

ISPO



3-5 NOV 2026. RAI, AMSTERDAM

ISPO 2026

TECH HUB



ISPO TECH HUB 2026

Where sport technology, commerce and innovation come to life.

The sports industry is being reshaped by technology — and ISPO is where that transformation connects with real business.

The ISPO Tech Hub is a high-impact exhibition and content destination designed to connect technology providers with brands, retailers and organisations actively investing in digital growth.

Combining exhibition, live demos and thought leadership sessions, the Tech Hub transforms traditional exhibiting into a commercially focused, insight-driven experience.

Located in a prime, high-traffic position near the entrance, the Tech Hub brings together leading and emerging tech providers in one dynamic space — delivering visibility, engagement and measurable business outcomes.

ISPO TECH HUB 2026

POSITION YOUR BRAND AS A MARKET LEADER

Showcase your solution at the centre of sports commerce and performance innovation.

DEMONSTRATE YOUR TECHNOLOGY IN ACTION

Move beyond static booths with live demos, product walkthroughs and real use cases.

ACCESS DECISION-MAKERS

Meet senior stakeholders from brands, retailers and sports organisations actively investing in tech.

GENERATE HIGH-QUALITY LEADS

Capture engaged audiences through both exhibition and stage sessions.

AMPLIFY YOUR VISIBILITY

Benefit from integrated ISPO marketing, content and digital exposure.



THE TECH HUB EXPERIENCE

At the heart of the Hub sits a dedicated Tech Hub Stage — a continuous programme of expert-led sessions designed to attract and engage a high-value audience.

The stage creates a constant flow of visitors, offering exhibitors a platform to demonstrate solutions, share insights and position themselves as thought leaders.

This structure ensures ongoing activity, strong dwell time and meaningful interaction between technology providers and potential clients.



FEATURED TECHNOLOGY AREAS

The Tech Hub brings together the full spectrum of the modern sports technology ecosystem:

- Commerce Platforms
- Search & Discovery
- Product Launch & Drop Technology
- Payments & Checkout
- Marketing & CRM
- Analytics & Data

Alongside:

- Wearables & Performance Technology
- Connected Fitness Platforms
- Fan Engagement Solutions
- Athlete Data & Performance Systems

Who should exhibit?

- Technology providers for sports commerce and retail
- Ecommerce platforms and infrastructure providers
- Sports performance and wearable tech companies
- Data, analytics and AI solution providers
- Fan engagement and digital platform providers

THE TECH HUB PACKAGES

1. TECH HUB STAND & STAGE SESSION PACKAGE — 8 AVAILABLE

Turnkey exhibition presence. Showcase your expertise. Generate demand.

Perfect for companies looking to demonstrate solutions and position themselves as thought leaders.

Investment – €9,835

The Stand:

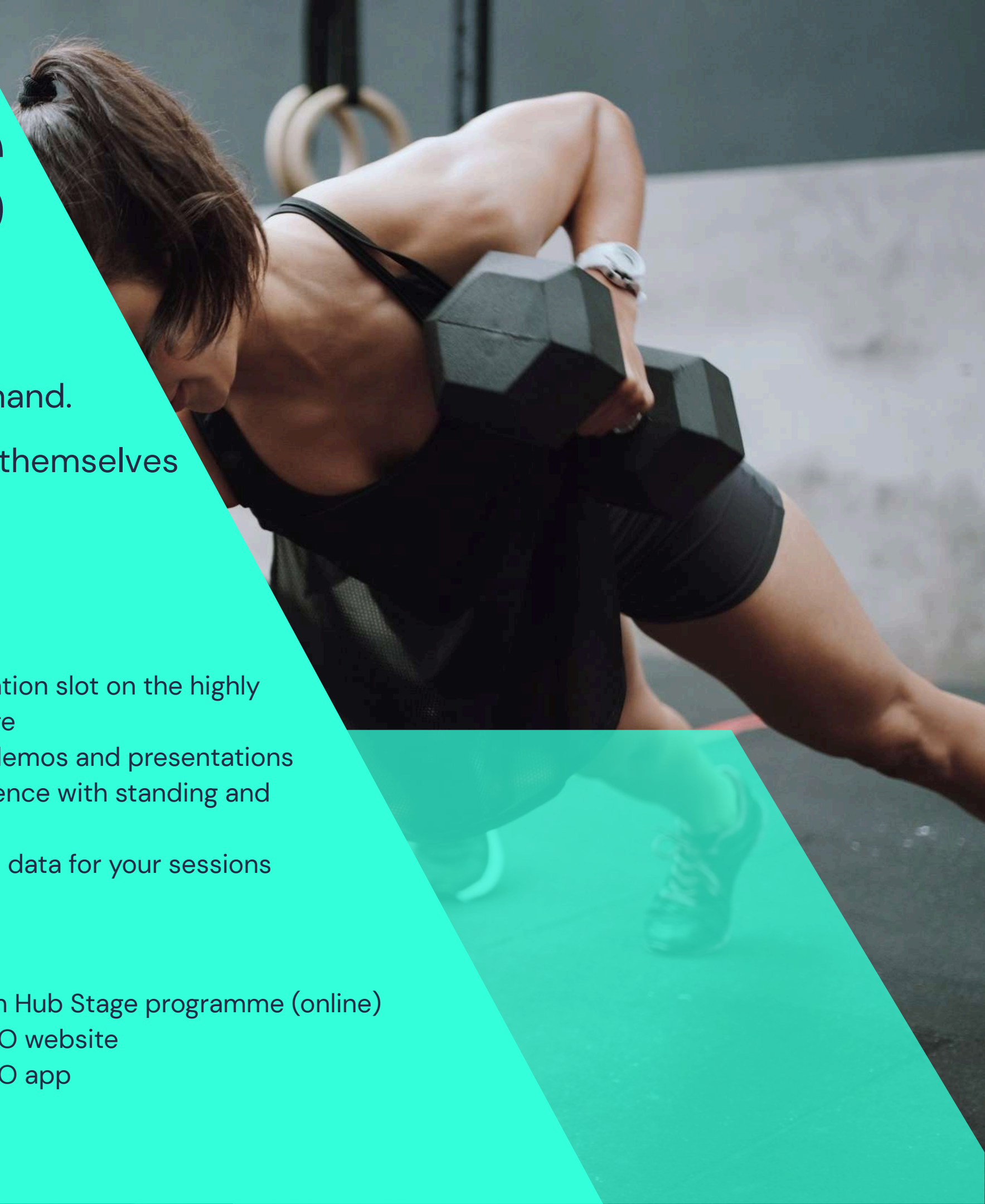
- 3m x 3m branded showcase stand
- TV Screen
- 1 x Single power socket
- Sturdy white walls (250 cm height)
- Full-colour, customisable, graphic eye-catcher (350 cm)
- Lockable 1 x 2 m storage (integrated into back wall)
- Raised floor
- 3kw power supply with double socket
- LED lighting (scaled to stand size)
- Lockable branded counter
- Bar table with 2 stools
- Table with 4 chairs
- Small waste bin
- Premium grey carpet

Tech Hub Stage Session

- 1 x 30-minute presentation slot on the highly visibility Tech Hub Stage
- Interactive screen for demos and presentations
- Flexible audience presence with standing and seating options
- Access to lead capture data for your sessions

Marketing Support

- Inclusion in official Tech Hub Stage programme (online)
- Company listing on ISPO website
- Company listing on ISPO app



THE TECH HUB PACKAGES

2. OWN STAND + TECH HUB STAGE SESSION PACKAGE — 7 AVAILABLE

Maximum commercial impact
Designed for brands that want both presence and influence.

Investment – Stand cost + €3,250 Stage session fee

The Stand:

Choose the format that best fits your brand:

1. Space Only: €300 per m²

Or

2. Shell Scheme Silver: €500 per m², includes:

- Sturdy white walls (250 cm height)
- TV Screen
- 1 x Single power socket
- Full-colour, customisable, graphic eye-catcher (350 cm)
- Lockable 1 x 2 m storage
- Raised floor
- 3kw power supply with double socket
- LED lighting
- Lockable branded counter
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THE TECH HUB PACKAGES

3. TECH HUB MAIN SPONSOR – 1 AVAILABLE

Own the platform. Lead the conversation.
Designed for category leaders seeking maximum visibility and strategic positioning.

Investment – €30,000

Includes:

The Tech Hub

- Exclusive prominent branding across the Tech Hub Stage
- 2 x 30-minute presentation slot on the highly visibility Tech Hub Stage
- Access to lead capture data from all sessions
- Interactive screen for demos and presentations
- Flexible audience presence with standing and seating options
- Logo placement across ISPO website and marketing
- Association with the Tech Hub as official partner

Marketing Support

- Dedicated blog feature on ISPO website
- Pre-show newsletter inclusion
- Inclusion in official Tech Hub programme on the ISPO website and App
- Mention in ISPO Tech Hub Press Release
- Social media campaign coverage
- Logo on Tech Hub Stage webpage with sponsor profile
- Logo on ISPO partner page
- Company listing across website and app

What makes this different?

Exhibition + Content + Lead Generation

A single package delivers:

- Physical presence
- Thought leadership platform
- Qualified lead capture
- High intent audience – Visitors attend sessions to learn, evaluate and invest in solutions – creating stronger commercial opportunities.
- Always-on programming – With scheduled sessions throughout the event, the Tech Hub maintains continuous traffic and engagement

READY TO POWER THE FUTURE OF SPORT?



The ISPO Tech Hub is more than an exhibition space
— it is a platform where technology providers
connect with decision-makers, demonstrate value
and drive growth.

Secure your place and position your brand at the
centre of sport's digital transformation.

GET IN TOUCH



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