

Industry Summit 2026 in Munich:

SPORT BRAND MEDIA presents the diversity of sport

Munich, 16th of September 2026. It's just under 80 days to go: with around 30 sports, over 200 speakers and the 'House of Sports' as its new venue, SPORT BRAND MEDIA is underlining its position as the leading sports business summit. From 30th of November to first December 2026, the entire spectrum of sport will come together in Munich. Over the course of two days, high-profile speakers from the worlds of sport, media and business will discuss the most important current and future issues facing the sports ecosystem.

From Olympic sports to motor sport, cycling and football, right through to the North American National Hockey League: thanks to strong partnerships with the most influential players in the world of sport, SPORT BRAND MEDIA is once again covering over 30 sports this year. With the renewal of partnerships with the ADAC for motorsport and Infront for women's sport and ice hockey, as well as the new collaboration with S20 – The Sponsors' Voice e.V. on sponsorship, this year's edition once again promises exciting developments. Featuring Karl-Heinz Rummenigge, long-standing CEO of FC Bayern Munich – a member of the Supervisory Board since 2023 –, Joachim Herrmann, Bavarian Minister of State for the Interior, Sport and Integration, Otto Fricke, Chairman of the DOSB Executive Board, Stefan Brütsch, Chief Commercial Officer of FIS, John Lewicki, Senior Vice President of International Partnerships at the NHL, Tatjana Hänni, CEO of RB Leipzig, Guy-Laurent Epstein, Marketing Director of UEFA Events, and Peer Naubert, CCO Bundesliga – a number of high-profile speakers have already been confirmed for this year.

The leading figures from the world of sport will come together under the motto "all players, all perspectives, one conference" to meet decision-makers from business, the media and marketing. For two days, the "House of Communications" in Munich's Werksviertel will become the "House of Sports", providing a platform for exchange, inspiration and networking across five presentation stages. Numerous best-practice examples, panel discussions and specialised panels will focus on topics such as innovation, transformation, investment, technology, media, brand strategies and major events. The Sports Night on the first evening will once again be all about networking. And this year, the German Football Ambassadors Association (Deutscher Fußball Botschafter e.V.) will once again present its award.

Florian Kurz, member of the board of directors at the organiser ESB Marketing Netzwerk: "SPORT BRAND MEDIA has quickly established itself as the leading industry hub. By covering the entire spectrum of sport, we bring the issues surrounding a wide variety of sports into focus, thereby creating new perspectives on the major questions facing the future of the sports business. Alongside the exchange between sport, business and the media on an equal footing, it is precisely this that makes the congress so unique."

About the ESB Marketing Netzwerk

Together with over 680 partners, ESB operates the leading business platform for the sport, entertainment and marketing sectors in the DACH market, offering its partners expertise, contacts and communication channels. Through numerous B2B events and media formats, ESB creates industry-relevant marketplaces in the fields of sport, marketing, events and tourism, both in person and online. Further information and registration:
<https://www.sportmarkemedien.com/>