



SPORTCITIES 2026 DATASHEET

DENOMINATION	SPORTCITIES Expo & Summit
DESCRIPTION	Professional exhibition of infrastructures, equipment and services for sports facilities. A benchmark meeting point that connects sport, health and innovation, with the aim of transforming cities into more active, healthy and sustainable environments.
ORGANIZES	SHOW2BE, FERIA VALENCIA, FERIA DE VALLADOLID
PLACE	Odd years: FERIA VALENCIA EVENTS CENTRE Even years: FERIA DE VALLADOLID
DATES	2026: 21 – 22 of October 2026
CHARACTER	Professional
GEOGRAPHICAL POSITIONING	Iberian
VISITOR PROFILE	<ul style="list-style-type: none"> - Public sector leaders in urban planning, sports, health, and mobility - Investors and developers of sports and urban projects - Sports clubs and facility operators seeking geographic expansion and market penetration - Technical directors and public managers of urban space - Supplier companies looking for projects and territorial partnerships - Urban strategy and sustainability consulting firms - Media outlets and key influencers in smart cities, sport business, and territorial development
THEMES	<ul style="list-style-type: none"> - Modernization of sports facilities and equipment - Technology applied to the management, operation, and maintenance of sports facilities. - Active Urban Planning and Planning of Urban Sports Spaces - Active mobility, inclusion, sustainability and accessibility - Public Health Programs and Promotion of Healthy Lifestyles in Territories - Sports tourism and hospitality sector
WEB	www.sportcitiesexpo.com
EMAIL	sportcities@show2be.com
CONTACT	+34 667 80 78 48

CITIES IN MOTION

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sportcitiesexpo.com

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EXHIBITION OFFER	
INFRASTRUCTURE AND EQUIPMENT FOR SPORTS FACILITIES	Companies and solutions for the construction, renovation, maintenance and technical outfitting of public and private sports facilities.
ACTIVE URBAN DESIGN, PUBLIC SPACE FURNITURE, AND SPORT FOR ALL	Proposals to integrate physical activity and sport into urban spaces: urban furniture, active parks, accessibility and inclusive design.
SPORTECH: MANAGEMENT, DIGITALIZATION, AND OPERATION OF SPORTS FACILITIES AND EVENTS	Technologies to optimize sports management: software, artificial intelligence, IoT, ticketing, access control and user experience.
PROSPORT CITIES AND TERRITORIES	Cities, regions and companies promoting sports tourism as an economic driver and an international positioning tool.
FITNESS, WELLNESS AND HIGH PERFORMANCE	Solutions for training centers, gyms, academies and wellness spaces, from equipment to training trends.
SPORTS MEDICINE, HEALTH, REHABILITATION AND RECOVERY	Equipment, technology and services for athlete health care: prevention, performance, recovery and physiotherapy.
PROFESSIONAL TECHNICAL APPAREL AND SPORTS EQUIPMENT	Technical clothing, footwear, wearables and accessories for professionals.

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