

Why Sportex

- The biggest event of the sports industry in Iran
- The venue is more than 20000 square meters
- The presence of more than 350 exhibitors
- The presence of 5 foreign countries
- More than 40000 specialized and general visitors
- News coverage by 10 media & press agencies
- B2B meetings
- Introducing the latest achievements and specialized technologies provided by the participants
- Holding start-up weekend with the presence of sports start-ups

Milad-e Noor event management Co.

The Milad-e Noor event management company is a holder of sport and sport equipment exhibitions and a member of Association of International Event Holders of IRI, which started up its activity since 2003 aimed for innovation and development of non-oil exports and imports, and during this time, has committed to hold various national and international exhibitions, festivals and conferences. The Milad-e Noor company could meet the demands of economic activists, owners and beneficiaries of industries and different careers, benefiting from updated science and specialized expert workforces to hold more than 250 fairs and festivals of varied backgrounds and fields so far.



28 - 31 May 2024

Tehran. International Permanent Fairground

23rd International Exhibition of Sports, Sporting Goods & Equipment
SPORTEX



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Sport Exhibition

The 23rd international sport & Sport equipment Fair , shall be held from the date: 05 - 08 May 2024 at the permanent location of holding international fairs of Tehran, by the authorization & permit of Trade promotion organization. And we hope that by comprehensive and wide-ranging cooperation & Sponsorship of Ministry of Sport and Youth, in addition to the producers and Sport equipment presenters, the Sports Federations, general departments of sport, sport boards and councils, confederations, associations, sport clubs of the country shall have serious and Maximum participation and may all of them assist each other with empathy & alliance , in order to hold the Fair magnificently.

In this exhibition that will run in more than 20 thousands square meters space, besides to internal companies, the brand and agencies from foreign countries will be present, to introduce and present their newest technologies, production of products and services in the field of sport.

Public relation plans

- Implementation of information policy of exhibition and creation of trends exploiting an integrated team
- making icons for exhibition/ map and book for exhibition / design, print and installing facades of halls and booklets of stands for exhibition.
- Provision of visual documents and archives from activities and events (before/ during/after) and supervision on publication.
- Management of electronic information base/ website.
- Planning and holding opening and closing ceremonies of exhibition
- Publishing and distributing pamphlet of exhibition everywhere target society and market
- Publishing invitation cards of visiting exhibition
- Inviting political, economic, industrial, sport and art activists

Side programs

- B2B meetings
- Holding training courses in the exhibition forum
- Holding competitions
- Holding sports demonstrations



Exhibition product groups

- Merchandise groups of the Exhibition
- Clubs and sport places
- Different types of clothes and sport shoes
- Supplies and equipment of bicycle, motorcycle and scooter
- Different types of nets and sport balls
- mountaineering and Rock climbing Supplies and equipment
- wrestling, officinal, inflatable mattresses
- Supplies and equipment of car riding, bicycle and biking
- martial sport and boxing equipment
- Gymnastics and running Supplies and equipment
- Different desks and sport rackets
- Ski and skate equipment
- Aquatic sports and aerobic sport Supplies and equipment
- Polo and horse riding equipment
- Bodybuilding and Power-lifting equipment
- Sport carpet and surface coverages
- Archery, swordsmanship, and dart equipment
- Baseball, Golf, Bowling, Hockey supplies and equipment
- Medical – sport supplies and equipment
- Salons and sport centers Manufacturers and suppliers
- Electric and electronic equipment related to sport
- Food and drug and protein additive complements
- Mental sport supplies and equipment
- Organize performers of Sport tours
- Tools, equipment and fundamentals of sport places
- Tools and equipment of other sports and sport services
- Tools and equipment of body building and fitness
- Tools and equipment of all sports
- Medical-sport Supplies and equipment
- drug and protein and Food complement
- equipment Supplies of saloon centers
- presenters of sport services
- energetic sport beverages
- Camping and off-road equipment and supplies

