

The logo for SPORTEC EXPO. The word "SPORTEC" is written in a large, bold, yellow, sans-serif font. Above the letter "O" is a small blue four-pointed starburst icon. To the right of "SPORTEC", the word "EXPO" is written in a smaller, blue, sans-serif font, with the letters "EX" in blue and "PO" in white, all contained within a yellow rounded rectangular background.

SPORTEC **EXPO**

www.sportecexpo.com

November 27 to 30 2025



GLOBAL EVENTS MANAGEMENT



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[/STMExpo](#)

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EXPO CARD

300

Exhibitors

20K

Visitors

4000

M² Area

LAND

Morocco-Tangier

TIMING

November 27 to 30 2025

10:00 AM - 20:00 PM

ORGANIZERS DETAILS

- ❖ **Company Name :** Global Events Management
- ❖ **Legal Status :** Limited Liability Company
- ❖ **Address :** N29 Av. Zarktouni 3rd Floor APT.12
- ❖ **City :** Ksar El Kebir - Tangier
- ❖ **Email :** sportecexpo@outlook.com
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ROYAL LETTER

“As you are aware, sport in all its discipline, is deeply rooted in the collective identity of Moroccans and holds significant importance for them.

We are a nation that loves sport and mobilizes massively and unanimously to encourage our heroes and celebrate their achievements.

We take immense pride in their successes and in seeing the Moroccan flag raised high at international events.

The practice of sport is now recognized as a fundamental human right. It is therefore necessary to expand access to it for men and women from all sections of society, without distinction, especially in disadvantaged regions and areas, and for people with specific needs.

Sport is a powerful lever for human development, inclusion, social cohesion, and the fight against poverty, exclusion, and marginalization.”



“Skhirat 24 October 2008”

INTRODUCTION



Exhibitions, particularly in the field of sports technology, transcend mere product displays to serve as testaments to the progress of human civilization. They drive the economic and social development of sports by generating resources and facilitating market access, while simultaneously promoting a healthy lifestyle and a culture of innovation, competition, and international cooperation.

Sports Technology Expo will take place in Tangier from November 27 to 30, 2025, and aims to transform the sporting landscape in North Africa and the Middle East. This annual event will serve as a premier meeting point for global stakeholders in sports technology, including athletes, manufacturers, retailers, managers, clubs, organizations, coaches, and opinion leaders.

During this inaugural edition, over 300 exhibitors are expected to welcome approximately 20,000 visitors across a 4,000-square-meter

space. The event will provide a platform where innovation and technology converge, enabling participants to explore, demonstrate, and invest in cutting-edge solutions designed to enhance performance and the overall sporting experience.

The sectors represented include:

- The manufacturing of sports equipment
- The provision of technologies for the sports sector and associated infrastructures
- Dietary supplements for sporting activities
- Companies specializing in sports apparel
- Consulting services for sports project implementation
- The supply of sports infrastructures
- General construction materials and those specifically for sports facilities
- Lighting and furniture for public spaces and sports facilities
- All products and services related to sports and its infrastructures

WHY MOROCCO



The Kingdom of Morocco has consistently demonstrated its exceptional capacity to host and organize major international sporting events with remarkable success. This has been evident to the world in every tournament the country has hosted, with participating teams, international attendees, and distinguished guests all experiencing world-class facilities and exceptional comfort.



Morocco offers a favorable investment climate that inspires confidence in international sports organizations to host prestigious events. This is exemplified by events such as the FIFA Club World Cup, the African Nations Cup for Women, the Mohammed VI International Athletics Meeting, and the tenth round of the Formula E World Championship. Morocco has also expressed its ambition to host the African Nations Cup in 2025.

Underpinning this success is Morocco's advanced infrastructure, among the most developed in Africa. Its extensive road network, totaling approximately 57,334 km with an additional 1,588 km of

motorways (based on 2015 data), facilitates efficient transportation. Notable infrastructure projects include underground roads, such as the Almohad Tunnel, one of the longest in Africa.

Significant financial investments have been directed towards modernizing and expanding the railway network. This includes renovating existing lines, constructing new and modern train stations, acquiring high-speed trains, and building new railways. By 2018, Morocco's railway network spanned 3,815 km, with 6.4% electrified.



Morocco also boasts 38 ports, most notably the Tanger-Med port in Tangier, the largest port in Africa, along with numerous other seaports along its extensive 3,500 km coastline bordering both the Atlantic Ocean and the Mediterranean Sea.

WHY TANGIER

Returning to recent events, Tangier showcased its organizational prowess by successfully co-hosting the FIFA Club World Cup 2022. As North Africa's leading trade and industrial hub, Tangier is a crucial economic center, home to numerous institutions and corporate headquarters. It also plays a significant role as a political, economic, cultural, and educational center within Morocco.



Tangier boasts a rich history, having served as a meeting point for diverse Mediterranean civilizations. Known as the "bride of the north," it is the closest Arab and African Islamic city to Europe, renowned for its tourism and cultural fusion. It holds a prominent position among Morocco's major cities in terms of population and economic, industrial, cultural, and political activity.



Geographically, Tangier is situated in northwestern Morocco, where the Mediterranean Sea meets the Atlantic Ocean. It lies 12 kilometers east of Cape Spartel, marking the western entrance to

the Strait of Gibraltar, and 10 kilometers west of Cape Malabata, which mirrors Cape Paloma in southern Spain.

Tangier is one of Morocco's wealthiest cities, ranked among the highest in income in 2007. It is also a prominent industrial center, featuring an industrial zone and a free export zone south of the city spanning 3.45 square kilometers.

The city benefits from a special tax status, with a 50% tax exemption that encourages foreign investment.

Tangier's port and international airport are key contributors to its economic development, complemented by robust road and rail networks ensuring easy access by all modes of transportation. The city is connected to nearly all other cities in the Kingdom by rail networks, including the high-speed train line.

Tangier is considered one of Morocco's leading sports cities, thanks to its diverse and well-equipped sporting facilities capable of hosting a wide range of sports.



Tangier city has a proven track record of successfully hosting international competitions, including :



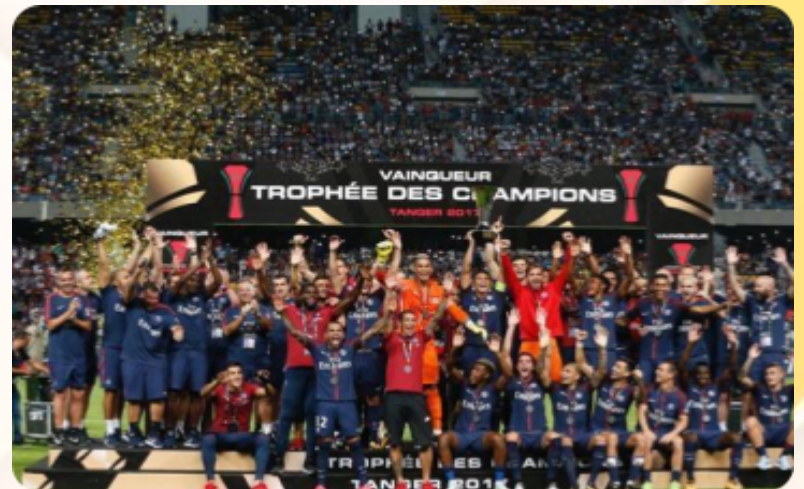
International Friendly Match
Morocco VS Brazil



FIFA Club
World Cup 2022



Spanish Super Final 2018
Barcelona VS Athletic Bilbao



French Super Final 2017
PSG VS Monaco

ABOUT



The **Sports Technology Expo (Middle East and North Africa)**, an annual exhibition, will be

held in Tangier, northern Morocco. This important event will bring together athletes, manufacturers, retailers, racing managers, clubs, non-profit organizations, coaches, and other key figures in the sports industry. Attendees will have the opportunity to learn about, experience, demo, and purchase products and services designed to enhance their sporting experience.

- Expo stands alone as the only sports event in the Middle East and North Africa that directly supports national policies and leverages local resources to drive the promotion and development of sports through cutting-edge scientific and technological innovation. Furthermore, it champions the advancement of highly skilled young professionals, aligning with the visionary leadership of His Majesty King Mohammed VI.
- The exhibition is poised to be a major sporting event that captures public attention, driven by fresh and innovative ideas. It will provide a platform that embodies the free spirit associated with sports, promoting tolerance and openness.

MAIN OBJECTIVES :

- ❖ Showcasing the latest products, innovations, and quality systems.
- ❖ Fostering a culture of invention, innovation, competition, and international cooperation.
- ❖ Expanding horizons for sports and commercial partnerships among participants.
- ❖ Enabling athletes and business leaders to explore advancements in sports technology.
- ❖ Creating opportunities for local companies to participate in the exhibition.
- ❖ Encouraging competition and participation among small and medium-sized enterprises.
- ❖ Generating significant revenue for service sectors, and commercial businesses before, during, and after the exhibition.



EXPO INTERVENTION

1. Supporting Economy

Projected to attract thousands of international visitors, this expo and its associated activities will firmly establish its presence on the global exhibition circuit. providing a substantial boost to the national economy in the years to come, fostering significant growth and revitalization within the conference and exhibition sector.

2. Locomotive For Development

As the expo and its associated activities gain momentum, they will stimulate growth across a wide range of interconnected sectors. These include aviation, tourism, hospitality, trade, transportation and logistics, banking, car rentals, restaurants, retail, and other vital industries, all of which will contribute to the benefit of the local economy directly and indirectly.

EXPO ELEMENTS

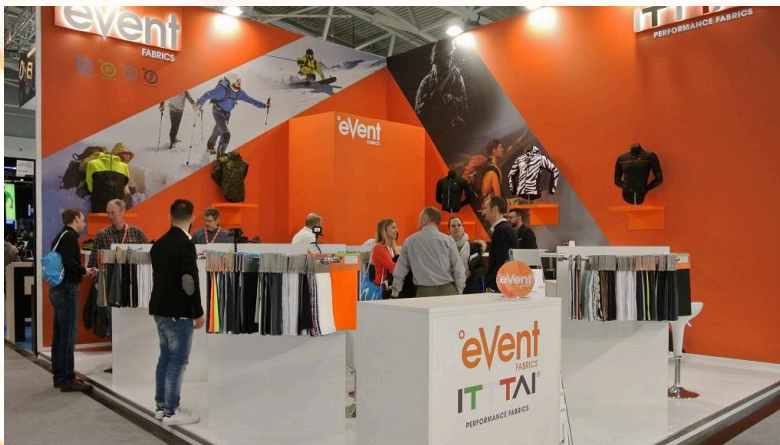
VISITORS

- ❖ Sports organizations & Federations
- ❖ Sporting goods and equipments dealers, distributors and retailers
- ❖ International league federation & Club sports
- ❖ Technology companies
- ❖ Sport coaches, consultants, administrators
- ❖ Agents, sports media and channels



EXHIBITORS

- ❖ Sports equipment manufacturers
- ❖ Sports technology providers
- ❖ Sports nutritionists
- ❖ Clothing and equipment companies
- ❖ Sports infrastructure suppliers
- ❖ sports facilities, both horizontal and vertical companies



SPONSORSHIPS PACKS

	Diamond	Platinum	Gold	Silver
Catalog	✓			
Flyers	✓	✓	✓	✓
Invitation (Visitors)	✓	✓	✓	
Invitation (VIP)	✓	✓		
Banner (V-H)	✓	✓		
Badges	✓	✓	✓	
Shooting Wall	✓	✓	✓	✓
Website Home	✓	✓	✓	✓
Newsletter	✓	✓	✓	
Social Networks	✓	✓	✓	✓
Press Interview	✓			
Press conference Acknowledgment	✓	✓	✓	✓

PACKAGES COST

- ❖ **DIAMOND** : 20.000€ (200.000 MAD)
- ❖ **PLATINUM** : 15.000€ (150.000 MAD)
- ❖ **GOLD** : 10.000€ (100.000 MAD)
- ❖ **SILVER** : 7.000€ (70.000 MAD)

BOOTHS & FLOOR PLAN

Participation conditions :

- Register Fees 300 € (3000 MAD)
- Application fees 300 € (3000 MAD)

EQUIPPED 9m² to 18m²

300 €/m² (3000 MAD/m²)

- **Panels:** Standard aluminum & Strati Decor panels (2.40m high x 1m wide)
- **Flooring:** Carpeted
- **Electricity:** Supply and power outlet
- **Lighting:** Provided
- **Signage:** Banner with company name
- **Internet:** Free Wi-Fi
- **Services:** Cleaning
- **Furniture:** One table and three chairs (per 9 sq m of booth space)
- **Amenities:** Trash basket



EMPTY 9m² to 18m²

150 €/m² (1500 MAD/m²)

- 3 kilowatts of electricity
- No carpeting



COURTYARD m²

100 €/m² (1000 MAD/m²)

- Any desired space can be reserved
- Inside / Outside the expo
- No furniture



FLOOR Restaurant - Coffee

130 €/m² (1300 MAD/m²)

- Any desired space can be reserved



ADS SPACE

❖ Banners

- 10 Banners : 2000€ (20.000 MAD)
- 5 Banners : 1000€ (10.000 MAD)



❖ Screens

- 20x Replay per day : 500€ (5000 MAD)
- 10x Replay per day : 300€ (3000 MAD)



❖ Official Catalog

- Full cover page : 1000€ (10.000 MAD)
- Half page : 500€ (5000 MAD)



❖ Online

- Logo on the the official website : 500€ (5000 MAD)
- Direct link to your website : 500€ (5000 MAD)
- Banner on the newsletter : 300€ (3000 MAD)

PARTNERSHIPS

