



Sports & Entertainment Technology Expo

December 6-8, 2022
Caesars Palace, Las Vegas

**Largest Technology Expo in the Sports and
Entertainment Industry**

Patron Sponsorship Opportunities

Buyers, executives, and decision-makers will attend the Sports & Entertainment Technology Expo, the **largest technology expo event** in the industry. The **FANCENTRIC™ TECH Expo** is a one-stop shop organized around the technology impact on the fan journey, enabling **industry leaders** and **decision-makers** to meet new **suppliers** and **source the latest FANCENTRIC™ technologies**.

Who Will Attend?

Executives from End Users, Integrators, and Consultants

- Amateur Sport Venues
- Collegiate Venues
- Consultants

- Endurance Events
- Esport Venues
- High School Athletic Facilities
- Integrators



- International sports and entertainment committees and federations
- Professional Sports Arenas
- Professional Sports Stadiums

- Guest Services
- Healthy Environment
- Housekeeping
- Parking
- Retail
- Safety and Security
 - Command and Control
 - Crime and Terrorism
 - Incident management
 - IT/Cyber
 - Situation Awareness
 - Threat Assessment
- Signage and Wayfinding
- Sports Book and Gaming
- Suites and Clubs
- Tech and Facility Infrastructure
- Ticket Purchase
- Transportation
- Wi-Fi and Cellular Service

Tech Solution Provider Categories

“Journey of the Fan”

- Access Control
- Communications
 - Social Media
 - Multi-modal
- Compliance
 - SAFETY Act
 - Sustainability
- Crowd Monitoring and Management
- Data Analytics
- Food and Beverage

Our Model

- The Expo will use its “Speed Tech” process to facilitate scheduling one-on-one meetings between executives from sports & entertainment venues and events, integrators and consultants and solution providers for discussions toward strategic partnership and technology solutions.
- The Expo model includes vetted suppliers from the fan journey categories, senior level executives, private meeting, networking, and educational sessions.



Our Process

- IIFX will invite **sports & entertainment executives** who we have identified their challenges & interests. They have indicated an openness to solve their technology issues.
- IIFX will seek **solution providers** whose products/services offerings match the invited executive's technology solutions.
- **Onsite meetings between high-level executives and solution providers** in private setting to eliminate distractions and ensure confidentiality.
- Educational sessions focused on the future – technological innovations, trends in business, and creative thinking.
- Demonstrations will show how technology can alleviate pain points and **create a frictionless fan journey**. These demonstrations should inspire, amaze, and educate you about how the evolving technologies will impact your organization's business for the better.
- Opportunities to meet other forward thinking senior executives and decision makers and learn from top technology experts through networking sessions.

Our Focus

- The Tech Expo is the ultimate technology match maker in the sports and entertainment industry.
- Turning facility technology challenges into opportunities.
- Creating opportunities for onsite meetings tailored to your specific technology needs rather than generic booths
- Helping you meet with executive counterparts with strategic decision-making authority

For more information contact: Dr. Lou Marciani,
marciani@iifx.org or via his mobile at 601-466-9647.





Title Patron

Presentation

Provide welcome and 10-minutes of remarks at one of the Expo's daily opening sessions

Amenities

- Patron logo on Expo website with link to corporate website indicating Title Sponsor
- Four patron registrations for Tech Expo
- Two additional patron registrations at a reduced rate.
- List of Expo attendees
- Complimentary listing in IIFX Resource Directory for one year
- On site signage throughout the entire Expo. One double-sided Meter board (32" x 80") sign that will be displayed for the duration of the event

Official Title Sponsor of the Expo APP

- Patron logo on the front cover of the Expo APP recognizing Title Sponsorship

Expo Opportunities

Tech Center

- 10' x 10' Tech Center
- 7" (inches) x 44" (inches) standard Tech Headquarters ID sign
- (1) 6' skirted table
- (4) chairs
- (1) recycle bin
- Floor Marking



Participation in TECH Speed Match Activity

The Innovation Institute for Fan Experience (IIFX) will offer a TECH Speed Match during the Sports & Entertainment Technology Expo.

What is a TECH Speed Match?

The TECH Speed Match is a formal, structured process to encourage sports & entertainment executives, integrators, and consultants to meet new, potential solution partners in a brief time.

Process

All qualified sports & entertainment solution providers are present in a large room. Sports & entertainment executives, integrators, and consultants will meet with solution providers for six (6) minutes. A bell will be sounded for the executives, integrators, and consultants to move to their right for the next match meeting. At the end of the Speed Match activity, attendees submit to IIFX a list of individuals and companies to share their contact information with for future meetings and discussions.

Facilitated One-to-One Meetings

AI-driven, facilitated scheduling of one-to one meetings between executives from the sports & entertainment venues and events and solution providers for discussions toward strategic partnership and technology solution innovations, friends in business, and creative thinking.

Educational Sessions

Opportunity to attend educational sessions focused on the future—technological innovations, friends in business and creative thinking

Investment: \$25,000

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Patron Plus

Exclusive Private Meeting Room

A room, with Wi-Fi, for onsite meetings between high-level executives and solution providers in a private setting.

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Reception Patron

Presentation

Welcome remarks (Eight Minutes) during the Expo.

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Lanyards Patron

Branded Lanyards for All Attendees

Branded lanyards for all registered attendees.

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Luncheon Patron

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Welcome remarks at luncheon. Eight minute (8) stand-alone presentation

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