

SVG SUMMIT

DECEMBER 14-15, 2026 NEW YORK CITY

2026 AGENDA & SPONSORSHIP OPPORTUNITIES

Reach the Key Decision Makers
at the Leading Industry Summit



FOR MORE INFO CONTACT

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SVG SUMMIT

DECEMBER 14-15, 2026 NEW YORK CITY

Dear SVG Sponsor

Welcome to the 2026 SVG Summit Sponsorship deck, which includes all the information you will need to enhance your marketing visibility with the most important audience in sports production: attendees of the annual SVG Summit.

Each year the SVG Summit brings together more than 1,200 key industry executives from every major professional sports leagues, national and regional sports networks, channels, and streamers, and of course professional and collegiate teams as well as the major production service providers which power our industry.

We're excited this year to introduce some new workshops and Tech Talk sessions which will offer you brand new sponsorship opportunities. But just as exciting is the addition of our annual SVG Digital Engagement Forum. Set to be held on Dec. 15, we believe holding our premier annual Digital event at our biggest event of the year will enhance both the Summit and the Forum and ensure you can meet the most important stakeholders in the digital landscape.

As always we look forward to seeing you in December and thanks again for your support of SVG as an annual sponsor.

If you have any questions about this year's opportunities feel free to reach out at your earliest convenience.

Best,

Team SVG

AT-A-GLANCE

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NEW!

 **DIGITAL
ENGAGEMENT FORUM**

INTERACTIVITY.
PERSONALIZATION.
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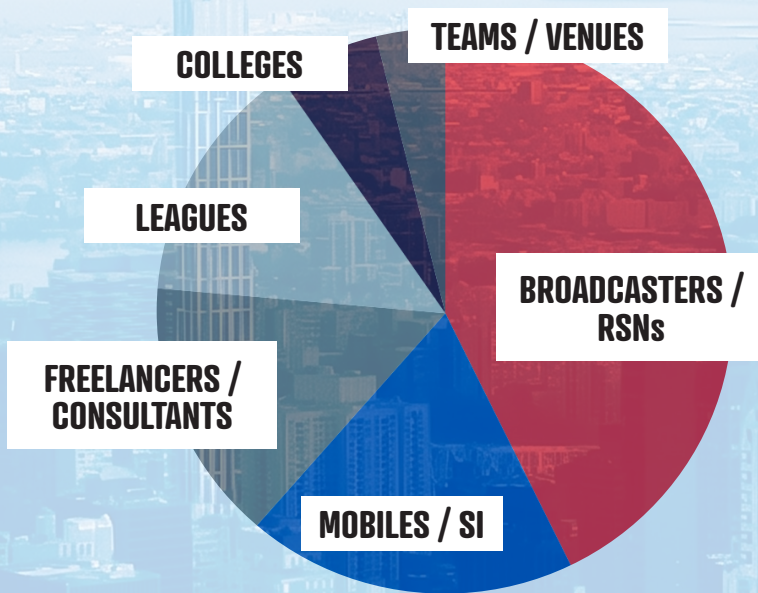
MONDAY, DECEMBER 14 12:30 - 6:30 PM

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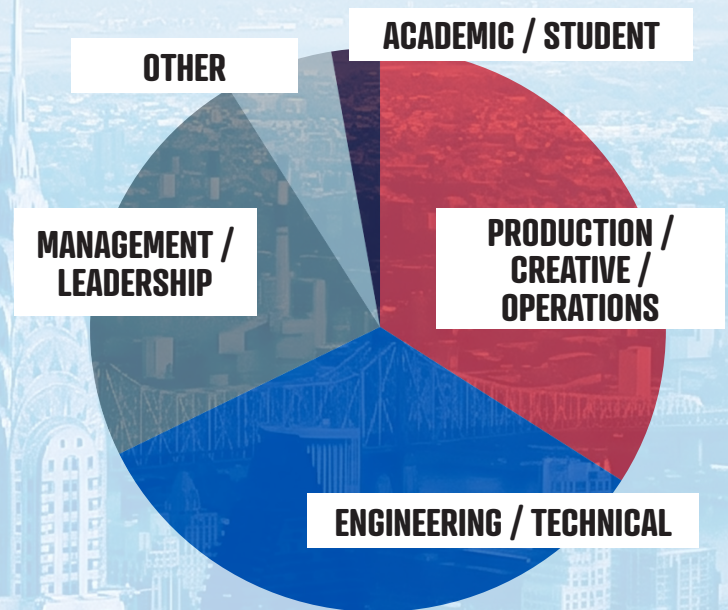
*Agenda subject to change
Updated 8/25/2026*

2025 SVG SUMMIT BY THE NUMBERS

END-USER ATTENDEES BY INDUSTRY CATEGORY



END-USER ATTENDEES BY JOB RESPONSIBILITIES



TOP ATTENDING END-USER COMPANIES IN 2025

BROADCAST / MEDIA

- MLB / MLB Network
- ESPN/Disney
- CBS Sports/Paramount
- FOX Sports
- NBC Sports Group
- Warner Bros. Discovery
- MSG Networks
- Netflix
- Prime Video
- YES Network

PRODUCTION SERVICES

- All Mobile Video
- CES Power
- CP Communications
- Dome Productions
- F&F Productions
- Game Creek Video
- Live Media Group
- Mobile TV Group
- NEP Group
- RF Wireless Systems

TEAMS / VENUES

- Baltimore Ravens
- Golden State Warriors
- New Jersey Devils
- New York Mets
- Washington Nationals
- Savannah Bananas
- Sports Illustrated Stadium
- Augusta National Golf Club

COLLEGES/UNIVERSITIES

- University of Alabama
- University of Notre Dame
- Princeton University
- Syracuse University
- Sacred Heart University
- Hofstra University
- Emerson College
- Fordham University
- Seton Hall University
- Stevens Institute of Tech.

LEAGUES

- NBA/WNBA
- NFL
- NHL
- MLB
- MLS
- FIFA
- PGA TOUR
- NASCAR
- USGA
- USTA

MONDAY MORNING

	Live Production Workshop	Women's Sports Production Workshop	Cloud & Content Workflows Workshop	AI Innovation Lab Workshop
9:00 a.m.		9:30 - 10:00 a.m. Opening Keynote Conversation		
9:15 a.m.				
9:30 a.m.				
9:45 a.m.				
10:00 a.m.	10:00 - 10:45 a.m. Adventures in ST-2110: Lessons From the Field	10:00 - 10:45 a.m. Women's Sports 2025 Update: Moving Production Forward	10:00 - 10:45 a.m. A Blueprint for the Cloud: Building a Live-Production Ecosystem That Scales	10:00 - 10:45 a.m. The Live State of Play: AI Tools for Live Game, Studio, and Highlights Production
10:15 a.m.				
10:30 a.m.				
10:45 a.m.	10:45 - 11:30 a.m. Making the Dynamic Media Facility a Reality	10:45 - 11:30 a.m. The Business of Women's Sports: Challenges and Opportunities	10:45 - 11:30 a.m. Beyond the Live Broadcast: Archive, MAM, and Postproduction in the Cloud	10:45 - 11:30 a.m. SVG AI Innovation Lab Showcase: Part 1
11:00 a.m.				
11:15 a.m.				
11:30 a.m.	11:30 - 11:45 a.m. Case Study		11:30 - 11:45 a.m. Case Study	11:30 - 11:45 a.m. Case Study
11:45 a.m.	11:45 a.m. - 12:30 p.m. Understanding the Media eXchange Layer		11:45 a.m. - 12:30 p.m. Hybrid Is the Answer — But What Kind of Hybrid?	11:45 a.m. - 12:30 p.m. The Non-Live State of Play: AI Tools for Archiving, Content Creation, and Postproduction
12:00 p.m.				
12:15 p.m.				
12:30 - 1:30 p.m.	Networking Break in Exhibits			

MONDAY AFTERNOON

	Live Production Workshop	Audio Production & Distribution Workshop	Cloud & Content Workflows Workshop	AI Innovation Lab Workshop
1:30 p.m.	1:30 - 2:00 p.m. The Distributed Control Room: Comms, Crew, and Workflow for the Modern Age	1:30 - 1:45 p.m. Welcoming Remarks	1:30 - 2:00 p.m. Keynote Presentation	1:30 - 2:00 p.m. SVG AI Innovation Lab Update and 2027 Preview
1:45 p.m.		1:45 - 2:00 p.m. Next Generation AC-4 Audio for Streaming		
2:00 p.m.	2:00 - 2:45 p.m. The Future of Truck and Remote Production Facility Design	2:00 - 2:15 p.m. MPEG AAC ILF Pro for Audio Contribution and Distribution	2:00 - 2:45 p.m. Proof of Concept to Proof of Air: Cloud Tools That Are Ready for Primetime Today	2:00 - 2:45 p.m. SVG AI Innovation Lab Showcase: Part 2
2:15 p.m.		2:15 - 2:30 p.m. AI-Powered Real-Time Source Separation		
2:30 p.m.		2:30 - 2:45 p.m. Evolution of Native Digital Audio Capture for Live Production		
2:45 p.m.	2:45 - 3:00 p.m. Case Study	2:45 - 3:00 p.m. Software Defined Infrastructure in-Cloud and On-Prem; Audio Implications for DMF and MXL	2:45 - 3:00 p.m. Case Study	2:45 - 3:00 p.m. Case Study
3:00 - 3:45 p.m.	Networking Break in Exhibits			
3:45 p.m.	3:45 - 4:30 p.m. New Tools to Make Your Productions Better, Smarter	3:45 - 4:15 p.m. Evolving Audio Production Topology of Global Events	3:45 - 4:30 p.m. Leveraging AI in the Cloud: What's Actually Working From Live to Archive	3:45 - 4:30 p.m. Developing Your Corporate AI Strategy
4:00 p.m.				
4:15 p.m.		4:15 - 4:45 p.m. Leveraging AI Tools and Workflows for Efficient Global Scalability of Localization, Personalization, and Accessibility		
4:30 p.m.	4:30 - 4:45 p.m. Case Study		4:30 - 4:45 p.m. Case Study	4:30 - 4:45 p.m. Case Study
4:45 p.m.	4:45 - 5:30 p.m. Is it Time the Industry Develops a "Fan Mode?"	4:45 - 5:30 p.m. Perspectives on Live Audio Production and Distribution	4:45 - 5:30 p.m. Does the Math Actually Work? The Real Economics of Cloud Production	4:45 - 5:30 p.m. Generative AI and Live Sports Production
5:00 p.m.				
5:15 p.m.				
5:30 - 6:30 p.m.	Opening Night Reception in Exhibits			

MONDAY | **WORKSHOP** | 10:00 AM - 5:30 PM

LIVE PRODUCTION **WORKSHOP**

The SVG Live Production Workshop provides an ideal showcase for your company to get in front of key decision makers from leading networks, leagues, and production service providers. The focus is on technologies and product solutions that can improve the quality and efficiency of live sports productions. This year we're excited to lean into the developments around DMF, MXL, and truck design. And our yearly "New Tools" session is a perfect opportunity to take to the stage and discuss how your company is making a difference.

10:00 - 10:05 a.m. Welcoming Remarks

**10:05 - 10:45 a.m. Adventures in ST-2110:
Lessons From the Field**

ST 2110 is well past proof of concept — it's the backbone of trucks, venues, and broadcast centers across the globe. But with the standard's firepower and flexibility also comes a new level of complexity. ST 2110 veterans share what their deployment actually look like — including PTP timing, network design, NMOS, and control-layer interoperability — and how troubleshooting changes, what skills teams have to build, and what they'd do differently.

10:45 - 11:30 a.m. Making the Dynamic Media Facility a Reality

The Dynamic Media Facility promises to replace fixed, single-purpose hardware with software-defined media functions running on-prem, in the cloud, or both — but turning that vision into daily operational reality raises hard questions. This session will focus on cross-vendor interoperability, integration with existing SMPTE ST 2110 infrastructure, orchestration and resource allocation, and the practical roadmap for moving from concept to deployment.

11:30 - 11:45 a.m. Case Study

11:45 a.m. - 12:30 p.m. Understanding the Media eXchange Layer

The Media eXchange Layer (MXL) is emerging as the connective tissue of software-defined broadcast facilities — an open-source standard, developed by the EBU, Linux Foundation, and NABA, for moving video, audio, and timed data between media functions running in virtualized environments. Learn how MXL complements SMPTE ST 2110, what interoperability looks like in practice, current adoption challenges, and where the specification is headed next.

12:30 - 1:30 p.m. Networking Break in Exhibits

**1:30 - 2:00 p.m. The Distributed Control Room:
Comms, Crew, and Workflow for the Modern Age**

When the crew isn't in the same room, the toolset must close the gap. Panelists dig into the technology making distributed production work: IP-based comms and audio, low-latency multiviewers and monitoring,

remote control surfaces and panel virtualization, KVM approaches for operator positions, and the transport tying it together. And, perhaps most importantly, hear how to train and prepare your crew for this new reality.

**2:00 - 2:45 p.m. The Future of Truck and Remote Production
Facility Design**

The traditional OB truck is giving way to smaller, smarter alternatives. This panel brings together engineers and broadcast innovators to explore what's next in remote production — from modular flypacks and next-gen truck design to cloud-based control and REMI workflows. Panelists will weigh onsite vs. remote tradeoffs, bandwidth and latency challenges, and what broadcasters should consider when investing in production technology — and where the industry is headed next.

2:45 - 3:00 p.m. Case Study

3:00 - 3:45 p.m. Networking Break in Exhibits

**3:45 - 4:30 p.m. New Tools to Make Your Productions Better,
Smarter**

2026 has seen plenty of innovation when it comes to tools that can make your production better. Manufacturers take to the stage to discuss their latest offerings as well as how industry trends like the move to IP, AI, and decentralized production are creating new opportunities and challenges.

4:30 - 4:45 p.m. Case Study

4:45 - 5:30 p.m. Is it Time the Industry Develops a "Fan Mode?"

Filmmaker Mode transformed how audiences experience movies at home...is it time for something similar for sports fans? Join us to learn about a new initiative between SVG and the UHD Alliance to create FanMode, a picture setting built to deliver the color, motion, and detail that make live sports thrilling on the biggest screen in the house. This session explores what FanMode means for the fan experience and for the people creating the content it displays. As viewer expectations rise, so will demand for production tools, workflows, and creative choices built to take advantage of it.

5:30 - 6:30 p.m. Opening Night Reception in Exhibits

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MONDAY | **WORKSHOP** | 10:00 AM - 5:30 PM

CLOUD & CONTENT WORKFLOWS **WORKSHOP**

The annual Cloud & Content Workshop is designed to give SVG sponsors and members the opportunity to dive deeper into the world of cloud-based tools and workflows as well as media asset management and archive monetization. Network, league, and team personnel who are focused on asset management as well as embracing cloud tools will call this event home on Dec. 14.

10:00 – 10:05 a.m. Welcoming Remarks

10:05 – 10:45 a.m. A Blueprint for the Cloud:

Building a Live-Production Ecosystem That Scales

Moving production out of the physical control room requires a series of architectural choices, not a single decision. Leagues, broadcasters, and technology providers break down the big picture from contribution and transport to orchestration and distributed resources, control and comms for crews in multiple locations, and redundancy when there's no truck outside to fall back on — plus where on-prem infrastructure still earns its keep.

10:45 – 11:30 a.m. Beyond the Live Broadcast:

Archive, MAM, and Postproduction in the Cloud

The game may end, but the content workflow doesn't. Media-management leaders examine how cloud-based asset management and remote postproduction are reshaping what happens after the final whistle: ingest and metadata strategies that make archives searchable, storage tiering that balances access against cost, distributed editing and finishing, and the monetization opportunities buried in libraries that were never designed to be mined.

11:30 – 11:45 a.m. Case Study

11:45 a.m. – 12:30 p.m. Hybrid Is the Answer — But What Kind of Hybrid?

In the world of sports-production, almost nobody is all-cloud, and almost nobody is all-on-prem. But where, exactly, is the sweet spot? Hear how leagues and broadcasters are dividing the workload: which functions stay in the truck or the central hub, which move to the cloud, where public vs. private cloud factors in, and how orchestration layers tie it all together without creating two separate operations to maintain.

12:30 – 1:30 p.m. Networking Break in Exhibits

1:30 – 2:00 p.m. Keynote Presentation

2:00 – 2:45 p.m. Proof of Concept to Proof of Air:

Cloud Tools That Are Ready for Primetime Today

There's a big difference between a technology that survives a trade show demo and one that survives a live game production. Product leaders and technologists cut through the roadmap talk to identify what's live- and near-live tools are actually on air right now. What tools and workflows that have logged real event hours, how did they get there, and what's next?

2:45 – 3:00 p.m. Case Study

3:00 – 3:45 p.m. Networking Break in Exhibits

3:45 – 4:30 p.m. Leveraging AI in the Cloud:

What's Actually Working From Live to Archive

Cloud-based AI-powered production tools are already having a dramatic impact on tasks like automated tracking and framing, real-time captioning, highlight detection, metadata enrichment, and localization. However, many other applications still have a long way to go. Learn how you can leverage cloud-native AI tools to streamline your operation, as well as how organizations decide whether a given feature is worth the line item.

4:30 – 4:45 p.m. Case Study

4:45 – 5:30 p.m. Does the Math Actually Work?

The Real Economics of Cloud Production

The pitch has always been flexibility and elasticity — pay for what you use, scale down when the season ends. But egress fees, always-on instances, and the cost of running parallel on-prem and cloud operations have complicated the ROI story. Leagues, broadcasters, and tech experts put hard numbers against the promise, examining where cloud genuinely lowers cost-per-show, where it doesn't, and what a realistic full-season budget looks like.

5:30 – 6:30 p.m. Opening Night Reception in Exhibits

MONDAY | WORKSHOP | 10:00 AM - 5:30 PM

NEW! AI INNOVATION LAB WORKSHOP

SVG is excited to add the AI Innovation Lab Workshop to the 2026 SVG Summit. With AI in all its forms becoming a bigger part of our industry, this full-day event will showcase AI Innovation Lab Sponsors (for more information, contact your SVG sales representative) as well as leaders from across the spectrum of sports production and operations. Become a sponsor today to amplify your AI or generative AI messaging at a workshop that will help set the table for AI in sports in 2027.

10:00 – 10:05 a.m. Welcoming Remarks

10:05 – 10:45 a.m. The Live State of Play: AI Tools for Live Game, Studio, and Highlights Production

A tour of the AI tools in live production today — from fully-automated systems for live game coverage to automated highlight clipping and re-framing to the synthetic commentary and real-time localization enabling alt-casts and lower-tier rights. Panelists address what still demands human oversight and where the quality floor sits for a paying audience.

10:45 – 11:30 a.m. SVG AI Innovation Lab Showcase: Part 1

SVG AI Innovation Lab Technology Advisors take the stage to provide a deep dive into their platforms and how these tools can supercharge your production operations.

11:30 – 11:45 a.m. Case Study

11:45 a.m. – 12:30 p.m. The Non-Live State of Play:

AI Tools for Archiving, Content Creation, and Postproduction

In part two of our State of Play, tour the AI tools reshaping archive, content operations, and postproduction— automated metadata and search that make decades of footage findable, AI-assisted editing and versioning for social and long-form, and the localization and packaging workflows feeding a growing number of platforms. Panelists address where these tools are already saving hours and how organizations are getting their libraries ready.

12:30 – 1:30 p.m. Networking Break in Exhibits

1:30 – 2:00 p.m. SVG AI Innovation Lab Update and 2027 Preview

The goal of the SVG AI Innovation Lab is to help the sports production industry better understand the power of AI and how to best apply it to everything from content creation to production management, and much more. Join us for an overview of the activities to date, our findings concerning where sports-media organizations are putting their energy when it comes to AI production workflows, and a sneak

peek at what lies ahead in 2027 for the initiative.

2:00 – 2:45 p.m. SVG AI Innovation Lab Showcase: Part 2

SVG AI Innovation Lab Technology Advisors take the stage to provide a deep dive into their platforms and how these tools can supercharge your production operations.

2:45 – 3:00 p.m. Case Study

3:00 – 3:45 p.m. Networking Break in Exhibits

3:45 – 4:30 p.m. Developing Your Corporate AI Strategy

How are networks and leagues organizing their AI-related efforts? What sort of guardrails and protections are they putting in place to ensure business and intellectual property data is secure and free from harm? Learn how to ensure that your organization takes the right first steps to ensure long-term AI success.

4:30 – 4:45 p.m. Case Study

4:45 – 5:30 p.m. Generative AI and Live Sports Production

How can generative AI be applied to live sports production in a meaningful and impactful way? Every day generative AI technology becomes more capable and powerful...so how can your organization make sure it is used properly within a live event production?

5:30 – 6:30 p.m. Opening Night Reception in Exhibits

MONDAY | **WORKSHOP** | 1:30 - 5:30 PM

AUDIO PRODUCTION & DISTRIBUTION **WORKSHOP**

For those in the world of audio, the annual Audio Production & Distribution Workshop has become a must-attend event. Over the years, the Audio workshop has played a pivotal role in advancing new wireless audio technologies and workflows, making Surround Sound and Immersive Audio a reality, and much more. If your company is involved in audio, this workshop is the perfect place to get involved.

1:30 - 1:45 p.m. Welcoming Remarks

1:45 - 2:00 p.m. Next Generation AC-4 Audio for Streaming

We will examine how Peacock, among others, have successfully deployed next-generation AC-4 encoding for streaming, what mixture of efficiency, sound quality and accessibly have driven this effort and what challenges remain as other streamers make this transition.

2:00 - 2:15 p.m. MPEG AAC IIF Pro for Audio Contribution and Distribution

We will explore the new open standard for efficient low-latency audio encoding for increased channel counts in contribution and distribution in MPEG transport streams within existing payloads, and examine the potential impact on existing workflow and future planning.

2:15 - 2:30 p.m. AI-Powered Real-Time Source Separation

How is AI enabling ultra-low latency source separation for commentary and field effects? How good have these models gotten and what are the challenges to implementing these solutions in real-world production scenarios?

2:30 - 2:45 p.m. Evolution of Native Digital Audio Capture and Edge Devices in Live Production

Native IP-networked edge devices have been proliferating for years and IP microphones are the latest to join a long list to be managed in any large-scale live production. Have we outgrown the existing tools to operate and keep track of these devices? Do we need better integration with console systems? What are we to make of the divide between ST 2210-30 for permanent infrastructure and native connectivity for many consoles, versus Dante for most peripheral devices?

2:45 - 3:00 p.m. Software Defined Infrastructure in-Cloud and On-Prem; Audio Implications for DMF and MXL

Emerging open-source solutions for connecting processes in virtualized environments are poised to revolutionize how infrastructure is built in the cloud and on-prem. The implications for audio are significant and open the possibility of linking multiple audio processes together with extremely low latency.

3:00 - 3:45 p.m. Networking Break in Exhibits

3:45 - 4:15 p.m. Evolving Audio Production Topology of Global Events

Production infrastructure planning for recent and upcoming global events is going through a fundamental sea-change with a significant shift toward virtualized infrastructure, and centralized production hubbing. Is the end result of this shift absolute and inevitable? What are the implications for audio production practices and what extra demands are created for scaling important related system like comms and connectivity in this new model?

4:15 - 4:45 p.m. Leveraging AI Tools and Workflows for Efficient Global Scalability of Localization, Personalization, Accessibility, and Quality Control

AI agents are increasingly being deployed to produce close captions, alternate language commentary, audio description and signing. As we look to scale localization, personalization, and accessibility features for a global audience, how can these processes be most efficiently integrated? Is there room for standardized best practices across platforms? What are the emerging metadata and connectivity challenges to meeting this ultimate goal.

4:45 - 5:30 p.m. Perspectives on Live Audio Production and Distribution

Our panel will explore recent demands on audio production including scaling for and adapting to a rapidly evolving direct-to-consumer distribution model. We will look at some emerging technologies and weigh in on their potential help with increasing workloads. Most importantly, we will examine the question if we might truly do more with less by abandoning legacy processes and approaches and be prepared to re-invent in the name of reducing setup and operator workloads.

5:30 - 6:30 p.m. Opening Night Reception in Exhibits

MONDAY | **WORKSHOP** | 9:30 - 11:30 AM



WOMEN'S SPORTS PRODUCTION **WORKSHOP**

The annual SVGW Women's Sports Workshop offers sponsors a chance to engage with not only those who produce women's sports but also the women who are powering some of the industry's leading sports networks and leagues. Take advantage of our sponsorship packages to help support this important initiative and event.

9:30 a.m. Opening Keynote Conversation

10:00 - 10:45 a.m. Women's Sports 2025 Update: Moving Production Forward

Join us for a great and lively panel discussion concerning the rising tide that is making the production of women's sports more akin to men's sports. No longer an afterthought, women's sports productions are embracing the same production tools, ensuring that the productions look every bit as high quality as the coverage of men's sports.

10:45 - 11:30 a.m. The Business of Women's Sports: Challenges and Opportunities

2027 once again offers women's sports a premier showcase for women's sports: the 2027 FIFA World Cup which will be held in Brazil next summer. That event, and many others, are offering new opportunities to grow the fandom and business of women's sports and leading experts will take to the stage to discuss future growth in women's sports.



LEAD SPONSORSHIP

\$4,000 | *One available*

- 5-minute Spotlight verbal and/or slide presentation
- Branding on Event Program, Website, Promos, and Digital / Physical Signage
- Two (2) Additional Passes
- Post-Event Registration List

TUESDAY | MAIN STAGE SESSIONS | 10:00 AM - 3:45 PM

MAIN STAGE SESSIONS

The SVG Summit will conclude with a day of main stage sessions that provide sponsors of the sessions a great way to get in front of more than 300 of the industry's top network, league, and production service executives. The focus is on celebrating the year in sports production, understanding the current state of the business as well as business trends, and of course hearing from key national and regional network executives. And of course, the keynote conversation provides an idea sponsor opportunity to take to the stage in front of one of the largest audiences of the whole event.

8:30 – 10:00 a.m. Networking Breakfast in Exhibits

10:00 – 10:30 a.m. Opening Keynote Conversation

Day two of the SVG General Sessions kicks off with our keynote conversation. You won't want to miss it!

10:30 – 10:45 a.m. Case Study

10:45 – 11:15 a.m. World Cup Reflections

The efforts undertaken by Fox Sports and Telemundo here in the U.S. were massive in scale, scope, complexity, and, ultimately paid off with big-time ratings. Learn about some of the key learnings, challenges, and production outcomes of an effort that will long be remembered for delivering on all fronts.

11:15 a.m. – 12:00 p.m. Inside the World of RSNs

The regional sports network business continues to undergo its ups and downs but for sports fans they are still the most enduring touchstone for their favorite teams and sports. Leaders in regional sports production discuss the accomplishments in 2026 and where things are headed in 2027.

12:00 – 1:15 p.m. Networking Break in Exhibits

1:15 – 2:00 p.m. Remote Production Business Forecast 2027

The remote production industry is always in the midst of riding technology tailwinds and battling headwinds like inflation, gas prices, and of course tighter budgets. And that's why every year it's great to hear from some of the best and brightest in the business as they discuss the opportunities and challenges ahead as well as the successes of 2026.

2:00 – 2:15 p.m. Case Study

2:15 – 2:45 p.m. Devoncroft Business of Sports

John Stinehour of Devoncroft takes to the stage to offer his thoughts and insights on everything from the financial health of the broadcast equipment manufacturers segment to trends in sports rights and related revenue and what all of it means to you and your business.

2:45 – 3:00 p.m. Case Study

3:00 – 3:45 p.m. National Perspectives: What's Next?

2026 was a banner year when it came to sports TV ratings, showing that the tremendous production efforts behind the scenes are truly paying off. So what's on tap for 2027?

TUESDAY | TECH TALKS | 10:00 AM - 5:30 PM

TUESDAY TECH TALKS

The Tuesday Tech Talks are designed to give SVG sponsors and members a more intimate opportunity to get together and discuss the role technology plays in key industry segments. It complements the main stage panel discussions by offering those involved in engineering-centric roles a chance to dive deep and get into the nitty gritty of technology developments.

10:00 - 11:00 a.m. The Next Generation of Replay and VAR Systems

Video assistant referees and replay systems are more important than ever for ensuring the right calls are made on the field, pitch, court, or track. Join us for an hour-long discussion about the latest technical innovations and workflows that can improve the quality of VAR operations.

11:00 a.m. - 12:00 p.m. 5G and The Future of Field Transmission

Is 5G ready for prime time when it comes to supporting audio and video signal transport from the field? Learn about the latest developments in private 5G networks as well as other ways to transport audio and video signals in the field.

12:00 - 1:15 p.m. Networking Break in Exhibits

1:15 - 2:00 p.m. Spectrum Losses and the Impact on Live Production (NABA Presentation)

The NABA continues to push to protect spectrum in order to, in turn, protect audio and video wireless transmission. Learn about the latest developments in spectrum allocation and what you can do to help the cause.

2:00 - 3:00 p.m. PTZs, Robotics, and the Next Wave of Specialty Cameras

If there's one big trend in 2026 it's been how new camera angles and camera technology can make a big difference in storytelling. Join us to get a better understanding of new developments in camera technology as well as PTZ and robotic camera systems.

3:00 - 4:00 p.m. The IP Intercom Revolution

The move to IP has transformed traditional Intercom operations and created a new level of interconnectivity and scale. Learn about some of the newest advances in IP-based Intercoms and how to get the most out of them.

SPONSORSHIP \$5,000

- 5-minute Spotlight verbal and/or slide presentation
- Branding on Event Program, Website, Promos, and Digital / Physical Signage
- Two (2) Additional Passes
- Post-Event Registration List

TUESDAY | DIGITAL ENGAGEMENT FORUM | 9:25 AM - 4:00 PM

NEW! DIGITAL ENGAGEMENT FORUM

A new addition to the annual SVG Summit, the Digital Engagement Forum is focused on the growing influence of digital distribution and viewer engagement. This one-day event offers SVG sponsors and members a day of sessions, presentations, and discussions. Those who are at the forefront of streaming, delivery, and digital content creation that keep fans tuned in to their favorite sports, teams, and athletes will be on hand to discuss their workflows as well as the technologies that are shaping the future of digital fan engagement.

8:30 – 9:25 a.m. Networking Breakfast in Exhibits

9:25 – 9:30 a.m. Welcome and Opening Remarks

9:30 – 9:50 a.m. Opening Presentation: The State of Digital Sports Engagement

A fast-paced look at the platforms, technologies, viewing behaviors, and audience expectations reshaping how fans experience live sports.

9:50 – 10:35 a.m. Beyond the Stream: Building the Next Generation of Live Sports Experiences

Live video is increasingly the foundation of a broader, more interactive fan experience. Leaders from across the industry discuss how multiview, alternate feeds, real-time data, personalization, and other emerging features are giving audiences more control over how they watch sports.

10:35 – 11:10 a.m. Technology Exhibits & Networking Break

11:10 – 11:45 a.m. Keynote Conversation — TBD

A leading voice from the sports-media industry shares insights on the changing digital landscape and the future of sports fandom.

11:45 a.m. – 12:00 p.m. Case Study

12:00 – 1:00 p.m. Networking Lunch

1:00 – 1:45 p.m. Every Fan Gets a Different Game: The Promise of Personalization

Can live sports evolve from one experience delivered to millions of viewers into millions of experiences tailored to individual fans? Industry leaders explore how personalized highlights, content recommendations, notifications, statistics, viewing options, and other features are creating more relevant and customized ways to experience live sports.

1:45 – 2:30 p.m. Powering the Digital Fan Experience: The Technology Behind Engagement

From streaming and personalization to interactivity, data, social video, and content delivery, technology is reshaping how fans experience sports across every screen. This panel brings together industry technology leaders to discuss the tools, platforms, and workflows enabling the next generation of digital fan engagement.

2:30 – 3:00 p.m. Keynote: Digital Engagement and the World Feed with HBS' Director of Digital Johannes Franken

The role of the host broadcaster has evolved dramatically. Delivering a world-class game production remains essential, but today's rights holders also need a constant flow of content built for digital, social, and emerging platforms. Drawing on HBS's work at the 2026 FIFA World Cup and the US Open, Director of Digital Johannes Franken explores how host-broadcast operations are evolving to feed that growing content ecosystem and engage fans far beyond the traditional world feed.

3:00 – 3:15 p.m. Case Study

3:15 – 4:00 p.m. Creators, Athletes, and the New Sports-Media Ecosystem

Creators and athletes are becoming increasingly influential as storytellers, distribution partners, alternate commentators, and gateways to new audiences. This panel explores how leagues, teams, broadcasters, and platforms can collaborate authentically with emerging voices while expanding reach, strengthening fan connections, and navigating rights, brand, and editorial considerations.

EXHIBIT / PACKAGE SPONSORSHIP OPPORTUNITIES

TITLE

\$28,500
ONE AVAILABLE

- **Technology Showcase Exhibit***
- Monday Workshop Panel Position
- Tuesday Executive Welcome
- Video Interview
- Main Stage Sizzle Reel
- Video Wall Ad
- Spread Ad in Event Program
- Branding on Event Website, Promos, and Signage
- Four (4) Additional Passes**
- Post-Event Attendee Analysis

DIAMOND

\$18,000

- **Technology Showcase Exhibit***
- Monday Workshop Panel Position
- Monday Reception Co-Sponsorship
- Workshop Sizzle Reel
- Video Interview
- Full Page Ad in Event Program
- Branding on Website, Promos, and Signage
- Three (3) Additional Passes**
- Post-Event Attendee Analysis

GOLD

\$11,500

- **Technology Showcase Exhibit***
- Workshop Sizzle Reel
- Half Page Ad in Event Program
- Branding on Website, Promos, and Signage
- Two (2) Additional Passes**
- Post-Event Registration List

SILVER

\$9,000

- **Technology Showcase Exhibit***
- Branding on Website and Signage
- One (1) Additional Pass**
- Post-Event Registration List

* TECHNOLOGY SHOWCASE EXHIBITS

Exhibit Dimensions: 10 ft. wide x 8 ft. deep

Each exhibit includes:

- 5 AMPS electrical drop
- Standard 6 ft. table (draped)
- 2 chairs
- 1 trash can
- 1 single-line identification sign

EXHIBIT HOURS

Monday, December 14 12:30 - 6:30 p.m.
Tuesday, December 15 8:30 a.m. - 1:00 p.m.

** EVENT PASSES

Each SVG Sponsor receives passes to The SVG Summit that are included in your annual sponsorship:

Platinum: 4 Premier: 3

Corporate: 2 Mobile / Integrator: 2

The additional passes listed above are added to the passes included in your annual sponsorship. For example, a Corporate Sponsor (2) sponsoring at the Diamond Level (+3) would receive 5 total passes.

MORE INFORMATION ON REGISTRATION / ADDITIONAL PASSES CAN BE FOUND ON FOLLOWING PAGE.

A LA CARTE SPONSORSHIPS

EXCLUSIVE OPPORTUNITIES

BADGES	\$8,000
LANYARDS	\$8,000
CONFERENCE BAG	\$8,500
PADFOLIO	\$8,500
HOTEL KEY CARD (LOGO ON CARD)	\$7,500
REGISTRATION AREA	\$6,500

*ADDITIONAL EXCLUSIVE OPPORTUNITIES AVAILABLE —
CONTACT SVG FOR MORE INFORMATION!*

BASED ON AVAILABILITY

MAIN STAGE CASE STUDY (15 MIN)	\$9,000
MAIN STAGE INTRODUCTION (3 MIN)	\$6,000
TUESDAY TECH TALK SPOTLIGHT (5 MIN)	\$5,500
LED VIDEO WALL COMMERCIAL IN REG. AREA	\$5,000
MONDAY CO-NETWORKING BREAKS	\$3,500
TUESDAY CO-NETWORKING BREAKFAST	\$3,500
SIZZLE REEL VIDEO AD (TUES MAIN STAGE)	\$4,000
FULL-PAGE AD IN EVENT PROGRAM	\$3,000
HALF-PAGE AD IN EVENT PROGRAM	\$2,000
ADDITIONAL ATTENDEE PASS	\$500

ALL SPONSORSHIPS INCLUDE

- Branding on Event Program, Website, Promos, and Digital / Physical Signage
- Two (2) Additional Passes
- Post-Event Registration List

PLEASE NOTE:

There will be video recordings of Main Stage Sessions (available On Demand following the SVG Summit) and ONLY audio recordings of workshops.

REGISTRATION INFO

ALL ATTENDEES MUST REGISTER BY DECEMBER 4.
Late registration is subject to a \$150 fee.

WORKSHOP SPONSORSHIPS

LEAD

\$8,500

ONE AVAILABLE PER WORKSHOP

- Five-minute executive welcome remarks with logo exposure on screen; PPT slides allowed
- Executive on panel
- Branding on all event marketing material, including website, promotions, and signage
- Three (3) additional passes
- Post-event registration list

ASSOCIATE

\$7,000

- Executive on panel
- Branding on all event marketing material, including website, promotions, and signage
- Two (2) additional passes
- Post-event registration list

CASE STUDY

\$7,500

- 15-minute presentation with logo exposure on screen
- Branding on all event marketing material, including website, promotions, and signage
- Two (2) additional passes
- Post-event registration list

SIZZLE REEL

\$3,000

- 30-60 second sizzle reel video (runs once in workshop)
SPECS: 720p/59.94 H.264 .mp4/.mov files
- Branding on all event marketing material, including website, promotions, and signage
- One (1) additional pass
- Post-event registration list

NOTE: THERE WILL ONLY BE AUDIO RECORDINGS OF WORKSHOPS



All sponsors receive branding on all event marketing material, including website, promotions, and signage, and post-event registration list.

TITLE

\$10,000

- Five-minute executive welcome remarks with logo exposure on screen; PPT slides allowed
- Executive on panel
- Three (3) additional passes

ASSOCIATE

\$7,500

- Executive on panel
- Two (2) additional passes

BADGE

\$5,000

- Logo on event badge
- Two (2) additional passes

CASE STUDY

\$8,000

- 15-minute presentation with logo exposure on screen
- Two (2) additional passes

SIZZLE REEL

\$3,000

- 30-60 second sizzle reel video (runs once in workshop)
SPECS: 720p/59.94 H.264 .mp4/.mov files
- One (1) additional pass