



SPORTCITIES

EXPO & SUMMIT

21-22

OCTOBER 2026

VALLADOLID

Professional trade fair for infrastructure, equipment and services for sports facilities

CITIES IN MOTION

Organizes:



FERIA
VALENCIA

SHOW2BE





21-22
OCT 2026
VALLADOLID

THE SOUTHERN EUROPEAN REFERENCE PLATFORM FOR THE GLOBAL ECOSYSTEM OF SPORTS FACILITIES

SPORTCITIES, the platform and commercial and professional meeting point that connects the entire industry and value chain of southern Europe for the infrastructure, equipment and services sector for leisure facilities and public spaces of active cities.

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

WHERE SPORT TRANSFORMS THE CITY

CITIES IN MOTION

Sport is no longer an isolated activity. It is strategic infrastructure. It is equipment, technology, safety, and performance. It is public health. It is **Innovation. It's urban economics.**



WHERE WHEN?



**21st and 22nd october
FERIA DE VALLADOLID**

Add it to your calendar



**VALLADOLID,
EUROPEAN CITY OF
SPORT 2026**

View on map



PROMOTED BY THE MAIN ASSOCIATIONS AND ENTITIES IN THE SECTOR

Institucional promoters



Sectorial promoters



Will you join us?

WHO IS SPORTCITIES AIMED AT?

PROFESSIONAL ASSISTANT PROFILE



Those responsible
municipal and
administrations public



Managers of public
and private
sport facilities



Universities, colleges,
hotels, campsites with
sport facilities



Federations, clubs,
gyms and centers
fitness y wellness



Professionals
and technicians
of sport



Architects,
construction companies,
developers, investors



Urban planners
municipal services
sport



Sports tourism and
business ecosystems



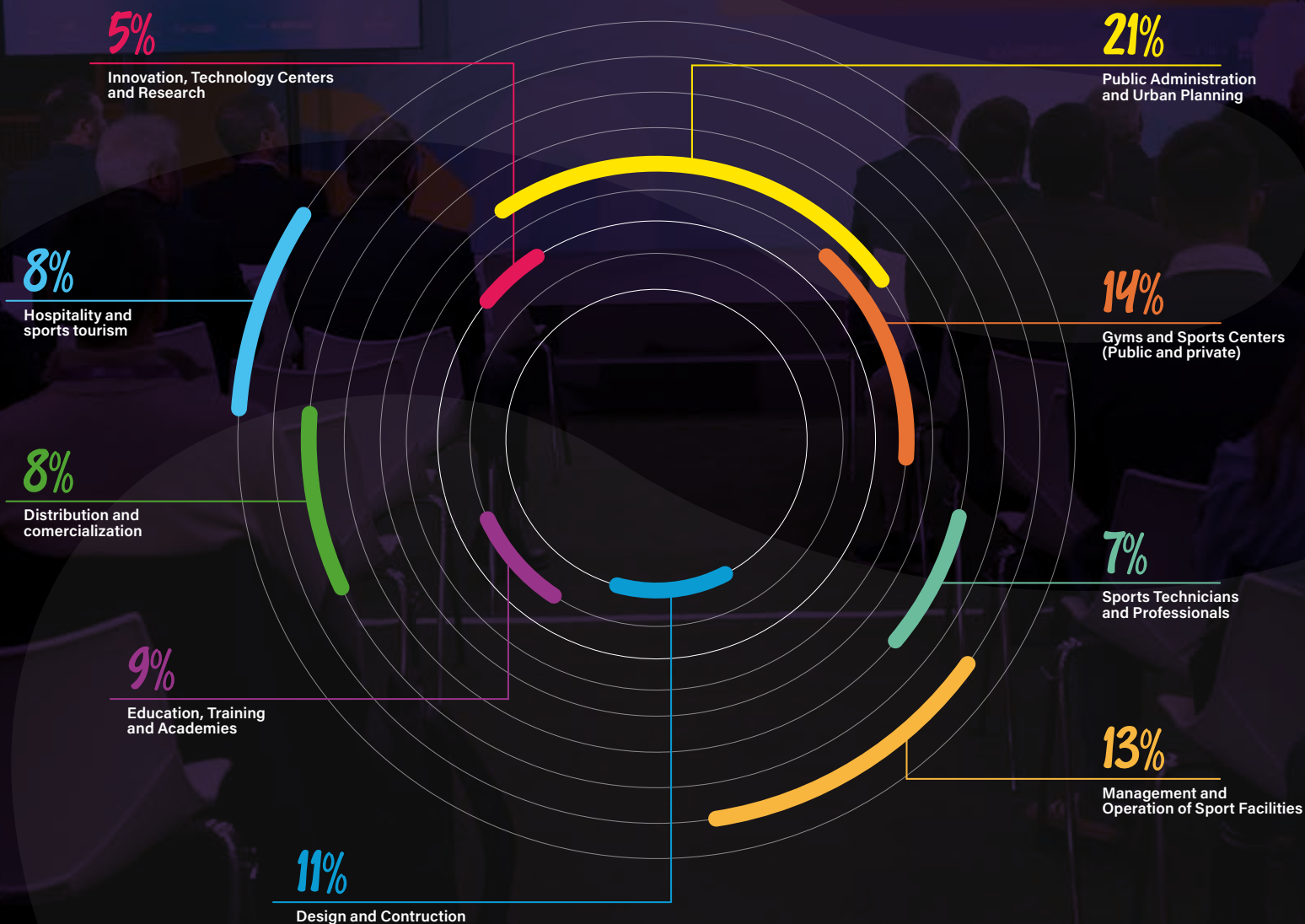
Retailers
specialized



Distribution
and marketing

PROFESSIONAL ASSISTANT PROFILE AT #SC2025

AIMED AT THE ENTIRE
PROFESSIONAL ECOSYSTEM
OF SPORT FACILITIES



NUMBERS THAT DEFINE SUCCESS



100

EXHIBITORS



30M

DIGITAL IMPRESSIONS



6.000

QUALIFIED LEADS



3.500

PROFESSIONAL ASSISTANTS

Organizes:



SHOW2BE



EXHIBITIONS SECTORS REPRESENTED



INFRASTRUCTURE
AND EQUIPMENT
FOR **SPORTS
FACILITIES**



ACTIVE URBAN PLANNING,
STREET FURNITURE FOR
PUBLIC SPACES
**AND SPORT
FOR EVERYONE**



SPORTECH: MANAGEMENT,
DIGITISATION AND
OPERATION OF
**SPORTS FACILITIES
AND EVENTS**



FITNESS,
WELLNESS
**AND HIGH
PERFORMANCE**



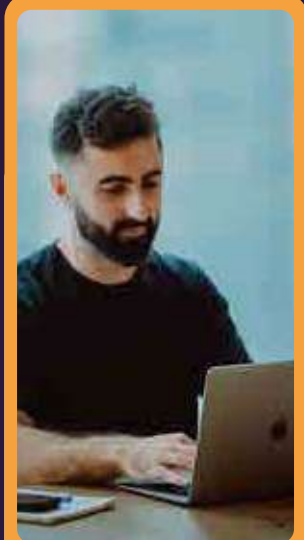
CITIES
AND REGIONS
PROSPORT



MEDICINE, SPORTS MEDICINE,
REHABILITATION
AND RECOVERY



PROFESSIONAL SPORTS
CLOTHING AND TECHNICAL
EQUIPMENT



VIEW
TECHNICAL
SPECIFICATIONS
BY SECTOR
AND SUBSECTORS



5 SPECIALIZED SIMULTANEOUS STAGES

2 days of top-level speakers

SPORTFRIENDLY CITIES Forum

Cities in motion



FITNESS4Cities Forum

Redefining fitness: new models
and trends



SPORTECH LAB Forum

Smart sport: technologies that
They redefine performance,
management and experience



SPORTAINMENT VENUES Forum

Evolving Venues: Spaces that activate
audiences, territories and economies



HOSPITALITY & SPORT CAMPUS Forum

New tourism horizons driven by
sports culture



SPORTFRIENDLY CITIES Forum

intended for:

- Town councils and local authorities.
- Councils and departments responsible for sport, urban planning, health, transport, tourism, youth and sustainability.
- Provincial councils, provinces and regional/autonomous governments.
- Organisations linked to sport, tourism, health and regional development.
- Destinations and promotional agencies.
- Sports event organisers and federations.
- Companies, investors and technology partners.

21
OCTOBER

- Annual Report on the Oversight of Public Procurement of Sports Services.
- Successful sports programmes in local authorities and regions.
- INAUGURATION OF SPORTCITIES 2026.
- Regional strategies for sports destinations.
- Sports facilities for indigenous sports: living heritage, identity and the future.
- Federations as drivers of local sports ecosystems.
- Success stories of municipalities optimising their resources.
- SPORTCITIES GLOBAL AWARDS

22
OCTOBER

- NATIONAL FORUM ON SPORTS MANAGEMENT IN SMALL AND MEDIUM-SIZED MUNICIPALITIES.
- The local sports manager as a strategic asset for the region.
- Models and challenges in sports management in small and medium-sized municipalities.
- 50 years of managing municipal sport: trends and challenges.
- Management and governance of local sport: keys to a shared model.
- Conference on sports journalism in local authorities.

FITNESS4Cities Forum

intended for:

- Public officials responsible for sport, health and wellbeing.
- Sports managers in public administrations.
- Fitness operators and gym chains.
- Managers of public sports facilities and services.
- Sports clubs and sports centre operators.
- Fitness, wellness and health franchises.
- Investors and consultancy firms in the sports sector.
- Technology companies and innovation applied to fitness.
- Sports and wellness equipment brands.
- Professionals and companies within the fitness and physical activity ecosystem.
- Club managers, trainers, coaches and fitness professionals.

21
OCTOBER

- The 'fitness city' as a model for the future.
- Fitness trends and models as a driver of urban development.
- Profitability and business models that are transforming the fitness sector.
- Urban fitness facilities: public spaces, neighbourhoods and health.
- From data to decision-making: how AI and technology improve profitability in sport.
- Technology, digital tools and success stories in the sports sector.
- New technologies, digital marketing, hybrid clubs and the phygital experience.
- Differentiation in the new urban fitness offering: what to open, where and using which model.
- Franchises, expansion and investment opportunities.
- Fitness in the corporate sector.

SPORTECH Lab Forum

intended for:

- Public sector officials responsible for sport, innovation and Smartcities
- Managers of sports facilities and services
- Technology companies and sport-tech start-ups
- Sports operators and high-performance centres
- CIOs and digital transformation leads
- Software, data, AI and IoT companies
- Brands specialising in wearables, smartwear and smart equipment
- Universities, hubs and innovation and research centres
- Investors and technology consultancies
- Sports performance and health professionals
- Arquitectos e ingenierías especializadas en

22
OCTOBER

- TECH WEARABLES: new tools and solutions to enhance performance.
- DATA ACTIVE: International Open Data Network for the creation of active urban environments.
- Inter-territorial Round Table on Sports Industry Clusters.
- Smart Venues & Tech Facilities: Designing the smart sports facilities of the future.
- SaaS services for the efficient management of sports facilities.
- AI and process management in sports facilities.
- Technologies and Ergonomics for Athlete Performance.
- SPORTCITIES GLOBAL AWARDS

SPORTAINTMENT Venues Forum

intended for:

- Architects and firms specialising in sports architecture.
- Engineering firms and consultancy firms specialising in sports infrastructure.
- Construction firms and contractors specialising in sports facilities.
- Promoters and developers of sports and entertainment projects.
- Owners and managers of stadiums, arenas and large sports venues.
- Public officials responsible for town planning, infrastructure and sport.
- Project managers and specifiers in the sports and hospitality sectors.
- AV, lighting and smart venues technology companies.
- Specialists in sustainability, energy efficiency and safety.
- Sports clubs, venue operators and event organisers.

21
OCTOBER

- SPORTS ARCHITECTURE FORUM.
- Spanish sports architecture and the challenges of 2035.
- More than just a sports centre: architecture for urban life on the move.
- The new efficiency and functionality of sports architecture.
- Temporary architecture applied to sport, major events and new sports venues.
- Strategic business consultancy for stadiums.
- Acoustic comfort: the invisible key to sports facilities.

22
OCTOBER

- NATIONAL FORUM ON SPORTS MANAGEMENT IN SMALL AND MEDIUM-SIZED MUNICIPALITIES.
- The local sports manager as a strategic asset for the region.
- Models and challenges in sports management in small and medium-sized municipalities.
- 50 years of managing municipal sport: trends and challenges.
- Management and governance of local sport: keys to a shared model.
- Conference on sports journalism in local authorities.
- Sports architecture forum.

HOSPITALITY & CAMPUS Forum

intended for:

- Hotel chains and hospitality operators.
- Managers of hotels, resorts and holiday complexes.
- Managers of campsites and active outdoor tourism.
- Universities, schools and educational campuses.
- Those responsible for sport and wellbeing in educational settings.
- Companies and those responsible for corporate wellbeing and HR.
- Operators and managers of sports services.
- Investors and consultancy firms specialising in tourism, hospitality and sport.
- Companies involved in wellness, active tourism and sporting experiences.

21
OCTOBER

•HOSPITALITY SPORTCITIES FORUM

- Hotel chains: sports services as a differentiating factor and strategic revenue stream.
- Campsites and active outdoor tourism.
- Corporate: Corporate wellbeing as a competitive advantage.
- FORED: 1st Sports Event Organisers' Forum.**
- Medium-sized towns and major host cities: how to build a portfolio of high-impact events.
- The host city that wins over organisers: what an organiser needs and what a local council must prepare.
- Fundable events: sponsorship, public funding and new revenue streams to grow with impact.

22
OCTOBER

- Climbing Cities Forum
- CAMPUS & ACADEMY SPORT FORUM.
- Private schools: sport as a tool for positioning and student recruitment.
- Universities investing in sports facilities.
- Acoustic comfort and design in school sports halls in Castile and León.
- Management and governance of local sport: key elements for a shared model.
- Specialised academies: environments for growth and professionalisation.

SPORTCITIES SC365

A tool designed to turn engagement into results, boost your company's visibility and generate new business opportunities within the ecosystem of infrastructure, equipment and services for sports facilities.

Improving the user experience



Sign up now and gain access to:

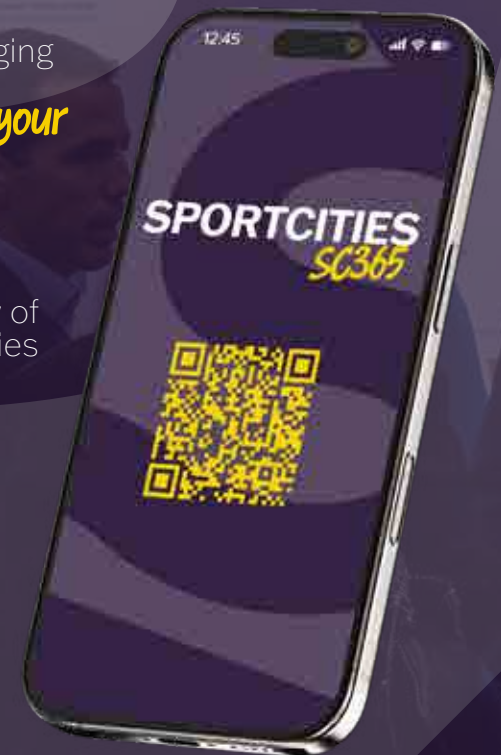
A database of industry professionals and decision-makers

Greater visibility and a stronger position within the industry

New business opportunities and targeted networking

THE DIGITAL PLATFORM FOR *staying connected all year round*

- Community 365, where you can access 100% *of the leads generated, connect with others and generate new business opportunities.*
- Expozone: Your private area as an exhibitor for managing accreditations, generating *tickets and invitations, and manage all aspects of your participation in SPORTCITIES.*
- Event directory and programme browse the directory of companies, the programme and the Summit's activities *and all the key details about the event.*





SPORTCITIES GLOBAL AWARDS

SPORTCITIES

GLOBAL AWARDS

They were created as the leading international recognition at the intersection of sport, city, innovation, and urban development.

With a comprehensive vision, the awards encompass the entire value chain of the sportcity ecosystem: from research and knowledge generation, through governance and public policy, to infrastructure, sports architecture, technological innovation, business models, economic impact, and the international positioning of cities.

Its objective is to identify, highlight, and recognize the best initiatives, research, public strategies, technological solutions, architectural projects, business models, and communication campaigns that are transforming cities through sports.

In a context where cities face major challenges in public health, sustainability, urban regeneration, social cohesion, investment attraction, and global competitiveness, sports are consolidated as a strategic tool capable of generating social, economic, and territorial value.

The **SPORTCITIES GLOBAL AWARDS**

recognize the leaders of cities, institutions, companies, startups, universities and operators who are driving this transformation and building the model of the SPORTCITIES of the future.

SPORTCITIES GLOBAL AWARDS GALA

#SGAG DAY 21 OCTOBER

VISION AND KNOWLEDGE

Sport & City Research Excellence Award - Research academic that generates evidence and applied knowledge.

Urban Sport Public Policy Award - Governance and Management transformative public strategies.

INFRASTRUCTURE AND ENVIRONMENT

Sport Architecture & Urban Design Award - Sports Architecture innovative and sustainable.

Next-Gen Stadium & Arena Award - Multifunctional Venues, sustainable and technologically advanced.

Sport Venue Renovation Award - Exemplary Projects of rehabilitation, modernization and comprehensive improvement of stadiums, arenas and existing sports facilities.

TECHNOLOGY AND PERFORMANCE

SportTech Performance & Health Innovation Award - Wearables, AI, IoT, immersive technologies and smart equipment.

Sport Startup of the Year Award - Startups que redefinen el sport-city ecosystem.

ACTIVE CITY MODEL

Global Active City Award - City that integrates sport, health, and active mobility.

Best Communication & City Branding Award - Recognizes campaigns, storytelling, or positioning strategies for "Sport City".

Inclusive & Accessible Sport City Award - Projects, programs, or interventions for inclusion, active longevity, and accessibility.

Smart Sport City & Data Award - AI, advanced analytics, and smart platforms for urban sports management.

ECONOMIC IMPACT AND ACTIVATION

Sport Events Local Impact Award - Sporting events as an economic and social driver.

Campus & Hospitality Sport Services Award - Innovative models in hotels, corporate settings, and campuses.

Urban Sport Activation Award - Programs or projects that promote economic growth, social activation, and urban transformation through sport.

HONORARY AMBASSADORS AND LEGACY

SPORTCITIES Honorary Ambassador

SPORTCITIES Legacy Ambassador



GUEST SPORT

SPORTCITIES 2026

SPORT CLIMBING: INVITED SPORT AT SPORTCITIES 2026

Why Climbing?

- Olympic sport since Tokyo 2020.
- Enormous global growth in participants and available spaces.
- A sustainable, inclusive activity adaptable to multiple environments.
- Low environmental impact and high tourism and educational value.
- Connects with urban trends: sports, health, architecture, community.

Advantages for cities and municipalities

- Revitalization of public and urban spaces.
- Leveraging indoor and vertical infrastructure.
- Potential to revitalize neighborhoods, promote active tourism, and host iconic events.
- Fostering grassroots sports with high youth and school participation.

Who is this space aimed at?

- Cities and municipalities that are committed to active and sustainable urban planning in sports centers or public facilities.
- Educational centers (schools, colleges, universities), sports facilities...
- Gyms and fitness centers.
- Shopping and leisure centers.
- Tour operators and destinations.
- Companies in the climbing, sports construction and equipment sectors.
- Event organizers and mountain sports federations.
- Educators and sports technicians interested in new active methodologies.







The **F7SUMMIT SPAIN 2026**, promoted by **Football 7 WorldWide (F7WW)**, is a high-level strategic event to be held on October 22, 2026, within the framework of **SPORTCITIES 2026** in **Valladolid**.

Its main objective is to consolidate the **international projection** of its **FIFA Football 7 Project**, with a view to achieving official recognition of Football 7 by FIFA, as well as, automatically, the organization of the **FIFA Football 7 World Cup**.

This event will bring together **institutional leaders, clubs and federations from around the world, investors and key figures in the sporting world** to raise the profile, legitimacy and organisational structure of the global Football 7 ecosystem, integrating its competitive, social and community aspects into a dynamic and professional format.

The **F7SUMMIT** will be structured around **four thematic blocks**. These range from the official presentation of FIFA Football 7 and the F7WW City vision, to its **Social Integration Project**, the Deaf Football 7 World Championship, and a prestigious panel discussion where we want have Football Legends such as **Didier Drogba, Vicente del Bosque, Hristo Stoichkov, Jozy Altidore, Ricardo Rocha & Juanfran García**.

Furthermore, the event will also feature a **Football 7 Exhibition Match (23 October)** with **world football legends**, alongside institutional galas, inclusive activities, and innovative initiatives such as a competition for young architects to design the **F7WW City**.

The **F7SUMMIT SPAIN 2026**, promoted by **Football 7 WorldWide (F7WW)**, is a high-level strategic event to be held on October 22, 2026, within the framework of **SPORTCITIES 2026** in **Valladolid**.

Its main objective is to consolidate the **international projection** of its **FIFA Football 7 Project**, with a view to achieving official recognition of Football 7 by FIFA, as well as, automatically, the organization of the **FIFA Football 7 World**

Contact:

Alberto Pastor - Project Manager
Football 7 WorldWide (F7WW)
+34 645 991 584
f7ww.global@gmail.com



FORUM SPORTS ARCHITECTURE

21-22 October
SPORTAINMENT VENUES FORUM



SPORTS ARCHITECTURE CONGRESS

- Professional meeting of **engineers, developers, and public managers** involved in the design and construction of sports infrastructure.
- A space to **discuss, inspire, and envision** the future of sports architecture as a driver of urban transformation, sustainability, and social cohesion.
- Framed within SPORTCITIES, as part of its focus on **smart, sustainable, and active cities**. Exhibition - Project Competition.

Main Themes

- Global **Trends** in Sports Architecture.
- New typologies of **multi-purpose stadiums** (sport + culture + community).
- **Sustainable** Design and Green Building.
- Active Public Spaces.
- Design of **parks, plazas, bike paths, and walking corridors** that integrate informal sports and urban life.
- **Local Sports Infrastructure**.
- Equipment modular, **reuse of spaces urban**, tactical interventions to promote physical activity.
- **Technology and User Experience**.
- **Digital architecture**, smart signage, lighting, acoustics, comfort, and inclusion.
- **Flagship projects** and experiences from different cities.



THE B2B MARKETPLACE THAT CONNECTS SPORTS EVENT
ORGANISERS, FEDERATIONS AND HOST CITIES FOR SPORTS
COMPETITIONS

MATCH



TURNKEY SPACE
GRAPHIC E-BOARD
EXECUTIVE FURNITURE



CUSTOMISED STAND



VISIBILITY AS SPEAKERS
NETWORKING
TRENDS AND SUCCESS STORIES

WHO IT IS AIMED AT



PROSPORT TERRITORIES

Local councils, sports centres, provincial
councils and organisations that own
sports facilities, thereby becoming the
destination



EVENT ORGANISERS

Federations, leagues and sports event
organisers looking for new venues and
facilities

1.990€

Basic Marketing and Communications Package, not included. Mandatory for all exhibitors.
VAT not included.

ECONOMIC SIMPLE FUNCTIONAL

I WANT TO PARTICIPATE
TO **SPEED UP**

MY PROCESSES OF
SALES, QUALIFIED LEAD
GENERATION, AND GROWTH

CUSTOMIZABLE MIXIMUM ROI

REASONS TO BE EXHIBITORS IN SPORTCITIES

Visibility, business and positioning

1

A **B2B event** that connects the entire ecosystem of **qualified sport-city leads**

4

Generate **real business opportunities** and qualified leads

2

Direct access to those who activate investment, **real decision-makers** of public budget and private expansion.

5

Positioning and visibility of brands and solutions, and innovation before municipal officials and technicians and sports managers

3

Maximum return on investment, under a flexible, customizable and optimized participation format

6

Boost your **business strategy** on a platform with **national and international reach**

PARTICIPATION MODELS



MODEL 16
FULL GRAPHIC



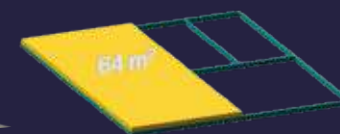
MODEL 32
FULL GRAPHIC



MODEL 32
FULL GRAPHIC storage



MODEL 64
PENÍNSULA



SPACE ONLY

Surface area
and distribution

16 m2 (4x4)

32 m2 (8x4)

32 m2 (8x4)

64 m2 (8x8)

desde 64 m2

PVP

3.910 €

4.490 €

7.100 €

9.685 €

90€/m2

Basic Marketing and Communications Package, not included. Mandatory for all exhibitors.
VAT not included.



MODEL 16

FULL GRAPHIC

4x4m stand, 16m².

100% sustainable stand + carpeting.

Two customizable graphic banners: 4mw x 2.5mh + 4mw x 2.5mh. 100% wall coverage.

Creative design by the exhibitor.

Furniture:

1 conference table + 3 chairs. 3 spotlights + 1 electrical panel with plug and minimal energy consumption.

Public Liability Insurance and Multi-Fair Insurance. Basic marketing and communication package not included - €350 / Minimal energy consumption / Sustainable assembly and dismantling fee.



MODEL 32

FULL GRAPHIC

8x4m stand, 32m²

100% sustainable stand with carpeting.

One customizable graphic banner: 8m x 2.5m.

Creative design by the exhibitor.

Furniture:

1 conference table + 3 chairs + 1 high table, and 3 stools + 4 spotlights with armrests + 1 electrical panel with plug and minimal energy consumption.

Public Liability Insurance and Multi-Fair Insurance. Basic marketing and communication package not included - €350 / Minimal energy consumption / Sustainable assembly and dismantling fee.



MODEL 32

FULL GRAPHIC storage

8x4m stand, 32m²

100% sustainable stand with carpeting.

2 x 1m storage area.

Customizable graphic banners on all walls except the storage door: 6mw x 2.5mh + 2mw x 2.5mh + 3mw x 2.5mh. 100% wall coverage.

Creative design by the exhibitor.

Furniture:

1 conference table + 1 high table + 3 chairs + 3 stools. 6 spotlights + 1 electrical panel with plug and minimal energy consumption.

Public Liability Insurance and Multi-Fair Insurance. Basic marketing and communication package not included - €350 / Minimal energy consumption / Sustainable assembly and dismantling fee.



MODEL 64 PENINSULA

8x8m stand, 64m² total.
100% sustainable stand + carpeting. 2 x 1 meter storage area.

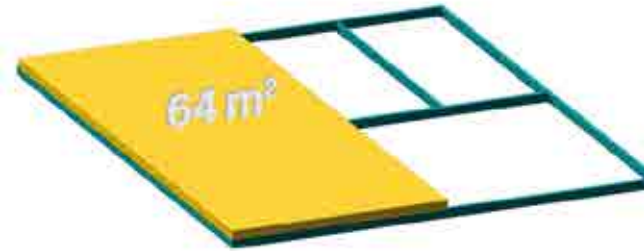
Customizable graphic banners on all walls except the door and side of the storage area: 2 units 3mw x 2.5mh + 2mw x 4mh (central totem).

Creative design by the exhibitor.

Furniture:

2 conference tables + 1 high table + 6 chairs + 3 stools. 6 spotlights + 1 electrical panel with plug and minimal energy consumption.

Public Liability Insurance and Multi-Fair Insurance. Basic marketing and communication package not included - €350. Minimal energy consumption / Sustainable assembly and dismantling fee.



MODEL SPACE ONLY FROM 64M²

8x8m area, 64m².

Floor space only.

Design, construction, assembly, and dismantling are the responsibility of the exhibitor.

See design and assembly guidelines in the Exhibitor Guide.

Public liability and multi-exhibition insurance included.

Assembly fee of €5/m² not included. Minimum electricity consumption included.

Basic marketing and communication package of €350 not included.

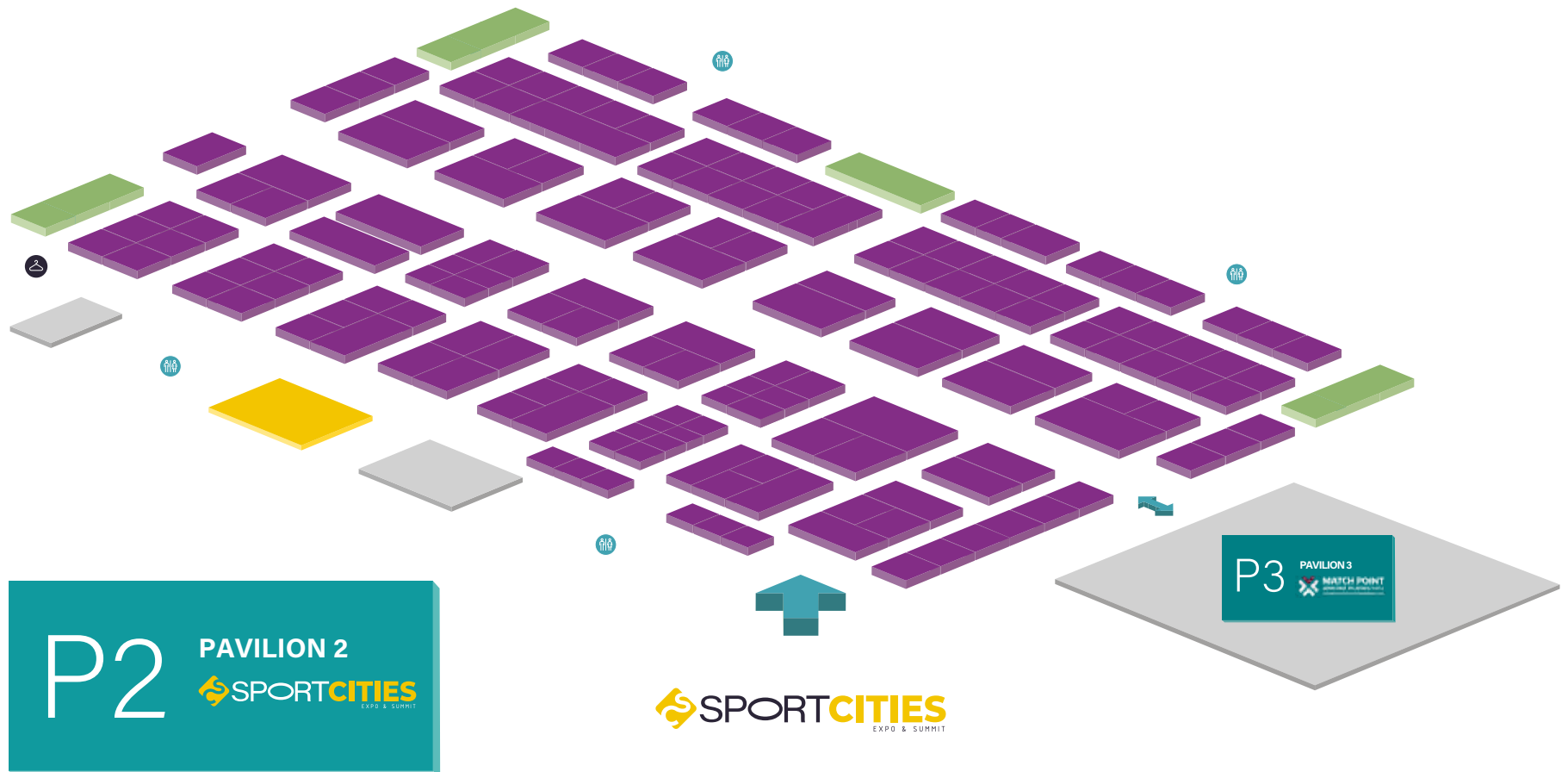
Explore free-design
booth design options



WELCOME TO SC2026 SPACE

Choose your model and
request your participation

PARTICIPATE



BASIC MARKETING AND COMMUNICATION PACK

01. Corporate and Brand Presence in:

- a) All communication materials where the list of participants appears: directories, catalogs, event website, etc.
- b) Inclusion of logo on the official photocall with the directory of participating companies
- c) Logo on the official event photocall

02. Dissemination and Digital Channels

- a) Customized social media posts, including personalized posts and banners with your logo.
- b) SPORTCITIES NEWS article

03. Networking y Leads:

- a) Access to the SC365 platform for exhibitor accreditation management, and 100% lead generation.
- b) Personalized posts and banners on SPORTCITIES social media channels.

04. Unlimited invitations for professionals

350€

VAT not included

PREMIUM MARKETING AND COMMUNICATION UPGRADE PACK

5. Participation with an Elevator Pitch at the SPORTCITIES LIVE STAND, recording, and broadcast on official digital channels.

6. Inclusion of your logo on the exhibitor location map and showroom area.

7. Inclusion of your logo in the "Featured Exhibitors" section of the Summit Program.

8. Inclusion of your logo in the "Featured Exhibitors" section of the biweekly SPORTCITIES NEWS.

8. Feature article in Sportcities News.

9. Featured page in the official press kit. Online press kit. Inclusion of a dedicated page for your brand in the official press kit for the event (online). This document serves as a reference for media, VIP visitors, and stakeholders.

700€

VAT not included

A TEAM AT YOUR DISPOSAL TO MAKE YOUR PARTICIPATION *a success*

**RAÚL
CALLEJA**



SPORTCITIES DIRECTOR

+34 667 807 848
raul.calleja@show2be.com

**INMACULADA
CLEMENTE**

KAM SPORTCITIES

SPORTCITIES MATCH
MEDICINE AND SPORTS HEALTH
TECHNICAL FASHION AND EQUIPMENT

+34 647 110 147
inmaculada.clemente@show2be.com



**IÑIGO
PUNZANO**

**AREA AND BUSINESS
MANAGER**

+34 693 773 803
ipunzano@feriavalladolid.com



**CARMEN
ÁLVAREZ**

**TEAM MANAGER
VALENCIA FAIR**

+34 699 441 177
calvarez@feriavalencia.com





SPORTCITIES

EXPO & SUMMIT

21-22

OCTOBER 2026

VALLADOLID

**THE LEADING PLATFORM
FOR THE GLOBAL ECOSYSTEM
OF SPORTS FACILITIES**

CITIES IN MOTION



Organizes:



FERIA
VALENCIA

SHOW2BE

