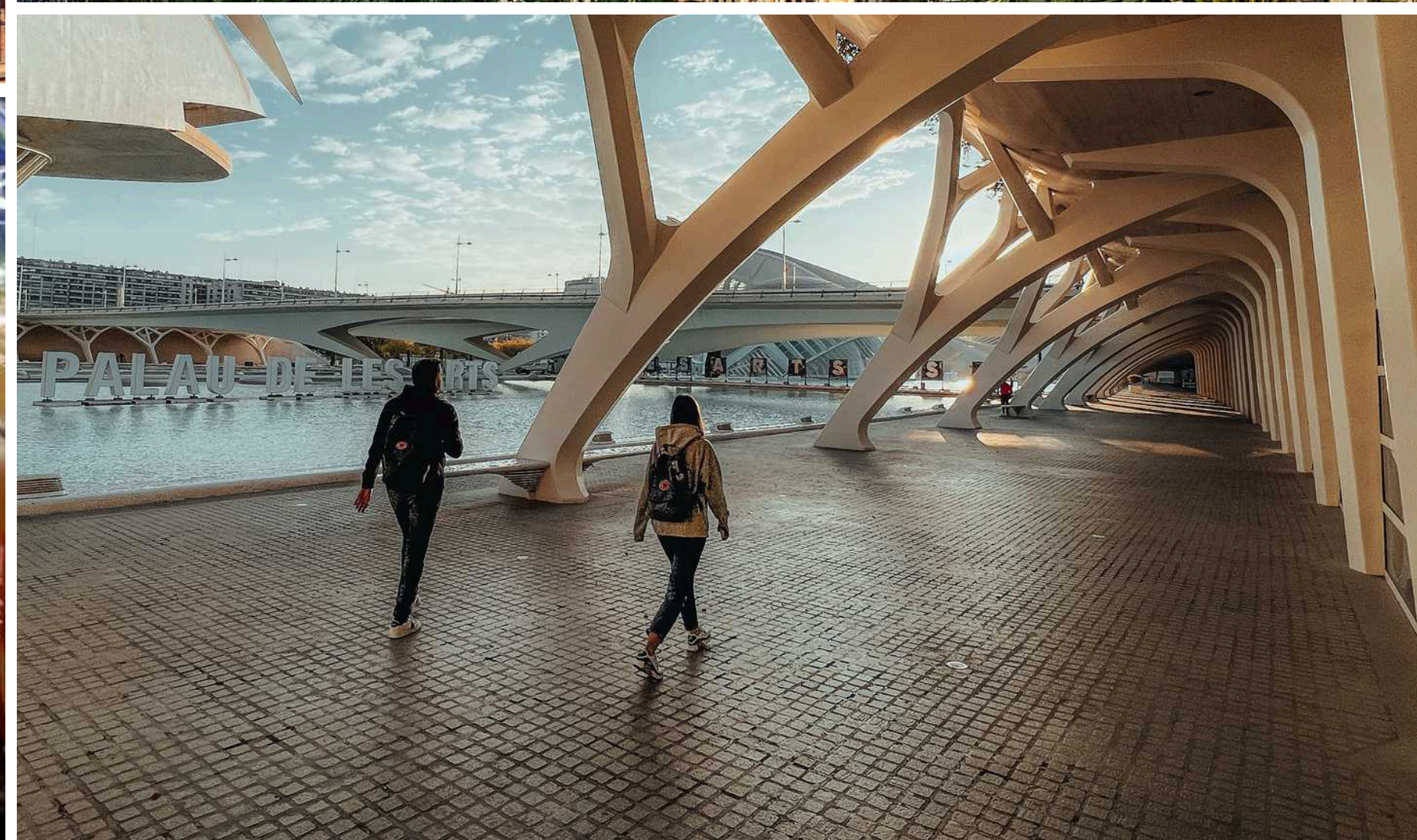
The 1st Sport Creators Fest (SCF) was born with the mission of fostering creative talent around sports, promoting sports audiovisual culture, and offering an international platform for emerging content creators who narrate sport as a vehicle for social transformation, inclusion, sustainability, and excitement. From Valencia, a city of Mediterranean culture and passion for sport, the SCF aims to establish itself as a meeting point between cinematic art via short films on TikTok and the world of sport, creating a space where human stories, collective achievements, individual challenges, and new ways of understanding sport through audiovisual media are celebrated.

OBJECTIVES

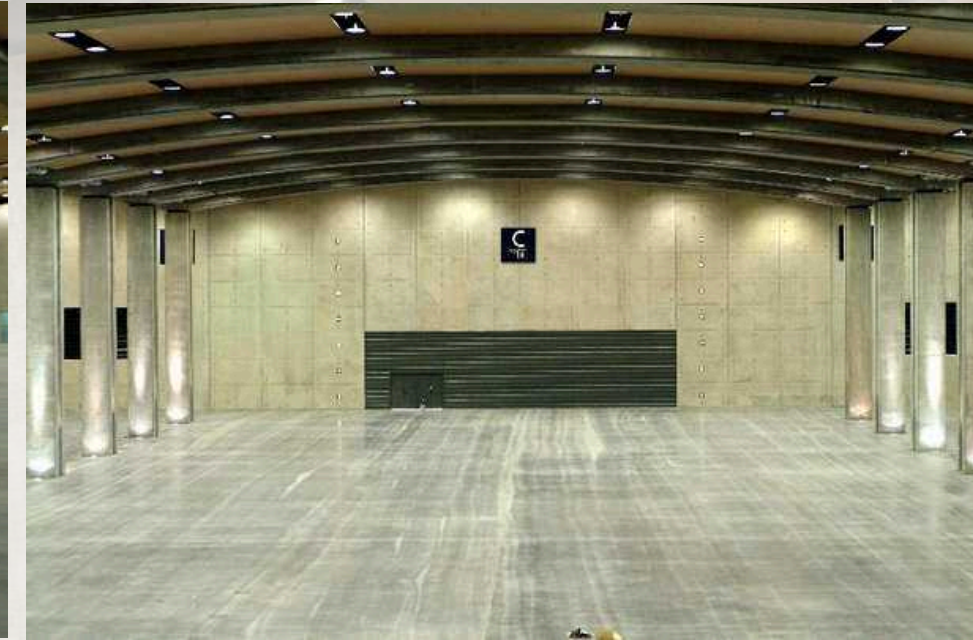
1. Promoting audiovisual creativity in sports: individual and collective. A channel to learn where and how people practice sports.
2. To showcase sport as a tool for social change, inclusion, health, and sustainability, through the eyes of young people and micro-influencers.
3. Micro-influencer campaign to provide a platform for emerging creative talent in social media content, with public exposure, a professional jury, and outstanding awards.
4. To transform Valencia into a cultural benchmark for sports cinema, reinforcing its image as a creative, healthy city committed to art and innovation.
5. Promote values education through audiovisual media, especially among young people and students, using short social media videos as a pedagogical and entertaining tool.
6. A channel for athletes, clubs, sports, amateurs, and non-amateurs to create reels, challenges, and microdocumentaries of up to 60 seconds to connect with audiences, with examples such as: Players training or showing their routine, Tricks and skills in soccer, skateboarding, or parkour... Reactions, short interviews, or sports motivation.

Calendar

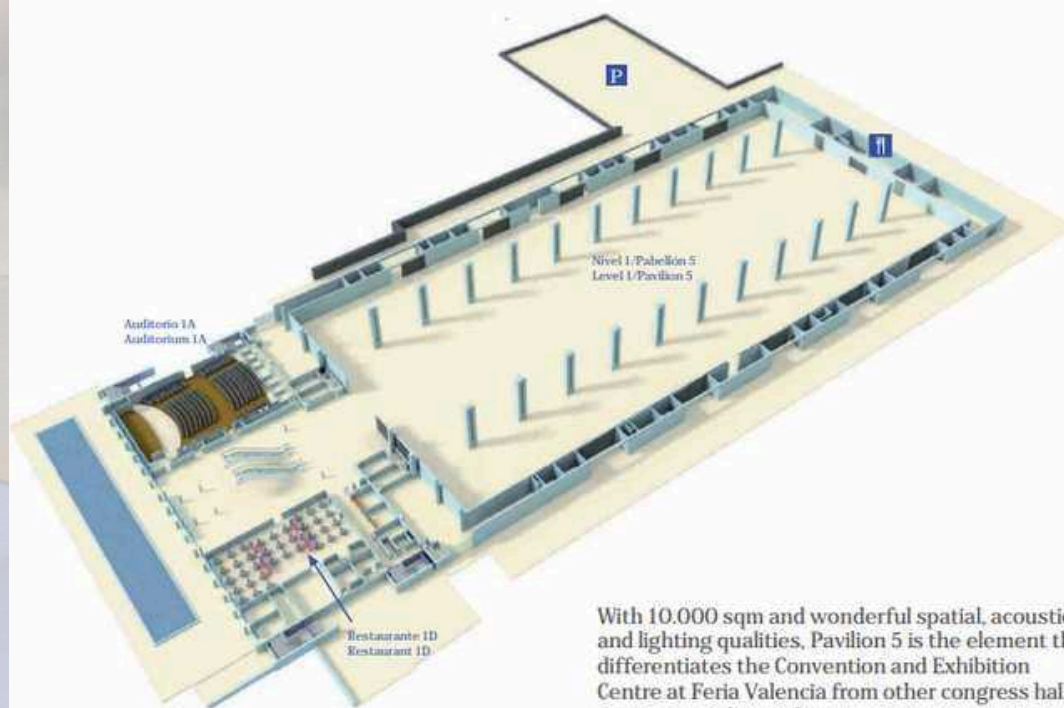
Year	Place	Date	Timing	Location
2025	Valencia	November 19-20	2 days	Feria Valencia Venue
2026	Valladolid	October - November	2 days	Feria Valladolid
2027	Valencia	November	2 days	Feria Valladolid Venue
2028	Valladolid	October - November	2 days	Feria Valladolid



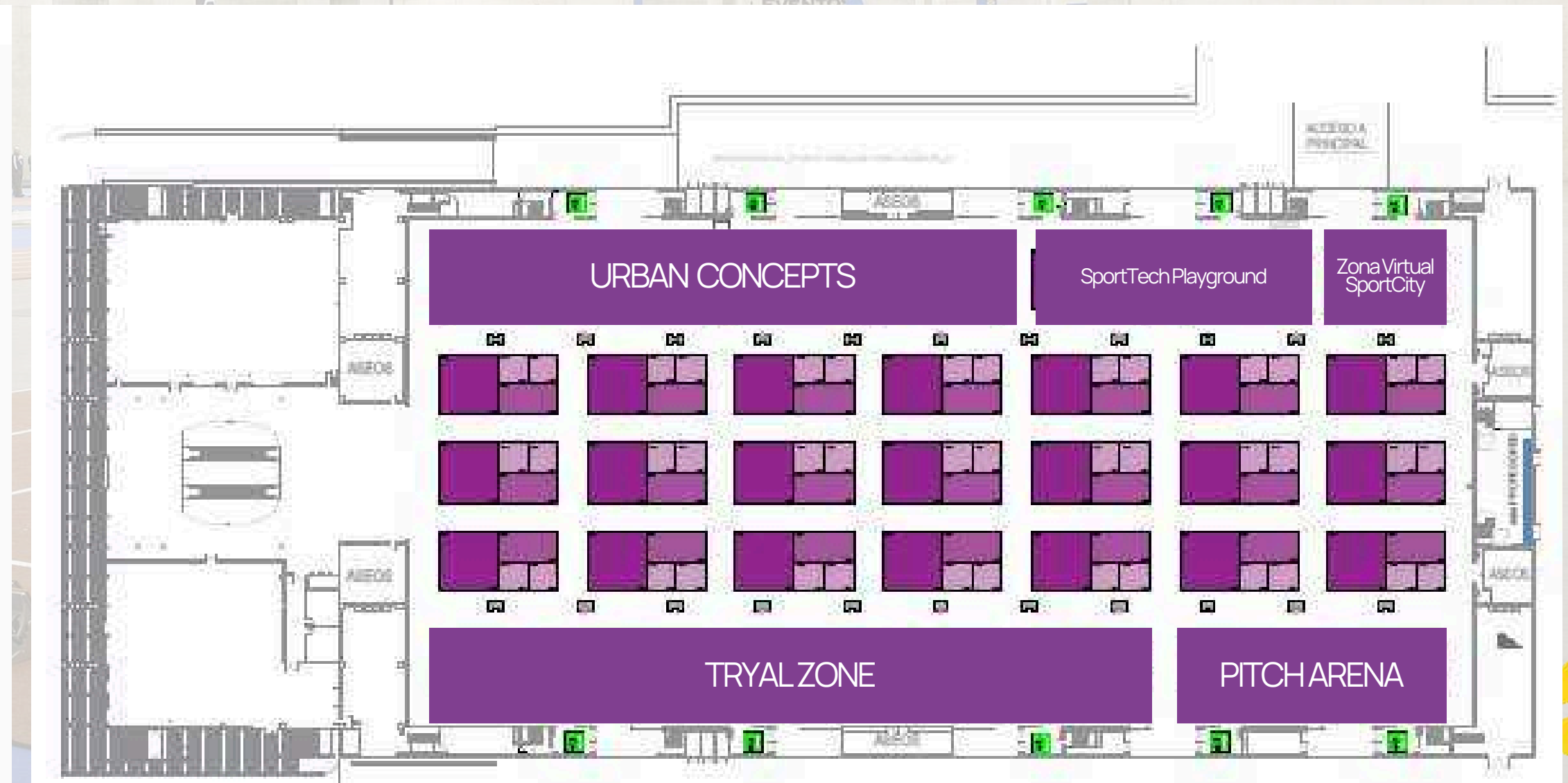
WHERE: VALENCIA FAIR EVENTS CENTER. HALL 5



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



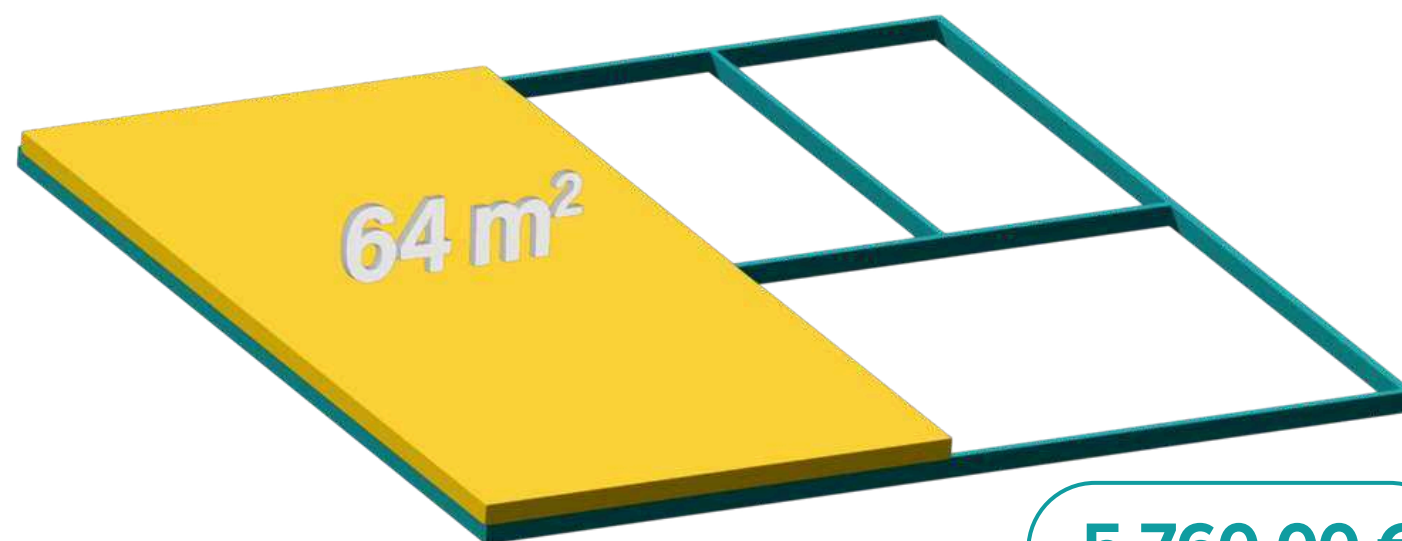
9.683,76 €

VAT 10% not included
10% Priority Deadline Discount

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

Pack de Marketing y Comunicación 300€ no incluido



5.760,00 €

90 €/m2

VAT 10% not included
10% Priority Deadline Discount

Stand 64Space Only

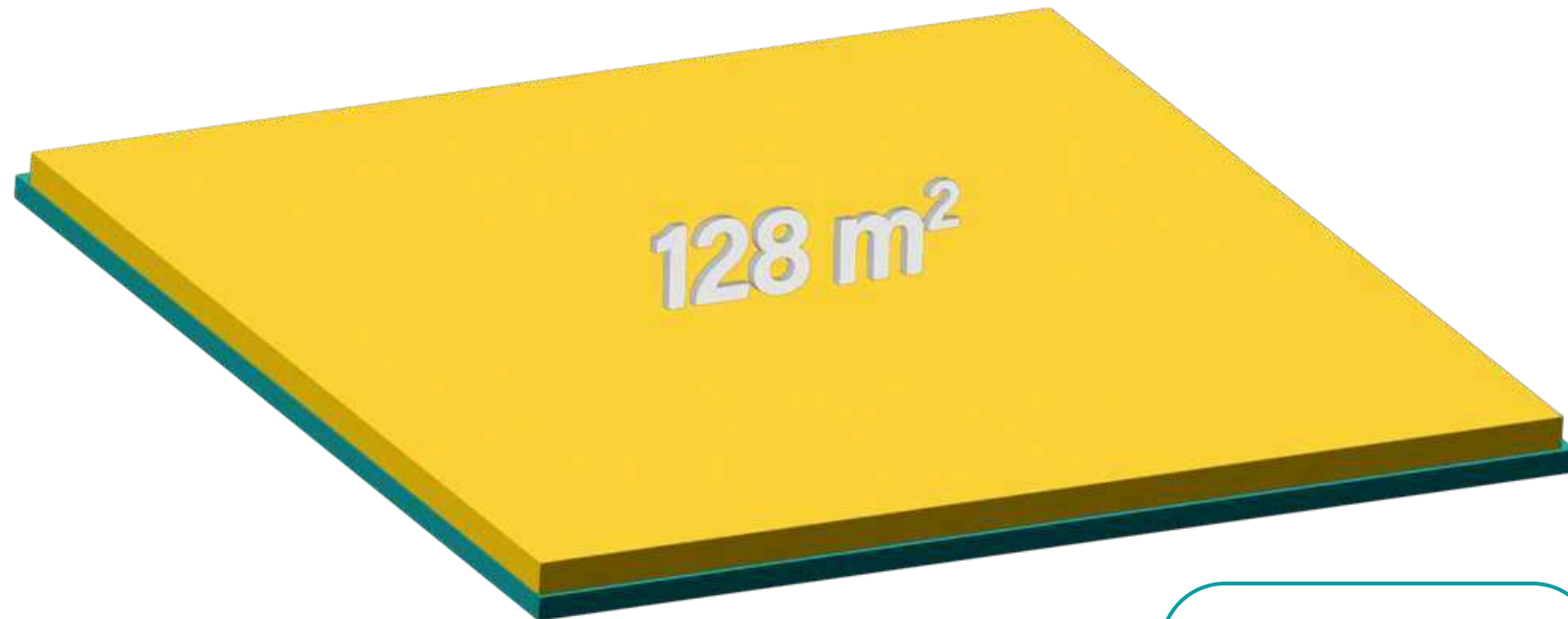
- Surface area: 8m x 8m
- Space Only
- Design, construction, assembly, and dismantling at the exhibitor's expense
- Refer to the Exhibitor's Guide for design and construction regulations
- Civil Liability and Multiferia insurance included

No incluido:

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

Participation formats

128m2



10.240,00 €

80 €/m2

10% Priority Deadline Discount

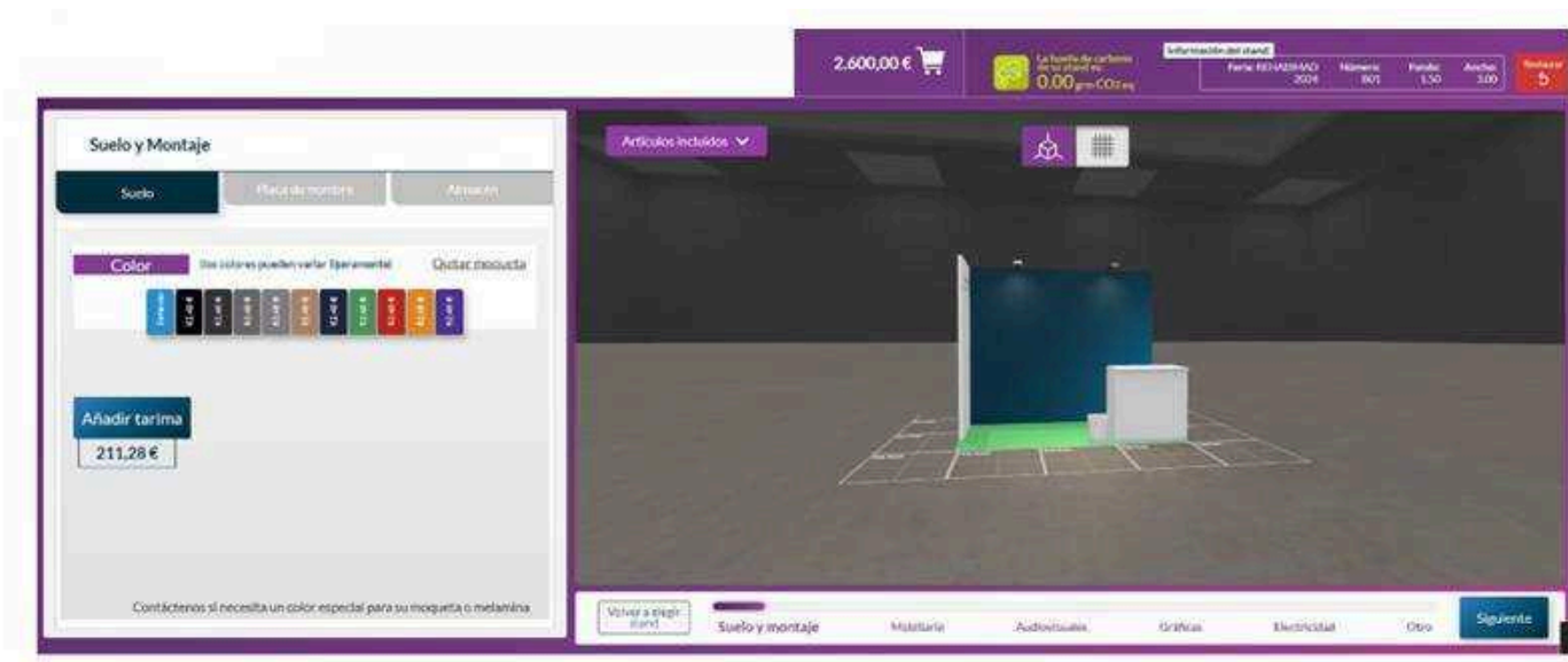
Stand 128Space Only

- 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€



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

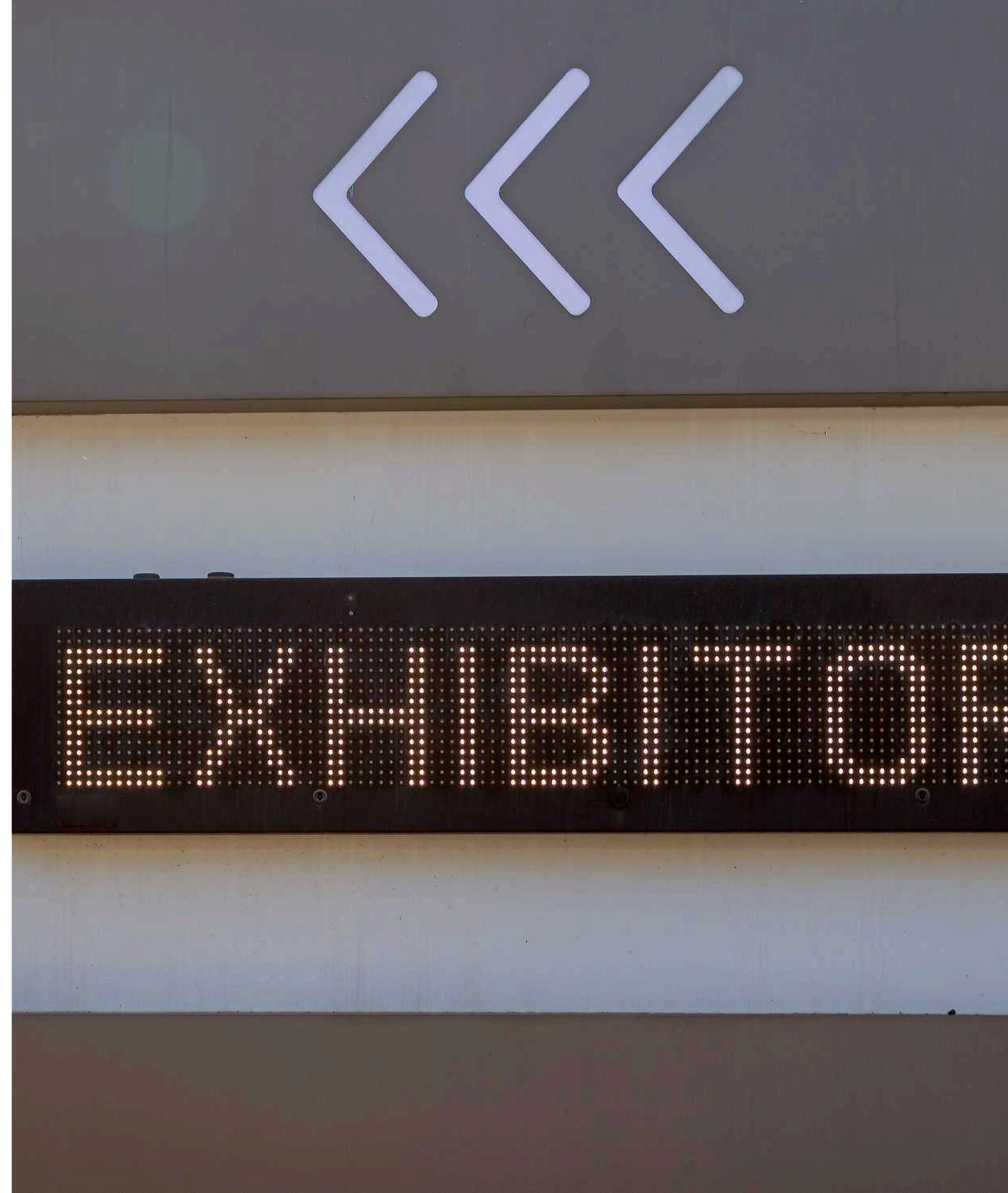
SPORTCITIES offers a specific **Marketing and Communications Pack** for each company participating in the SHOWROOM.

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



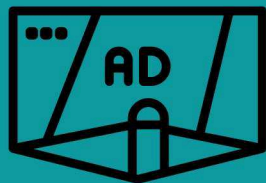
[CLICK](#) 

I want to participate in the showroom of companies and brands

PRIORITY RESPONSE DEADLINE: JUNE 20, 2025



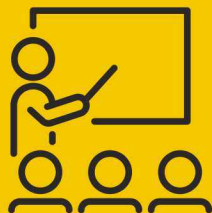
**COMPLETE THE
PARTICIPATION APPLICATION
FORM**



**CHOOSE THE PARTICIPATION
MODEL THAT BEST SUITS MY
NEEDS**



**ADD TRYAL OPTION IF YOU
WANT TO HAVE ADDITIONAL
SPACE TO SHOW LIVE
PRODUCT**



**WOULD YOU LIKE TO
ORGANIZE A DAY, WORKSHOP,
DEMONSTRATION, ACTIVITY...?**



**WOULD YOU LIKE TO BE A
SPONSOR OF SPORTCITIES?**

LET'S TALK AT THIS MEETING.



Participation formats

TRYAL

TRYAL 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 TRYAL?

- 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 TRYAL module is 32 m2.

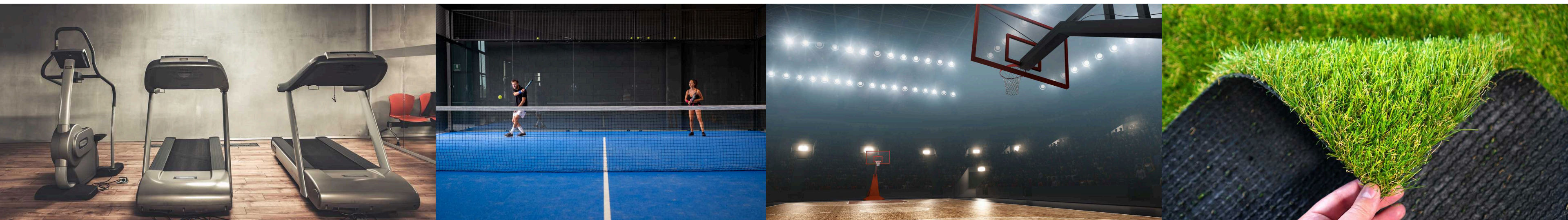
1 TRYAL module 32 m2: €960

2 TRYAL modules 64 m2: €1,920

3 TRYAL modules 96 m2: €2,500

4 TRYAL 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.



100% committed to sustainability

- 01.** Showroom area built with environmentally friendly production materials.
- 02.** We calculate and offset the carbon footprint
- 03.** Diverse and inclusive staff
- 04.** Circularity in the construction materials of the stands
- 05.** Sustainable catering with eco-friendly disposables and 0 waste.
- 06.** We raise awareness about the use of eco-responsible transport.
- 07.** Paper disposal policies
- 08.** Promoting sustainable awareness-raising content.
- 09.** Collection and reuse of lanyards
- 10.** Spaces with efficient lighting and air conditioning systems and solutions.





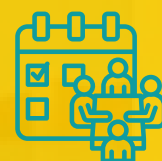
www.sportcitiesexpo.com



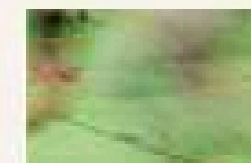
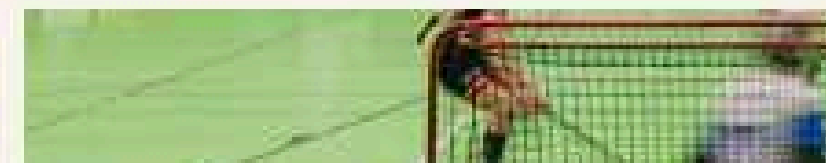
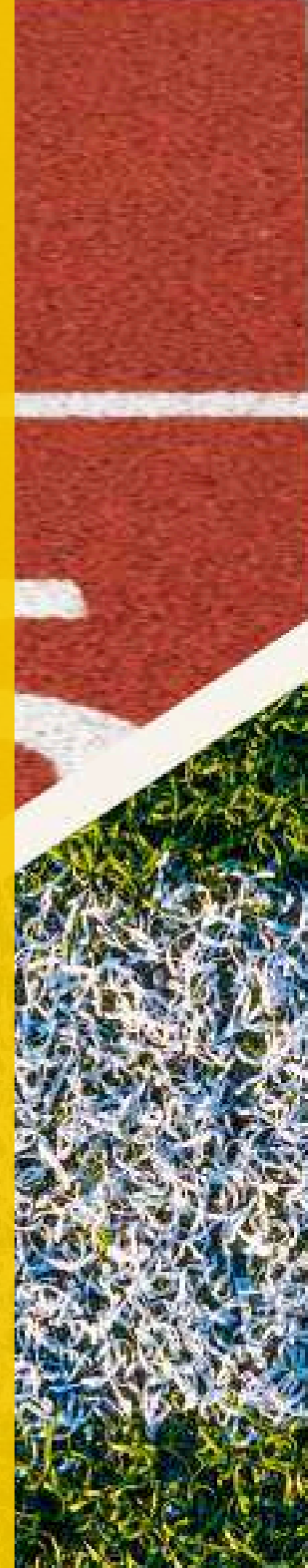
sportcities@show2be.com



[I want to participate](#)



[Schedule a meeting](#)





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Schedule a meeting