



ABOUT IEEE STAR 2022

Sport is one of the most dynamic and promising sectors in terms of investment in research and innovation. Grounded on this evidence, the core purpose of the 2022 IEEE-STAR International workshop is to foster research in technological innovation and excellence in sports equipment, technical materials, training technologies and performance monitoring, fan engagement and healthy lifestyles. Specifically, the event aims to:

- promote and strengthen relationships, partnerships, alliances and networks between academia and industry in the field of sport innovation;
- disseminate recent research and technology advancements, discoveries and novel applications to sport;
- exchange ideas and strengthen cooperation between researchers;
- increase the public's understanding and awareness of how the practice of sports can positively affect and individual's quality of life;
- facilitate the development of new entrepreneurial initiatives in the sportech sector.

The event features a comprehensive technical program including panels, technical sessions, and innovative industrial demonstrations. Vertical panels will be an essential element of the IEEE-STAR workshop. Panels will bring together leading representatives from academia and industry to facilitate discussion around key topics and trends. Panel sessions will focus on challenging and emerging issues in all the areas of sports research and innovation.

IEEE STAR - CALL FOR START-UPS

The sports vertical is in disruption. The “connected” fan seeks personalized omnichannel experiences. This new “always -on” attitude creates a high demand for innovation in the sports industry. The IEEE invites start-ups of the sports universe, i.e. sports tech, sports entertainment, fan engagement, training technologies, performance monitoring, injury prevention, augmented and virtual reality, eSports, metaverse, NFT, healthy lifestyles and others to pitch at the IEEE star reward contest 2022.

Specifically, the event aims to:

- present novelties in sports innovation to a targeted audience in the sports industry
- increase exposure, visibility, and PR for the startups
- create new business opportunities

In parallel to the IEEE scientific conference, IEEE STAR's Call for Start-ups invites startups to showcase their companies. The event is intended to initiate and foster direct dialogue and networking opportunities for the startups with their target audience in the sports industry.

The start-ups will be provided with three benefits throughout the IEEE STAR events:

1. A desk area will be available for each exhibitor thus providing an excellent opportunity to display their products/solutions/services and deliver inspirational practical demonstrations or presentations.
2. The selected start-ups will receive coaching classes for founders by renowned and experienced experts in the field of sports innovation and entrepreneurship
3. The start-up pitch competition will not only ensure ample visibility with regards to a very relevant target audience for the founders and their business idea. The winners of the competition will also benefit by prizes supporting their business development.



Interested start-ups are invited to apply for participation by completing a single PDF file application according to the following structure (no more than 300 words per item):

- Short description of the presented product and/or service, possibly including a photo or a link to a video
- Short description of the organization / company proposing the exhibit
- Short CV of the applicants (max 2)
- Contact details of one of the applicants (email, phone, and postal address)

Exhibitors will have their desk area available at the cost of **500 Euro** for the entire duration of the workshop (July 7th-9th 2022). The exhibition fees will include also the full workshop registration for 1 exhibitors.

The application document should be submitted via email to the Exhibition co-chairs (Domenico Formica and Fabian Ulrich) and at the following address: D.Formica@unicampus.it and Fabian.Ulrich@whu.edu.

The deadline for submissions is **April 1st, 2022**.

Accepted exhibitions will be notified by **April 22nd, 2022**.

For any question or for further details, please contact the Exhibition Co-Chairs directly.

Note that the exhibition area is available also for Industrial Sponsors, for them at least a Bronze level sponsorship is required (refer to the **call for sponsors**).