



# SPORTS INNOVATION

& TECH SUMMIT  
2026



# BEYOND THE GAME

18<sup>TH</sup> & 19<sup>TH</sup> FEBRUARY 2026 | JN TATA AUDITORIUM, IISc  
BENGALURU, INDIA

Organizers

**STWS** SPORTS TECH  
WORLD SERIES

**MM ACTIV**  
Sci-Tech Communications  
Media | Events | Partnering | Advisory

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The sports technology sector is evolving rapidly, transforming how athletes train, compete, and engage with fans. Innovations in data analytics, artificial intelligence, and immersive experiences are redefining performance optimization and game strategy.

Wearable devices and smart technologies are enhancing athlete monitoring, injury prevention, and officiating accuracy. Meanwhile, digital advancements are revolutionizing fan engagement, offering interactive and personalized experiences across multiple platforms.

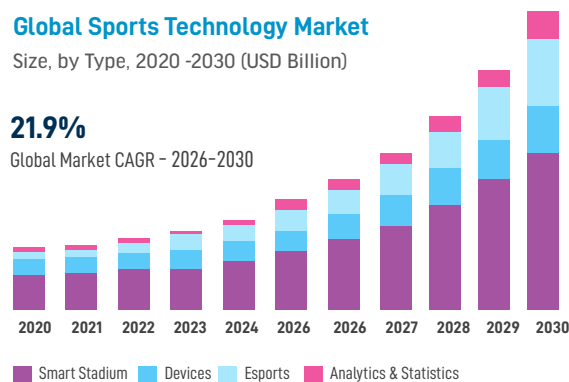
As technology continues to push the limits of human potential, the sports industry is embracing a new era of innovation, creating opportunities for athletes, teams, and businesses to thrive in an increasingly tech-driven ecosystem.

### Global Sports Technology Market

Size, by Type, 2020 -2030 (USD Billion)

**21.9%**

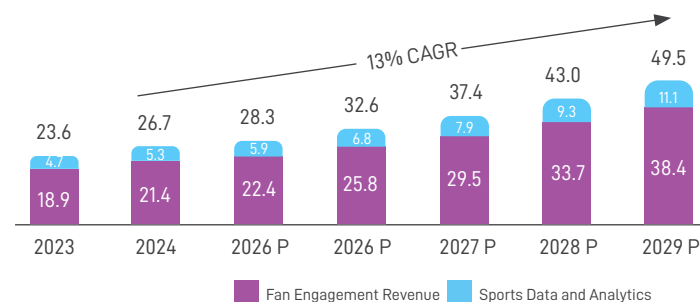
Global Market CAGR - 2026-2030



Source  
<https://www.grandviewresearch.com/industry-analysis/sports-technology-market>

### Sports Tech Revenues - India

(INR '000 Crore)



Source  
<https://www.deloitte.com/in/en/Industries/tmt/research/indias-sports-tech-revolution.html>



■ ANNOUNCING ■

# SPORTS INNOVATION & TECH SUMMIT 2026

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Building on this momentum, Sports Innovation & Tech Summit 2026 (SITS) brings together the brightest minds shaping the future of sports.

This first-of-its-kind summit is where technology, innovation, and athletic excellence converge to push the boundaries of human endeavor. Join industry leaders, sports legends, athletes, innovators, investors, and policymakers for a transformative experience from 18<sup>th</sup> & 19<sup>th</sup> February 2026, at JN TATA Auditorium, IISc, Bengaluru, India.

## EVENT SPECTRUM

- ▶ Plenary Talks
- ▶ Multi-Track Conference
- ▶ Startup Showcase
- ▶ Exhibit & Demo
- ▶ Product Launches
- ▶ B2B & B2G Meetings
- ▶ Dynamic Activations
- ▶ Masterclasses
- ▶ Workshops
- ▶ Felicitations
- ▶ Cultural Programme
- ▶ Networking Dinner

## EVENT HIGHLIGHTS



**20 +**  
Sessions



**80 +**  
Speakers



**1000 +**  
Delegates



**25 +**  
Countries



**25 +**  
Sponsor's  
Expo Showcase



**1000 +**  
Attendees

**PROGRAM SCHEDULE  
@ SITS 2026**

SCAN QR CODE







**Bengaluru** is not just a city; it's a launchpad for global tech success. For anyone planning to crack the talent code or build a tech empire, my advice is simple  
**-'Do it in Bengaluru'**

**Shri Priyank Kharge**

Hon'ble Minister for Information Technology, Government of Karnataka

**Bengaluru** in the sports tech funding landscape has secured \$959M USD through 58 rounds with higher deal frequency during 2020-24.



# Sports Excellence in Bengaluru

**Bengaluru: The Innovation Capital of India**

As a global leader in startups, AI, and digital transformation, Bengaluru fosters cutting-edge advancements that are reshaping the future of sports.

With a thriving sporting culture, world-class infrastructure, and a collaborative ecosystem of athletes, investors, and tech pioneers, Bengaluru provides the perfect platform to drive innovation, inspire new possibilities, and redefine the boundaries of human performance in sports technology.



## Who should attend?

### Sports Management Companies

Teams, Leagues, National Sports Bodies, Stadiums, and Venues.

### Tech Innovators

Startups, Scale-ups, and Established Corporations.

### Media & Broadcasters

Broadcasters, Content Creators, Streaming Platforms, Socialmedia Influencers, Commentators.

### Investors & Business Leaders

Venture Capital, Private Equity, Strategic Consultants, Incubators, Angel investors & Family officers.

### Academia & Policy Makers

Universities, Research Institutions, and Government Agencies (Local, State, National).

### Sports Academies, Athletes and Coaches

Sports Organisations, Analysts, Strength and Conditioning, Rehab, Physiotherapist, Sports Medicines, Mental well-being & Mindset.

## Why Attend SITS 2026?

**Be at the Forefront of Sports Innovation:** Discover groundbreaking technologies, emerging trends, and disruptive strategies that are reshaping the sports landscape.

**Gain Actionable Insights:** Learn from industry leaders, visionary entrepreneurs, and renowned experts through keynotes, panel discussions, and workshops.

**Network with Global Professionals:** Connect with sports tech innovators, investors, sports organizations, athletes, and policymakers from India and around the world.

**Explore Investment Opportunities:** Identify promising sports tech startups, learn about funding trends, and unlock new business ventures.

**Shape the Future of Sports:** Contribute to the conversation, share your expertise, and help drive innovation in the sports industry.

**Experience Bengaluru's Tech Ecosystem:** Immerse yourself in Bangalore's thriving startup culture, cutting-edge infrastructure, and collaborative community.

### Key Features of SITS 2026

**Celebrating Women in Sports**

**Future-Focused Content**

**Interactive Learning**

**Exclusive Networking Opportunities**

**Startup Showcase**

**Driving Inclusivity through Technology**





# Conference @ SITS 2026

## Breaking Barriers in Sports & Innovation

Gear up for an insightful experience at the Conference which includes power-packed keynotes, high-energy panels and exclusive fireside chats with eminent sporting and tech personalities. Here are some of the key themes at the Conference:

### SPORTS INNOVATION CONVERGENCE



#### TECHNOLOGY

- AI in Sports
- Broadcast & Streaming
- Data Capture
- Fan Activation
- Performance Analytics
- Research & Sports Science
- Disability & Accessibility



#### BUSINESS

- Commercial Innovation
- Startups & New Products
- Capital Investments & VC
- Gaming & Esports
- Academic & Commercialisation
- Venue Experience Delivery
- Governance & Risk



#### TALENT

- New Media Models
- The Athlete Experience
- Content Creators
- Mental Well-Being & Mindset
- Blended Innovations
- Careers & Graduates
- Branding & Creative

### Delegate Pricing

Category	Early Bird*	Regular*
India	INR 9,000	INR 12,000
International	USD 150	USD 200

- Additional 10% discount on group bookings for a minimum of three attendees.
- 18% GST Applicable

**Avail the  
Early Bird Offer**

**Valid Until 15th January 2026!**





# Key Takeaways @ SITS 2026

## Fueling the Future with What We've Learned

**Athlete Performance & Health** • Wearable tech (biometrics, sleep, recovery) • Sports medicine & injury prevention • AI-driven training programs • Nutrition & hydration tech • Biomechanics and motion analysis.

**Fan Engagement & Experience** • Augmented Reality (AR) /Virtual Reality (VR) for fans • Immersive live-streaming platforms • Fantasy sports platforms • Social media & influencer tech in sports • Interactive stadium experiences.

**Sports Data & Analytics** • Game strategy analytics • Player performance tracking • Scouting & recruitment platforms • Predictive analytics for coaching • AI for team management.

**Smart Equipment & Apparel** • Sensor-embedded gear (e.g., smart shoes, rackets) • Performance-tracking sportswear • Material innovation (e.g., cooling fabrics, impact resistance) • Custom-fit gear using 3D printing.

**Venue & Event Tech** • Smart stadiums & IoT integration • Crowd and ticketing management • Security and safety tech • Sustainable event operations • Digital signage & fan navigation systems.

**Sports Business, Media & Sponsorship Tech** • Athlete branding platforms • Sponsorship optimization tools • Sports NFTs & digital collectibles • Media rights & monetization tech • AI-generated sports content.

**eSports & Gaming** • Competitive gaming platforms • Virtual training & simulation • Tournament management software • Crossovers between traditional and eSports • Fan monetization in gaming.

**Sports for Good & Inclusivity** • Adaptive sports tech for differently-abled athletes • Community sports access tech • Tech promoting gender equity in sports • Sustainability-focused innovations.

## Startup Pavilion A Launchpad for Game-Changers



The Startup Pavilion showcases innovative sports and eSports startups, incubators, and accelerators. It offers emerging ventures a unique chance to connect with investors, VCs, and industry leaders, fostering visibility, collaboration, and growth.

BOOTH DETAILS	SPECIAL OFFER*
Startup Booth (2x2 Sqm)	INR 25,000

GST Applicable @ 18%



# Be a Sponsor @ SITS 2026 **Power the Future of Sports Innovation**

Partner with SITS 2026 to be at the forefront of sports and technology. As a partner, you gain unparalleled access to industry leaders, emerging startups, and key decision-makers, positioning your brand at the heart of innovation. From exclusive networking opportunities to thought leadership platforms, align with the future of sports and make a lasting impact.

## • SPONSORSHIP OPTIONS •

**Partner with Purpose, Promote with Impact**

**PARTNERSHIP CATEGORIES:** • TITLE SPONSOR • PLATINUM SPONSOR • GOLD SPONSOR • SILVER SPONSOR  
• NETWORKING EVENING SPONSOR • DELEGATE KIT SPONSOR • CONFERENCE SESSION SPONSOR

## ▪ ORGANIZERS ▪



**Sports Tech World Series (STWS)** is a global leader in sports innovation and technology, delivering world-class experiences that have shaped the industry since 2015. Through major events in Melbourne, Tokyo, Mumbai, London, Amsterdam, Dallas, and Toronto, along with cutting-edge content and advisory services, STWS has built a reputation as the premier destination for sports technology insights and connections.

### Contact

Project Head / Sponsorship Opportunities  
Startup / Exhibitor Queries  
Conference / Intl Partnerships  
Delegate Registrations

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Sci-Tech Communications

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**MM Activ Sci-Tech Communications** is India's foremost event curator in frontier technologies. With a legacy spanning over two decades, MM Activ has organized 100+ national and international conventions across diverse sectors, including IT, biotechnology, space, sustainable chemistry, and renewable energy. MM Activ is also the publisher of leading business magazines such as Bio Spectrum, NuFFooDS Spectrum, and Agro Spectrum.

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