

LEVEL UP
SPORTS TECH INNOVATION EXPO

SUPPORTED BY



VENUE PARTNER



ECOSYSTEM PARTNER



ECOSYSTEM PARTNER



ECOSYSTEM PARTNER



ORGANIZED BY



TECHNOLOGY *ELEVATES* THE GAME





LEVEL UP
SPORTS TECH INNOVATION EXPO

TECHNOLOGY FILES THE GAME





LEVEL UP IS THE REGION'S LEADING SPORTS TECH INNOVATION EXPO - BRINGING TOGETHER GLOBAL PIONEERS TO SHOWCASE THE FUTURE OF SPORTS. FROM NEXT-GEN INFRASTRUCTURE TO CUTTING-EDGE FAN ENGAGEMENT, LEVEL UP HIGHLIGHTS HOW TECHNOLOGY IS TRANSFORMING THE WAY SPORTS ARE PLAYED, EXPERIENCED, AND SCALED.

TAKING PLACE FROM 26–29 NOVEMBER 2025 AT DUBAI HARBOUR, LEVEL UP WILL WELCOME MORE THAN 10,000 ATTENDEES, 100+ TECH EXHIBITORS AND STARTUPS, AND OVER 100 GLOBAL AND REGIONAL SPEAKERS - UNITING ATHLETES, CONSUMERS, FEDERATIONS, BRANDS, INVESTORS, AND STARTUPS TO SHAPE THE NEXT ERA OF SPORTS.



EVENT DATES

INVITATION ONLY
WEDNESDAY
26TH NOVEMBER

OPEN TO PUBLIC
THURSDAY
27TH NOVEMBER
TO
SATURDAY
29TH NOVEMBER

WED 26TH NOV

4pm - 8pm

VIP Opening (by invitation only). VIPs, Media & Press, Sponsors, Investors

THU 27TH NOV

10am - 8pm

Award Dinner, B2B meet-ups, Celebrity talks, panels, product demos, and fun activations



FRI 28TH NOV

10am - 8pm

B2B meet-ups, Celebrity talks, panels, product demos, and fun activations

SAT 29TH NOV

10am - 8pm

B2B meet-ups, Celebrity talks, panels, product demos, and fun activations



HOSTED IN THE UAE

📍 DUBAI HARBOUR | DUBAI, UAE

Set against the iconic Dubai Marina skyline, Dubai Harbour is the region's premier seafront venue - offering world-class infrastructure, luxury surroundings, and seamless access by land and sea



SPORTS TECH OVERVIEW

SPORTS TECH INDUSTRY MARKET OVERVIEW

GLOBAL MARKET

MARKET SIZE: Revenue

2025 (USD)

\$21.51 Billion

2034 (USD)

\$117.93 Billion

[source](#)

REGIONAL MARKET

MARKET SIZE: Revenue

2024 (USD)

\$1.01 Billion

2030 (USD)

\$3.38 Billion

[source](#)

MARKET OPPORTUNITIES

- Market Growth Potential
- Market Demand For Innovation
- Major Growth In Regional Sporting Events
- Limited Existing Sports Tech Events / Platforms
- Regional Positioning

WHY DUBAI?



TECH FOCUSED INITIATIVES

UAE to develop **1,000 technological projects by 2031**, contributing AED 110 billion to (NDP)

[source](#)



GOVERNMENT INVESTMENTS

GCC countries committed over **\$65 billion** to establish the region as a global hub for sports development

[source](#)



STRATEGIC ACCESS

Dubai's sports sector contributes **USD 2.5 billion** annually to GDP and offers unmatched access to major markets like Saudi Arabia, India, and Africa

[source](#)



INNOVATION HUB

Dubai Tech market set to surge by **USD 3.8 billion** in 2025. Dubai's digital-first economy and startup ecosystem **drive tech adoption**, attracting global investors

[source](#)

WHAT TO EXPECT



WED 26TH
NOV

BY INVITATION ONLY:

VIP PREVIEW

VIP WELCOME KEYNOTE

GSIC GROUNDBREAKERS MEETUP
+ B2B MEETUPS

VIP COCKTAIL RECEPTION

BY INVITATION ONLY:

GOVERNMENT

REPRESENTATIVES, SPEAKERS, C-
SUITE, INVESTORS, VIPS, B2B
EXECUTIVES, FOUNDERS,
DECISION-MAKERS, MEDIA &
PRESS

THU 27TH
NOV

OFFICIAL OPENING CEREMONY

KEYNOTES & FIRESIDE CHATS

PANEL DISCUSSIONS

HOSTED BUYERS LUNCHEON

B2B MEETING OPPORTUNITIES

LEVEL UP AWARD SHOW &
DINNER

FRI 28TH
NOV

PANEL DISCUSSIONS

CELEBRITY TALKS AND MEET & GREETs

WORKSHOPS

PRODUCT LAUNCHES AND DEMOS

LIVE ENTERTAINMENT

SAT 29TH
NOV

EXHIBITION

TOURNAMENTS AND COMPETITIONS (Basketball, Football, Padel)

FOOD TRUCKS, RETAIL POP-UPS, MERCHANDISE AND FUN ACTIVATIONS

150+
SPEAKERS

50+
MEDIA &
INFLUENCERS

500+
CEOS & FOUNDERS



100+
EXHIBITORS, SPONSORS
& PARTNERS



10,000+
VISITORS

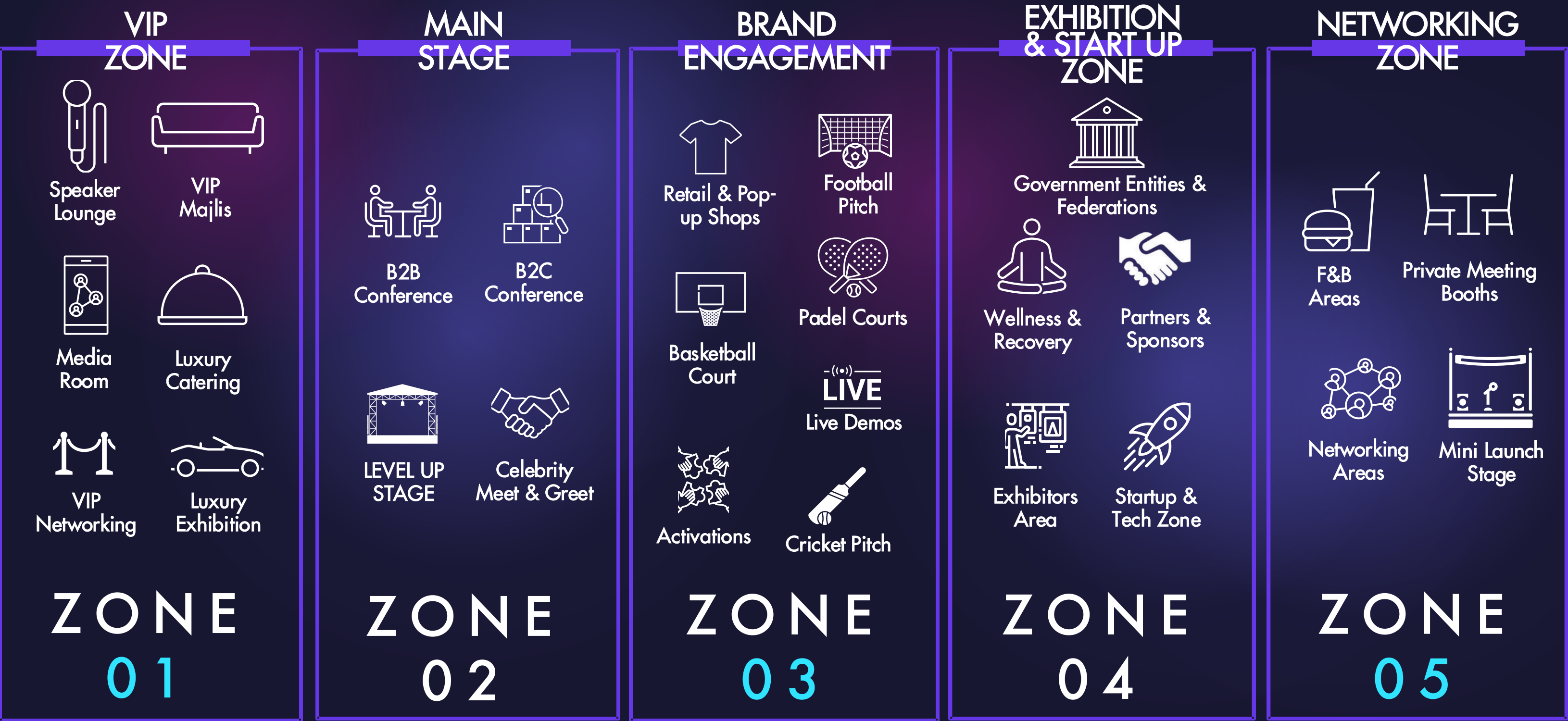
20+
SPORTS ATHLETES
& CELEBRITIES

100+
GOVERNMENT
OFFICIALS



EVENT FORMAT

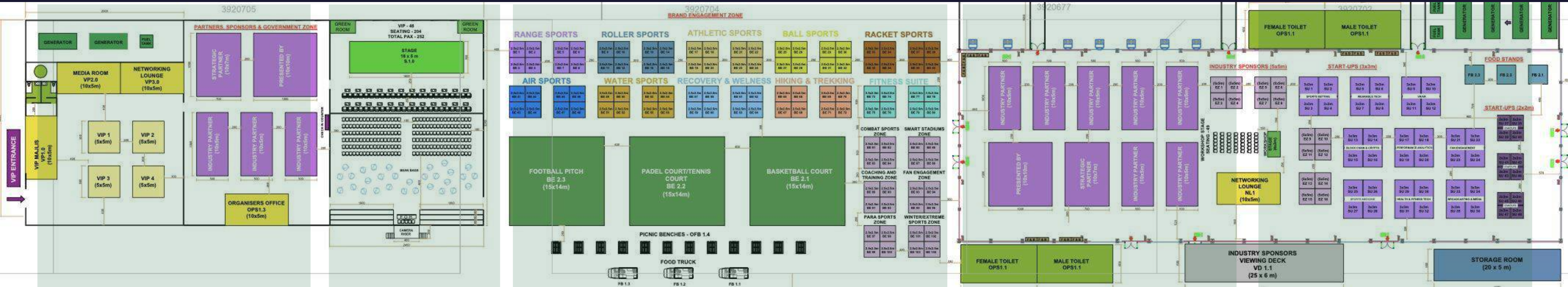
FIVE ZONES



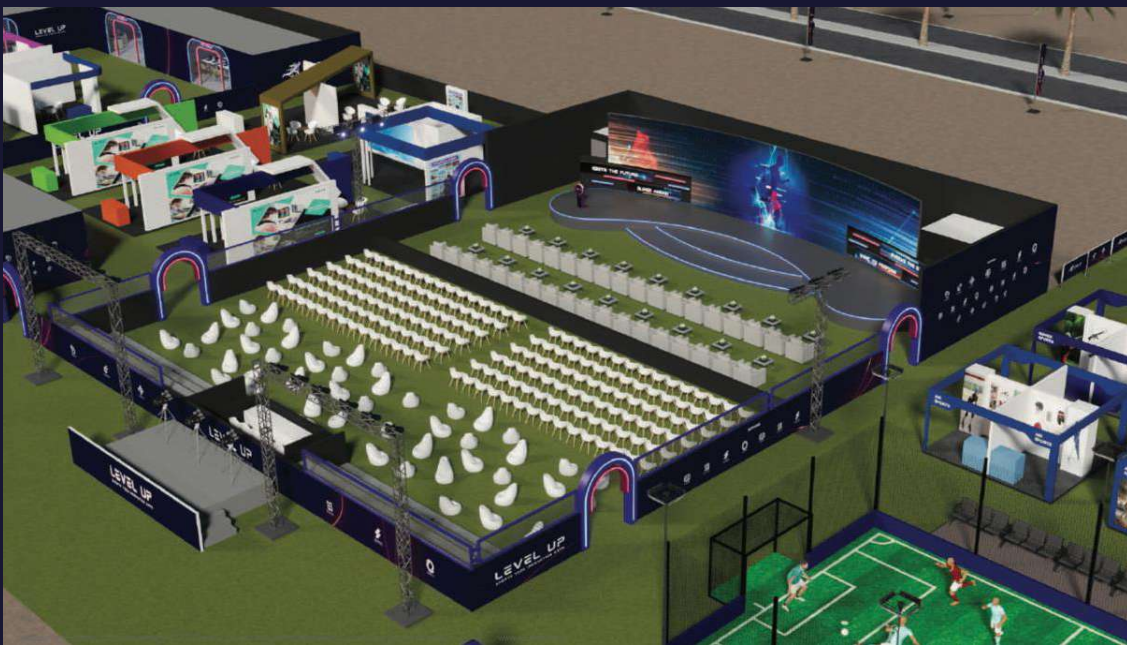
FLOORPLAN



- VIP ZONE
- MAIN STAGE
- BRAND ENGAGEMENT ZONE
- EXHIBITION ZONE
- START-UP ZONE

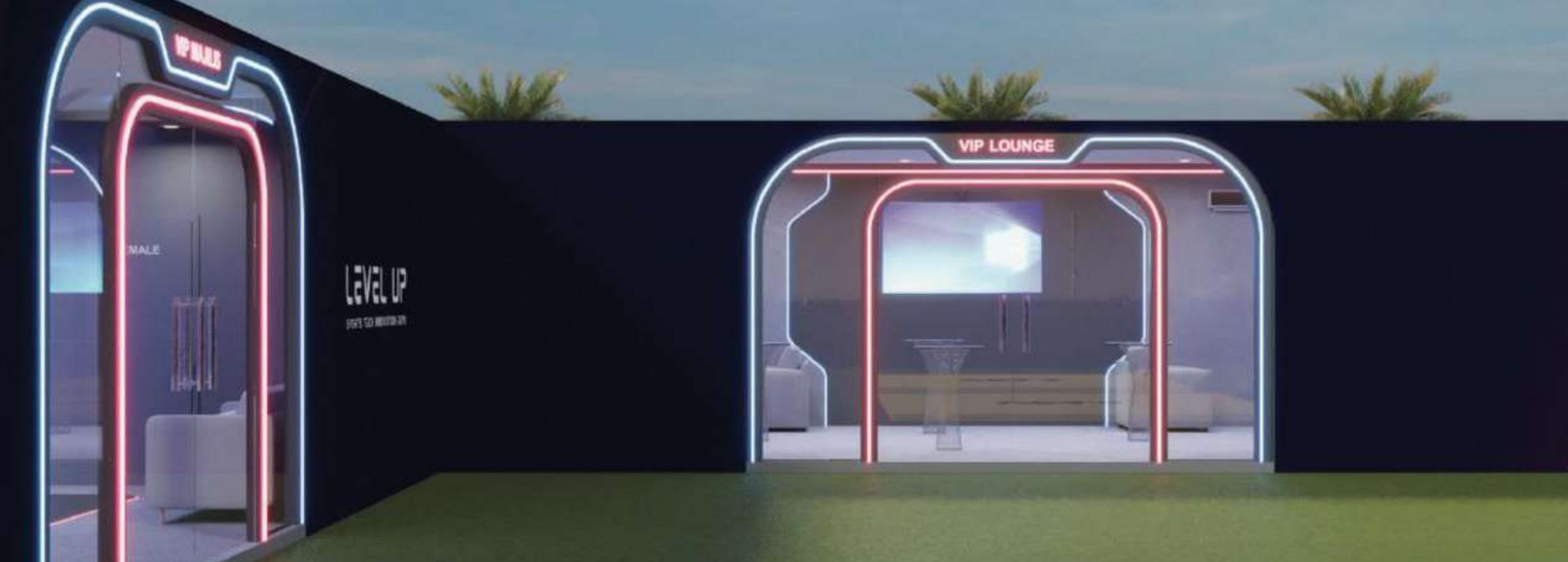


* THIS IS A LIVE LAYOUT AND WILL BE UPDATED PERIODICALLY









PROGRAM TOPICS SNAPSHOT



EXHIBITOR & SPEAKER PROFILES

FOOTBALL STARS

PADEL CHAMPIONS

BASKETBALL ICONS

CRICKET LEGENDS

OLYMPIANS

GOVERNMENT LEADERS

SPORTS MEDIA PERSONALITIES

FITNESS INFLUENCERS

MINDSET & PERFORMANCE COACHES

SPORT EXECUTIVES

E-SPORT CHAMPIONS

SPORTS TECH INVESTORS

INNOVATORS

STADIUM & CLUB OWNERS



WEARABLE
TECHNOLOGY



E-SPORTS &
GAMING



VIRTUAL &
AUGMENTED
REALITY



SMART
STADIUMS



FAN
ENGAGEMENT
PLATFORMS



HEALTH &
FITNESS TECH



BROADCASTING
& MEDIA



BLOCKCHAIN
CRYPTO



PERFORMANCE
ANALYTICS



SPORTS
BETTING



RACKET
SPORTS



FITNESS
SUITES



AIR
SPORTS



ATHLETIC
SPORTS



ROLLER
SPORTS



WATER
SPORTS



BALL
SPORTS



SPORTS
MEDICINE



RANGE
SPORTS



WINTER
SPORTS



PARA
SPORTS



EXTREME
SPORTS



COMBAT
SPORTS



RECOVERY &
WELLNESS



HIKING &
TREKKING



COACHING &
TRAINING

MARCOMMS PLAN OVERVIEW



USD 50M+
ADVERTISING VALUE
EQUIVALENCY (AVE)

1.45B+
TOTAL REACH



EVENT SHOWCASE

Generate buzz and excitement by highlighting the latest innovations and insights from top industry leaders



ECOSYSTEM SPOTLIGHT

Establish the event's role as a marquee platform for collaboration with key players within the sports industry



TARGET AUDIENCE EXPANSION

Increase awareness and attract a diverse audience from sports & tech Industries as well as consumers



THOUGHT LEADERSHIP

Utilize celebrities, influencers, and experts from the industry to cement LEVEL UP as the world's leading Sports Tech event



STAKEHOLDER ENGAGEMENT

Maximize exposure through stakeholder participation and partner engagement activities



PARTNER MARKETING

Engage partners and influencers for cross-promotion and audience interaction

PRESS RELEASES & EDITORIALS

SOCIAL MEDIA

MEDIA & PRESS

OUTDOOR ADVERTISING

PAID DIGITAL MARKETING

CELEBRITIES & INFLUENCERS

EMAILERS & NEWSLETTERS

RADIO ADVERTISING

DIRECT OUTREACH

PARTNER CHANNELS

SEARCH ENGINE MARKETING

SMS CAMPAIGNS

OUR ECOSYSTEM PARTNERS



Dubai Sports Council is the official body responsible for the development of the sports sector in the Emirate. The Council takes active interest in encouraging the practice of physical activity in society, especially among women and children



GSIC is a non-profit association that facilitates synergies in more than 45 countries and provides value-added services that enable sports entities and companies to grow and develop with the help of experienced professionals in the sports tech ecosystem



Plug And Play is a leading global accelerator that is passionate about empowering tomorrow's technology, connecting change-makers, and leading organizations to create positive change. Their ecosystem includes over 95,000 startups and 500 organizations from more than 40 countries



F6S is a global platform connecting founders and startups with resources like funding, jobs, and free startup services. It's known as the world's largest startup community, offering tools for application management, recruitment, and corporate partnering

GSIC MEETUP GROUNDBREAKERS

BRINGING THE ECOSYSTEM TOGETHER

Day 1 - November 26th

GSIC

Global Sports Innovation Center

Powered by  Microsoft



As an Ecosystem Partner of LEVEL UP, the **Global Sports Innovation Center (GSIC)** powered by **Microsoft** will host an exclusive, invitation-only gathering during the event on Day 1 - November 26th:

- 50–80 top-tier C-level executives, innovators, investors, and media
- Curated panels, fireside chats, and start-up pitches
- Executive networking designed to accelerate partnerships and progress across the global sports tech industry



SPONSORSHIP



CONFERENCE &
EXHIBITION



CURATED MEDIA
INTERVIEWS



VIP ATTENDANCE



SPECIAL INVITATION
ONLY EVENTS



DELEGATE TICKETS



PARTNER WITH US.

BE PART OF LEVEL UP AND ELEVATE YOUR GAME

LEVEL UP offers multiple entry points for brands, businesses, and visionaries to get involved. We have curated exhibition and sponsorship opportunities starting as low as USD 5,500 all the way to USD 540,000 for exclusive takeovers and benefits.

Whether you're looking to connect with international and diverse consumers, launch products, or lead the conversation on a global stage - there's a place for you at LEVEL UP.

CONFERENCE & THOUGHT LEADERSHIP OPPORTUNITIES

BE IN THE SPOTLIGHTS



BOOK A 1-1 WITH A
SENIOR SPEAKER

LAUNCH A PRODUCT
ON STAGE

ACCESS TO MAKE
ANNOUNCEMENTS
ON PRESS
CONFERENCE STAGE

ATTEND EXCLUSIVE
CELEBRITY TALKS

JOIN A PANEL
CONVERSATION

CURATED
NETWORKING
OPPORTUNITIES

SESSION
TAKEOVERS

STAGE
BRANDING



EXCLUSIVE VIP OPPORTUNITIES

ELEVATED ACCESS, PREMIUM EXPERIENCES, UNMATCHED CONNECTIONS

INVITATION TO VIP OPENING CEREMONY

PRIORITY SEATING AT KEYNOTES, PANELS & AWARD SHOW

PERSONAL CONCIERGE & GUIDED TOURS OF THE EVENT

PRIVATE DEMO SESSIONS WITH EXHIBITORS & STARTUPS

PREMIUM HOSPITALITY EXPERIENCE (CATERING, GIFTS, FACILITIES)

EXCLUSIVE ACCESS TO VIP LOUNGE & MAJLIS

ACCESS TO SPEAKER LOUNGE & CLOSED-DOOR SESSIONS

FIRST-LOOK ACCESS TO PRODUCT LAUNCHES & REVEALS

PRIVATE MEET & GREET WITH CELEBRITY GUESTS

INVITATION TO VIP DINNER & NETWORKING MIXERS

SPACE FOR LUXURY EXHIBITORS



DELEGATE TICKETS

ACCESS LEVELS FOR EVERY
ATTENDEE



PASS TYPE	TARGET	COST (AED/USD)	KEY BENEFITS
HALL OF FAME PASS	C-Suite, Investors, VIPs, Super Fans	AED 10,000 / USD 2,720	Celebrity Meet & Greet (TBC), VIP Lounge, VIP Preview Invite (Day 1), Award Ceremony Access, GSIC Meetup, Fast-track Access, Networking, VIP Zone access, Exhibition, Priority Conference Seating
PLATINUM PASS	C-Suite, Investors	AED 3,500 / USD 950	VIP Preview Invite (Day 1), Award Ceremony Access, GSIC Meetup, Fast-track Access, Networking, VIP Zone access, Exhibition, Priority Conference Seating
GOLD PASS	B2B Execs, Founders, Decision-makers	USD 1,000 / USD 275	Fast-track Access, Networking, VIP Zone access, Exhibition, General Conference Seating
GENERAL ADMISSION	Startups, Students, Fans	FREE	Exhibition, General Conference Seating

SPONSORSHIP OPPORTUNITIES

BE PART OF LEVEL UP - ELEVATE THE GAME



NAMING RIGHTS &
HEADLINE VISIBILITY

KEYNOTE &
THOUGHT
LEADERSHIP
EXPOSURE

PARTICIPATION AT
THE AWARD SHOW

PRIME EXHIBITION &
DEMO SPACE

BRANDED
ACTIVATIONS &
ENGAGEMENT
ZONES

PRESS & MEDIA
SPOTLIGHT

DIGITAL & SOCIAL
MEDIA
AMPLIFICATION

POST-EVENT LEGACY

ACTIVATE ON
COURTS & PITCHES

CURATED B2B
INTRODUCTIONS

ACCESS TO
CELEBRITIES & VIPS

BRANDING
EXPOSURE ACROSS
THE VENUE

“Presented By” Partner
Strategic Partner
Industry Specific Partner
Platinum Sponsor
Gold Sponsor
Silver Sponsor

High-Exposure Partnership Opportunities	Presented by Partner (AED 2M)	Strategic Partner (AED 1.5M)	Industry Specific Partner * (AED 500K)	Platinum Sponsor (AED 350K)	Gold Sponsor (AED 250K)	Silver Sponsor (AED 150K)
Exclusive Rights						
Naming Rights: Level Up - "Presented by: Partner Logo"	✓					
Exclusive to 1 Partner	✓					
Category Exclusivity in partnership tier	✓	✓	✓			
Access to invitation-only VIP Preview (26th Nov)	20	15	10	6	4	2
Private VIP tour	✓	✓				
Opportunity to distribute branded items & flyers at exit	✓					
Conference, Workshops and Industry Pitches						
Welcome keynote at Opening Ceremony	✓					
Passes to Opening Ceremony	10	8	5	3	2	1
Keynote address for Global C-Level executive on relevant topic or fireside chat	1	1				
Session Takeover: The Level Up team will co-develop a session specifically for the PARTNER (T&C's Apply). Please note, other speakers may also be invited to speak at these sessions. Session will be positioned as "brought to you by PARTNER"	1	1				
Speaking opportunity on panel session (C-Level executive)	1	1	1	1	1	
Access to main stage to present company service, product demo or product launch	✓	✓	✓			
Award Ceremonies, VIP Cocktail Reception, Networking Opportunities						
Awards Ceremony - "Presented by: Partner Logo"	✓					
PARTNER Name / Logo featured on award trophies	✓					
Partner to present an award	✓	✓				
Invitations to Level Up Award Ceremony	20	15	5	3	2	1
Exclusive Table at Award Ceremony	3	2				
Logo across Award Ceremony						
Seat on the Level Up award judging panel	✓	✓				
Invitations to VIP Cocktail Reception	20	15	5	3	2	1
Logo across VIP Cocktail Reception	Tier 1	Tier 2	Tier 3			
Opportunity to host private workshops or roundtables (any cost associated with hosting the session will be borne by PARTNER)	✓	✓	✓			
Concierge service with exclusive introductions to key industry leaders and decision-makers	✓	✓	✓			
Exhibitions and Showcase						
Exhibition Space (space only, does not include stand)	100	70	50	36	24	12
Live Product Demo Opportunity (subject to required venue or regulatory approvals)	✓	✓	✓			
Branding exposure across Level Up venue (Exhibition Area, Live Demonstration Area, VIP Majlis, Networking Area, Awards ceremony and all zones)	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Access to VIP Zone	10	8	6	3	2	1

<div> HIGH-EXPOSURE PARTNERSHIP OPPORTUNITIES </div>	PRESENTED BY PARTNER (AED 2M)	STRATEGIC PARTNER (AED 1.5M)	INDUSTRY SPECIFIC PARTNER * (AED 500K)	PLATINUM SPONSOR (AED 350K)	GOLD SPONSOR (AED 250K)	SILVER SPONSOR (AED 150K)
Marketing and Communications						
Participation at Level Up launch press conference (announcing the event dates and venue)	✓					
Partner mention in Level Up launch press release	✓	✓	✓			
Dedicated press conference announcing partnership		✓				
Dedicated press release announcing partnership	✓	✓				
Dedicated emailer to database announcing partnership	✓	✓				
Inclusion in joint Level Up sponsors announcement press release	✓	✓	✓			
Quote from Partner's C-Level executive in press release announcing speakers	✓	✓				
Brand mention in social media influencers campaign	✓					
Free Hall of Fame delegate passes (for customers or clients)	5	3	1			
Free Platinum delegate passes (for customers or clients)	10	8	4	2		
Free Gold delegate passes (for customers or clients)	20	15	5	3	2	
Access to the press conference area during the event to make public announcements	✓	✓	✓	✓	✓	✓
Individual speaker spotlight post on social media platforms	✓	✓	✓			
Shared speaker announcement post on social media platforms	✓	✓	✓	✓	✓	
Logo placement on website and all outreach emailers	✓	✓	✓	✓	✓	✓
Tag on all social meda posts	✓	✓	✓	✓		
1x partnership announcement via post on the Level Up Social Media Platforms	✓	✓	✓	✓		
1x Video promoting partner's product that will be showcased at Level Up 2025 (Video up to 45 seconds)	✓	✓				
1x Video interview for C-Level executive to be recorded at the Level Up 2025 event and distributed on social and digital channels post event	✓	✓				
Collaboration opportunities on Instagram on Level Up original content (to be supported with paid media for additional exposure)	✓	✓	✓			
Reposting (on stories & LinkedIn) of any partners' relevant new content	✓	✓				
Post-event activities						
Logo inclusion in event wrap-up video shared with attendees and database	✓	✓	✓	✓	✓	✓
Advertising insert in post-event report	Double Page	Single Page	Half Page	Quarter Page		
Logo in post-event report	✓	✓	✓	✓	✓	✓

INDUSTRY SPECIFIC PARTNER CATEGORIES (EACH WILL BE EXCLUSIVE TO 1 PARTNER):
Sports Consultant Partner, Wearable Tech Partner, Vr & Ar Partner, Fan Engagement Partner, Performance Analytics Partner, Broadcasting & Media Partner, E-sports Partner, Smart Stadiums Partner, Health & Fitness Partner, Blockchain & Crypto Partner, Sports Medicine & Supplements Partner, Para Sports Partner

PARTNER LOGO PLACEMENTS*



PRESENTED BY

"PRESENTED BY"
PARTNER LOGO

SUPPORTED BY



STRATEGIC PARTNERS

STRATEGIC PARTNER
LOGO

STRATEGIC PARTNER
LOGO

STRATEGIC PARTNER
LOGO

INDUSTRY SPECIFIC PARTNERS

WEARABLE TECH PARTNER

SPORTS CONSULTANT PARTNER

"CUSTOM" PARTNER

CRYPTO PARTNER

"CUSTOM" PARTNER

INDUSTRY PARTNER
LOGO

INDUSTRY PARTNER
LOGO

INDUSTRY PARTNER
LOGO

INDUSTRY PARTNER
LOGO

INDUSTRY PARTNER
LOGO

PLATINUM SPONSOR LOGO

PLATINUM SPONSOR LOGO

PLATINUM SPONSOR LOGO

PLATINUM SPONSOR LOGO

PLATINUM SPONSOR LOGO

GOLD SPONSOR LOGO

GOLD SPONSOR LOGO

GOLD SPONSOR LOGO

GOLD SPONSOR LOGO

GOLD SPONSOR LOGO

SILVER SPONSOR LOGO

SILVER SPONSOR LOGO

SILVER SPONSOR LOGO

SILVER SPONSOR LOGO

SILVER SPONSOR LOGO

* Logo placements subject to change based on where they are being placed. Number of logos will change based on final number of confirmed sponsors. Industry specific partners can be selected according to sponsor's business line.

TOURNAMENTS & EXPERIENCE PARTNER TAKEOVER

TOURNAMENTS & EXPERIENCE PARTNER: Full takeover of courts / pitches (Basketball, Padel, Football)



Example: Decathlon takeover at Paris
Olympics

Package will be tailored according to partner's requirements. Can include full takeover of all 3 pitches/ courts, exclusive turf branding, pitch barriers, and tournaments and experience sponsor



ACTIVATION OPPORTUNITIES



HIGH BRAND VISIBILITY

VIP COCKTAIL RECEPTION SPONSOR

AED 350,000

Welcome address at cocktail receptions, logo placement and recognition at reception and invitations (brought to you by: Sponsor)

NETWORKING SPONSOR

AED 200,000

Branding in VIP networking area and networking lounge area, plus recognition as Networking Sponsor (Networking brought to you by: Sponsor)

LANYARD SPONSOR

AED 250,000

Sponsor and Level Up Logos on step repeat across all lanyards

SESSION TAKEOVER

AED 125,000

Speaking opportunity on panel, logo on screen during session, recognition as session partner (session brought to you by: Sponsor). Note: Other speakers will also be invited on this panel

CURATED PACKAGES: LOOKING FOR OTHER PARTNERSHIP OPPORTUNITIES? Let us know what you have in mind, and we'll curate a package that fits your requirements and needs.

EXHIBITION OPPORTUNITIES

SHOWCASE YOUR INNOVATIONS

RAW SPACE

AED 2,500 per sqm
(build your own stand)

PRE-BUILT STANDS

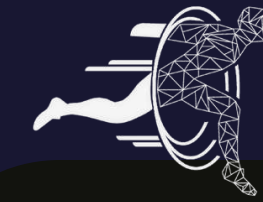
9sqm (3x3m)
AED 35,000

PRE-BUILT STANDS

4sqm (2x2m) AED 20,000

* WHAT'S INCLUDED IN PRE-BUILT STANDS:

- 10cm raised flooring, carpet skirting, and roller paint finish
- Fabricated walls with roller paint finish
- Branded graphics and acrylic panels with printed visuals
- Custom-made table with spray paint finish
- Vinyl-cut logo application
- TV screen installation
- Full setup and dismantling
- Furniture
- Wifi/Internet
- Power supply



LEVEL UP
SPORTS TECH INNOVATION EXPO



EARLY BIRD OPPORTUNITIES



EARLY BIRD DISCOUNT. APPLIES TO **SPONSORSHIP PACKAGES, EXHIBITOR PACKAGES, AND DELEGATE TICKETS**

Phase 1 Early Bird:

20% Discount
Deadline: August 30

Phase 2 Early Bird:

10% Discount
Deadline: September 30



**GREAT PARTNERSHIPS AREN'T BUILT ON
PROMISES - THEY'RE BUILT ON SHARED
SUCCESS.**

**FOLLOW
US**



[@levelupsportstech](https://www.instagram.com/levelupsportstech)

www.levelupsportstech.com

GET IN TOUCH WITH OUR TEAM.



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