

Triangle Region

Information required	
City / Region Name	The Triangle Region
Population	415.000
Area (in km2)	4266
Website	Trekantomraadet.dk
Languages primarily spoken	Danish, English
Time Zone (in terms of GMT)	GMT +1
Dialling code (should be written as +44 / +41 etc)	+45
Currency	Danish krone
Telephone contact	+45 1382 9148
Email	mikha@trekantomraadet.dk
Number of Hotel rooms	9.000
Average High / Low Temperature (average summer, average winter in degrees Celsius)	June, 11°C (52F)/19°C (66F). Dec,

<p>Sports facilities</p>	<p>Sydbank Arena is the region's biggest indoor arena with a capacity of 5.100 spectators.</p> <p>Vejle Stadium is the region's biggest outdoor facility with a capacity of 10.418 spectators.</p> <p>The region has a vast variety of outdoor possibilities both on the coast og in hilly forrest areas.</p>
<p>Transport infrastructures</p>	<p><i>Railway, airport, Metro, bus and taxi</i> Denmark second biggest airport with more than 40 international destination is located in Billund in the Triangle region.</p>
<p>Distance airport / City centre (in KM)</p>	<p>Kolding = 25 km Vejle = 25 km Fredericia = 30 KM</p>

<p>Tourist attractions</p>	<p>Legoland is the region's best known attraction with more than 1,7 million visitors a year.</p> <p>The old King-castle In Kolding and Givskud Zoo are others attractions that gather big crowds.</p> <p>Bridgewalking on the Old Lillebæltsbro is a new very successful attraction that opened in 2015</p>
<p>Events previously hosted</p>	<p>IHF World Championship Handball women 2015. IHF U20 men World Championship 2016 ISAF World Championship Melges 24 2015 ISAF World Championship Womens Match Race 2015 European Championship Para table tennis 2015</p>
<p>Why your city? Summary of why your city is good in hosting sporting events</p>	

a. Other

i. PR

Composite logo – Attached

In the next few days you will receive a composite logo for you to use in online and in print material to promote your partnership with the SportAccord Convention 2015. Please make sure the logo is always used in white background and has a link to www.sportaccordconvention.com.

Press Release / News alert – ASAP

As part of your contract, a Press Release and news alerts will be published on the SportAccord Convention website and through Social Media. Jenny Edmondson is the new SportAccord Convention Media Relations Officer and she will be able to help you create this Press Release and give you more information if necessary.

Please contact Jenny at jenny.edmondson@sportaccordconvention.com.

Round Table Q&A –

Our Media Relations Officer will also be in touch with you to coordinate the round table Q&A. The idea is for the SportAccord Convention to send you some questions and you will need to answer them in a specified length. These will be published in the Convention website.

White Paper – When necessary

If your company would like to submit a white paper (number dependent on your contract) to be published on the SportAccord Convention website, please submit this to Luis Cantarell or Jenny Edmondson. There is no specific deadline for this as it is an additional item for you to provide. The organization will promote this via the website and Social Media channels for people to download.

ii. Digital Media

As part of our agreement, you will be able to send any news that you would like SportAccord Convention to share within the Official Social Media accounts. With this in mind, please understand that the posts will need to be approved by the SportAccord Convention team and that the Marketing Executive will take into consideration our Social Media strategy before sharing any Partners news.

Twitter – When necessary

If you have a twitter account, please use the hashtag **#SAC2015** to promote your involvement with the SportAccord Convention World Sport & Business Summit. This should be use in all communications relating to our event. Additionally, please follow **@saconvention** so you can also be aware of our official communications.

If you would like us to retweet or share any additional news related to your company, please contact our Marketing Executive, Carole Chappuis, at carole.chappuis@sportaccordconvention.com who will be very happy to assist you.

Facebook – When necessary

If you have a Facebook account, please follow the Official SportAccord Convention page (www.facebook.com/sportaccordconvention) and promote your involvement with us.

If you would like the Convention to share any additional posts related to your company, please contact our Marketing Executive, Carole Chappuis, at carole.chappuis@sportaccordconvention.com who will be very happy to assist you.

YouTube – ASAP

Your organization can distribute a promotional video (30" max) through the SportAccord Convention YouTube page and via other Social Media sites. Please be aware that the format should be .avi or .wmv, and that the aspect ratio should be 16:9. You can send this video using a file sharing website to your Account Manager and/or to the Account Executive.

iii. Sporting Leaders' breakfast

Attendance – 1 March

As part of your contract, you have 2 places at the Sport Leaders' breakfast, which will be with senior figures from SportAccord Convention and Host City. This breakfast will take place in the Radisson Blu Hotel, date and time to be confirmed.

Please provide the below information for who will attend the Sporting Leaders' Breakfast, as agreed in your contract. This form will be sent on a separate cover and will need to be completed and sent back to luis.cantarell@sportaccordconvention.com before 1 March 2015.

Delegate 1	
First name	
Last name	
Exact business title	

Delegate 2	
First name	
Last name	
Exact business title	

iv. Partners additional rights

Loyalty programme – To use before 31 March

As a partner of the SportAccord Convention 2015, you have the opportunity to offer x clients and / or employees x% discount to attend the Convention.

The discount code is:

Link to online registration:

This discount code can be inputted at the point of registration and the registration type should be “Conference Delegate”:

Private breakfast – 15 February

This is an opportunity for you to host your own private breakfast for up to 16 people. It can take place on one morning from Monday 20th to Friday 24th. The room, the food and the AV will be provided. You will need to bring a laptop if you wish to give a presentation. Location and date are to be confirmed.

If you wish to take this opportunity, please confirm via email to Luis Cantarell and suggest on what day you wish to host it. The Convention will be in touch nearer the time to help identify 16 people and work with you to invite them accordingly.

Meeting room – 20 February

As part of your contract, you are entitled to have access to a private meeting room with basic AV facilities throughout the event (to be shared with other partners). As soon as more information is agreed with the LOC, your Account Manager will be in touch with you to let you how this will be organized.

Personal introductions – two weeks before the Convention

Please send an email to luis.cantarell@sportaccordconvention.com 1 to 2 weeks prior to the event for the final delegate list and assistance with scheduling introductions / bilateral meetings at the SportAccord Convention 2015.

Delegate bag insert – 31 March

As part of your contract you are allowed to have a SportAccord Convention 2015 delegate bag insert from your organization. This will need to be approved by your account manager, but can be a brochure, flyer, or any other information document. Please prepare this document with a maximum of 6 A4 pages and send the artwork to luis.cantarell@sportaccordconvention.com.

The number of brochures will depend on the amount of delegates that will attend the conference, but we believe that a minimum of 2500 should be produced. Please deliver these brochures printed in Russia before the 31 March 2015. Delivery address to be determined in a later stage, and this will be communicated under separate cover.

VIP transfer to / from airport – 31 March

As part of your contract, one of your delegates will be able to be picked up by a personal driver from the airport to the hotel and return. In order to benefit from this option, please send an email Luis Cantarell with the following information:

- Name of the person to be picked up
- Flight details
- Arrival time
- Return time

All other delegates will be able to take the Official shuttle bus that will run from Sunday to Wednesday (airport to hotel) and from Wednesday to Saturday (hotel to airport).

If additional private transfers are needed, please do not hesitate to send an email to luis.cantarell@sportaccordconvention.com, and we will try to accommodate your request.