

## **SPORT MARKE MEDIEN raises its profile in Munich with the “House of Sports”**

**Munich – SPORT MARKE MEDIEN has quickly established itself as the leading industry summit for sports organizations, sponsors, equipment suppliers, media outlets, service providers, and athletes. The conference platform will take place in Munich’s Werksviertel in the future and, for the first time, will transform the House of Communication into the “House of Sports” for two days on November 30th and December 1st, 2026.**

The choice of the new location reinforces the event’s character—bringing together the sports community with businesses and media in an ideal networking atmosphere. Representatives from a wide range of sports will meet on equal footing with decision-makers from business, marketing, and media to discuss and actively shape the future of the sports ecosystem. With five presentation stages for best-practice case studies, keynotes, and panel discussions, the industry summit creates opportunities to exchange expertise, share experiences, and open up new perspectives. The first evening will once again be dedicated entirely to the Sports Night.

“The ‘House of Sports’ concept aligns perfectly with our philosophy of bringing all stakeholders together on a single platform. This decision also reflects our commitment to Munich as a location and its strategic positioning relative to neighboring markets such as Austria and Switzerland. Munich is already home to leading international conferences and B2B events in strategically important industries. SPORT MARKE MEDIEN addresses the topic of sports and acknowledges its social and economic relevance. Our goal is to establish the conference as a thought-leadership event and meeting place for the industry in the long term,” says Florian Kurz, member of the board of directors at the organizer ESB Marketing Netzwerk.

“We are delighted that SPORT MARKE MEDIEN is turning our venue into the ‘House of Sports’. This is exactly what the House of Communication was designed for: to bring people together, foster exchange, and enable genuine collaboration. We live this philosophy every day at the Serviceplan Group—interdisciplinary, collaborative, and open to new perspectives. We are proud to support SPORT MARKE MEDIEN’s event series in the future with our ‘überlab’ offering, which shares exactly this spirit and brings the worlds of sports, media, and brands together in one place,” adds Felix Bartels, CMO of the Serviceplan Group.

### **About the ESB Marketing Network**

With over 650 partners, ESB operates the leading business platform for the sports, entertainment, and marketing industries in the DACH market, offering its partners



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expertise, contacts, and communication channels. Through numerous B2B events and media formats, ESB creates industry-relevant marketplaces in the fields of sports, marketing, events, and tourism, both in person and online.

**Further information and registration:** <https://www.sportmarkemedien.com/>

### **About House of Communication**

Since July 2022, the Serviceplan Group, Europe's largest owner-managed and partner-led agency group, has been present in Munich's Werksviertel with its House of Communication. In addition to space for approximately 2,000 employees from the Serviceplan, Mediaplus, Plan.Net, and Saint Elmo's brands, as well as areas for external tenants, coworking, and art, the House of Communication also offers, across its approximately 40,000 square meters, flexibly usable spaces for exchange, collaboration, and life experiences for selected external events.