



A FIRST OF ITS KIND IN THE REGION

WHAT IS MASS PARTICIPATION ASIA?

Mass Participation Asia (MPA) is a pioneer conference in Asia, providing a forum for participants from all sectors of the **mass participation sports events** industry to get together. MPA is the first of its kind in the region, with key objectives of *fostering collaboration and driving best practices*.

In 2015, MPA hosted **140** delegates from **12** different countries, featuring **50** of the industry's leading presenters covering **22** topics and **10** sponsors and partners coming together to make a highly successful inaugural edition.

The theme for this year's conference is ***Inspiration from Beyond Mass Participation*** and will feature a number of speakers from other sports and even industry sectors beyond sports.

WHERE AND WHEN?

True to its Asian focus, MPA 2017 will move away from Singapore and be hosted in the boisterous city of Bangkok, Thailand on 3 – 4 April 2017 at the Centara Grand Convention Centre. The two-day conference will once again feature a stellar line-up of keynote speakers, panel discussions, networking sessions and both operational and commercial streams. Additionally, MPA17 will see the launch of white papers and an innovation incubator.

**MPA16 which was previously scheduled for 29 - 30 November 2016 was postponed with respect to the passing of King Bhumibol Adulyadej.*

WHAT DOES MPA OFFER?

MPA offers a unique platform to get up close and personal with the leaders in mass participation sports. With over 90% of attendees at MPA15 consisting of senior and top level executives, the conference is a staple in the industry's calendar. The conference enables sponsors and delegates alike to connect with a wide variety of decision makers spanning across various sectors.

THE CONFERENCE

MPA DELEGATES

MPA15 attracted a wide variety of attendees from across the region and beyond, with delegates traveling in from Australia, China, Hong Kong, Indonesia, Israel, Italy, New Zealand, Philippines, Thailand, UAE and locals from Singapore attending. Their demographics include:

Brands/Sponsors

Event sponsors or corporations thinking of owning or sponsoring a mass participation event

Government Agencies

Government bodies or councils currently hosting mass participation sports events or exploring it as a way to boost tourism

Industry Suppliers

Goods and service providers supplying to mass participation sports events

Event Owners/ Organizers

Businesses that run events or use events as a marketing tool including event property owners

Marketing, Digital & PR Agencies

Agencies handling mass participation sports events or exploring using these events for branding purposes

Non-Profit Organizations

NPOs using mass participation events as fundraisers and awareness campaigns



PRESENTERS & CONTENT

MPA is dedicated towards gathering the best thought leaders in the industry to share their wealth of knowledge. MPA15 had 50 speakers from 9 different countries including keynote speaker **Steve Cram CBE**, **Greg Hooton** (IMG Events) and **Adrian Mok** (HiVelocity) amongst many others.

MPA17 is already lining up to be equally as exciting with confirmed speakers such as **Victor Cui** (ONE), **Neil Stewart** (Facebook) and **Josh Black** (GroupM Content).

MPA DELEGATES LOOK FORWARD TO THE FOLLOWING:

- The latest trends and successes of mass participation sports
- Growing markets and opportunities for mass participation sports
- Insights and inside knowledge from the top leaders
- Both commercial and operational aspects of running a mass participation event
- Networking and fostering collaboration with others in the industry

DELEGATE PACKAGES

SUPER EARLY BIRD	EARLY BIRD	REGULAR
10 JAN – 12 FEB	13 FEB – 12 MAR	13 MAR – 2 APR
US\$399	US\$499	US\$599

DELEGATE PACKAGES INCLUDE THE FOLLOWING:

Full Access to MPA17

Delegate passes allow you access to the MPA venue, including 2 refreshment breaks and lunch daily as well as access to the MPA Cocktail Party at the end of Day 1.

Discounted Hotel Rates

Put up at one of our partner hotels for special MPA rates: the Centara Grand, Hilton Sukhumvit or the DoubleTree by Hilton Sukhumvit. Complete your registration online and you will receive a special link in your confirmation email to complete your reservation.

Helping Villagers in Ethiopia

In alignment with the critical role water plays in mass participation events, for each delegate registration, MPA will make a donation towards providing villagers in the city of Tigray, Ethiopia access to clean, disease-free water. With many of the world's top marathon runners hailing from Ethiopia, we thought it would be an appropriate charity to support.

MPA17 HIGHLIGHTS

On top of highlighting the latest trends and insights from the realm of mass participation, MPA17 will witness two new concepts:

INNOVATION INCUBATOR

What better way to spark innovation than to host a competition to discover 'the next big thing' for the industry. Witness students, individuals and organizations pitch their ideas on how they could positively impact mass participation sports with their idea or invention. Expect prolific judges and potential investors in the crowd to lend their expertise.

WHITE PAPER

For the first time, MPA will be a platform for the presentation of white papers by leading organizations. Expect presentations from a leading registration network and a look into the Chinese market.