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## SportsInnovation 2020: Messe Düsseldorf and DFL to organize second edition of innovation trade fair

The next SportsInnovation is scheduled: Following a successful premiere in May 2018, the second edition of the technology and industry platform for high-performance sports will be held on 25 and 26 March 2020. The event with the slogan “Meet the future of Sport – Media – Stadium”, which will again be organized by Messe Düsseldorf in partnership with the DFL Deutsche Fußball Liga, will take place at the MERKUR SPIEL-ARENA in Düsseldorf.

SportsInnovation is the only trade fair of its kind: Established companies and modern start-ups present the latest technologies and innovative trends in the field of sports technology under live conditions to a specialist audience. The event provides guests from national and international clubs, associations, media partners, sports facility operators, academics and the field of science with an exclusive insight into new state-of-the-art technologies and the trends of the present and future.

The first edition of SportsInnovation attracted 47 exhibitors from eleven countries and around 1,000 guests from 21 countries. At the core of the trade fair were several innovation matches between youth teams of Bundesliga and Bundesliga 2 clubs, where new technological developments in the areas of match analysis, broadcasting, digital services and stadium experience were demonstrated in a live environment. Exhibitors also presented their applications and services in the stadium's boxes and hospitality areas. This was accompanied by panel discussions on a central stage with high-profile participants from the sports- and tech-industry. Further information on SportsInnovation 2020 will be published successively by the DFL and Messe Düsseldorf.

### **Background Information**

The SportsInnovation trade fair is part of the DFL's initiative to be a constant driver of innovation in the sports industry. Trends and technologies from topic areas such as “Broadcast”, “Data”, “Sports Performance”, “Fan Experience” and “Digital Leadership” are presented at the event - but also online on the DFL's English innovation website “Focus: Tomorrow” ([tomorrow.dfl.de](http://tomorrow.dfl.de)). On this website, users can sign up for the international “Focus: Tomorrow”-newsletter which provides regular updates on SportsInnovation.

[Click here to gain access to the logo of SportsInnovation 2020.](#)

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