

# TECHNOLOGY BUSINESS DEVELOPMENT

TENNIS INNOVATION WEEK

October 27<sup>th</sup>-30<sup>th</sup>, 2021

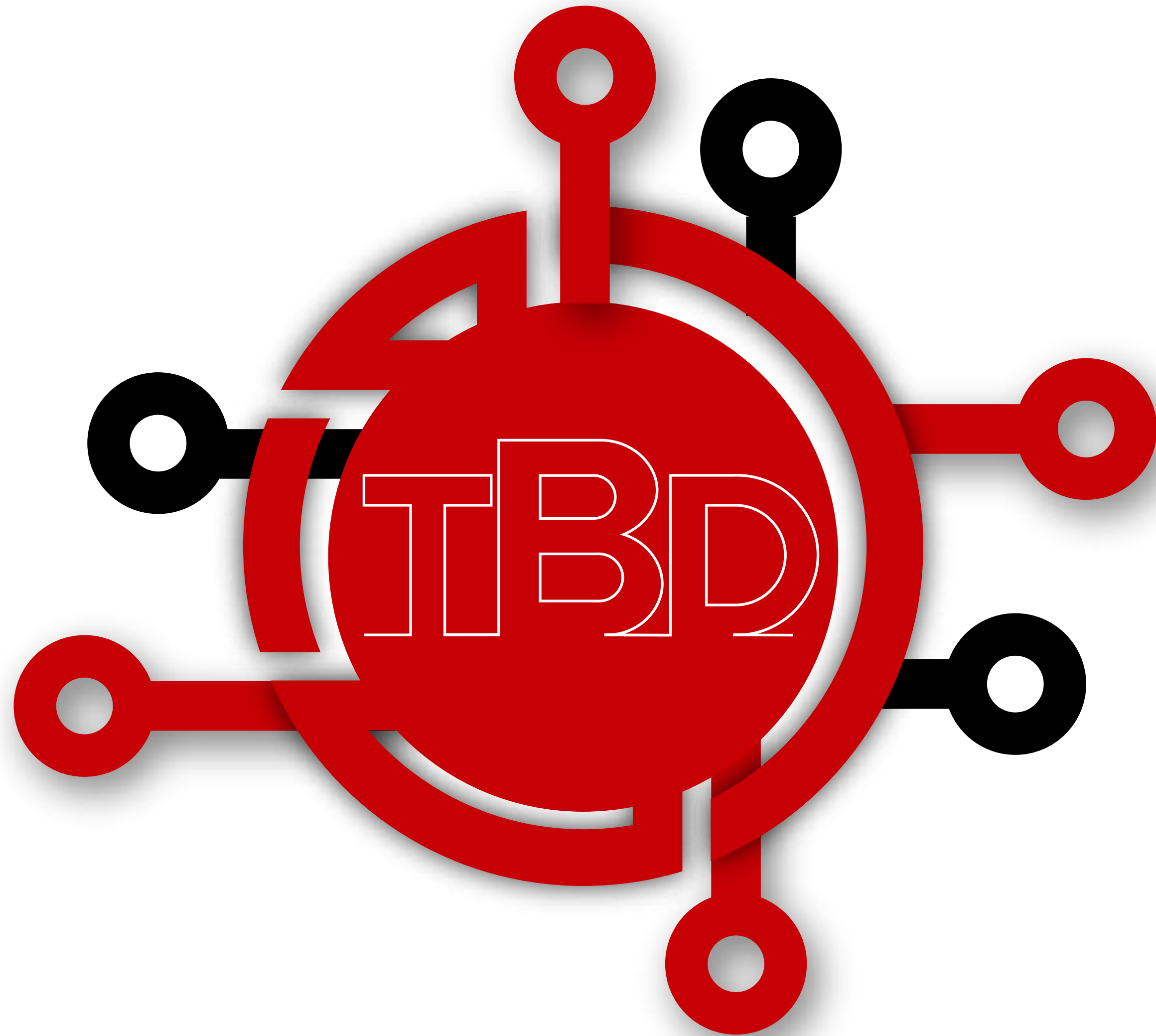
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Technology **Business** Development

TENNINIS

INNOVATION

WEEK

October **27<sup>th</sup>-30<sup>th</sup>**, 2021

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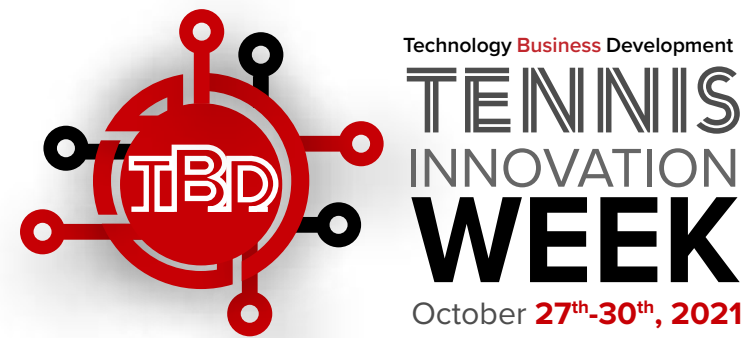


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TRANSFORMING TENNIS

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# TBD WORLD TENNIS EXPO + TBD TENNIS INNOVATION CONFERENCE

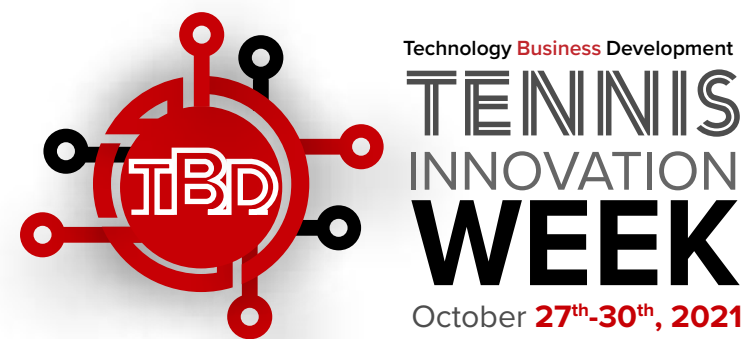
## TECHNOLOGY + BUSINESS + DEVELOPMENT

**TBD TENNIS INNOVATION WEEK 2021** is the **FIRST INTERNATIONAL VIRTUAL EVENT AND PLATFORM** in the tennis world that focuses on **INTEGRATE** all the innovators, creators, developers, companies and organizations that are producing impacts with new proposals, apps, different softwares, products and services, and many more with the aim of optimizing and **EMPOWERING** our sport.

Can you **IMAGINE** the future of tennis, today...?

# This is TBD!

You can **VISUALIZE** in one place with three integrated events, a **WORLD TENNIS EXPO** a **TENNIS INNOVATION CONFERENCE** and a **TBD INNOVATION AWARDS**, **100 INNOVATORS/ENTREPRENEURS**, visionaries, leaders in several fields, companies and organizations that challenge each other to improve and create value propositions for all and for tennis.



# TBD WORLD TENNIS EXPO + TBD TENNIS INNOVATION CONFERENCE

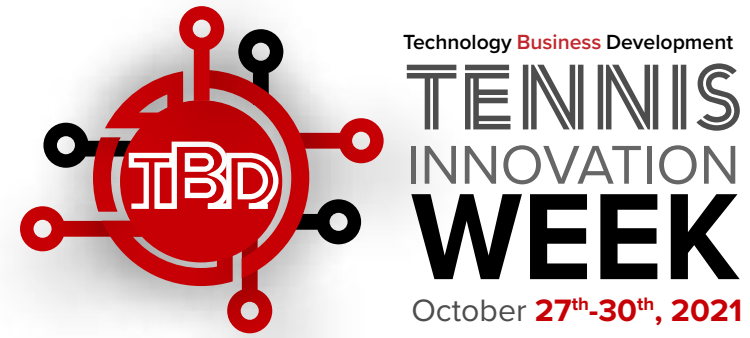
TECHNOLOGY + BUSINESS + DEVELOPMENT



**TBD TENNIS INNOVATION WEEK 2021** has been dreamed, created and conceptualized by the world-renowned leader in tennis development, Fernando Segal and full **ORGANIZED** by the **Segal Institute & TennisONE teams** and their **TBD organization committee**, as the place to know how tennis has to be in 10 years ahead. NOW, in one **CENTERED** event!!

Can you **IMAGINE IT!!**

This is a  
**TRANSFORMATIVE TENNIS EVENT!!**



# TBD TENNIS INNOVATION WEEK 2021

TECHNOLOGY + BUSINESS + DEVELOPMENT

**TBD** was **DESIGNED** and **BUILT** to **LEVERAGE** and **ENHANCE** in a **UNIQUE PLATFORM** and **EVENT** for the **INTEGRATION** of innovators, leaders, companies, communities and organizations to add value, share experiences, create integration and mutual relationships and continuous growth by transforming today's tennis with each proposal and accelerate the growth and development of tennis.

The **EXPERIENCES** on the **TBD WORLD TENNIS EXPO**, **TBD INNOVATION TENNIS CONFERENCE & TBD INNOVATION AWARDS** are integrated in strategical axes like **TECHNOLOGY, BUSINESS AND DEVELOPMENT FACTORS**, with integration of innovations as:

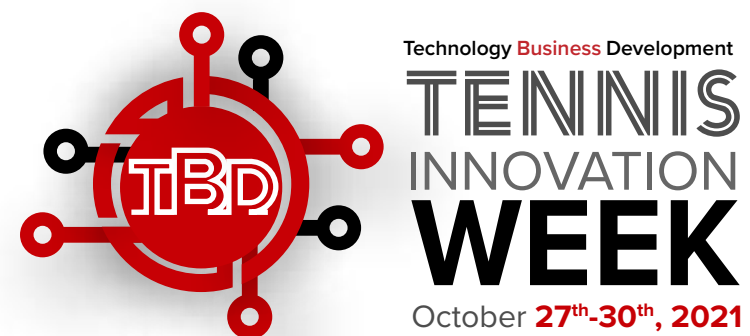
TENNIS PERFORMANCE

TENNIS FANS & CONTENT

TENNIS MANAGEMENT  
& ORGANIZATION

TENNIS EDUCATION &  
HUMAN DEVELOPMENT

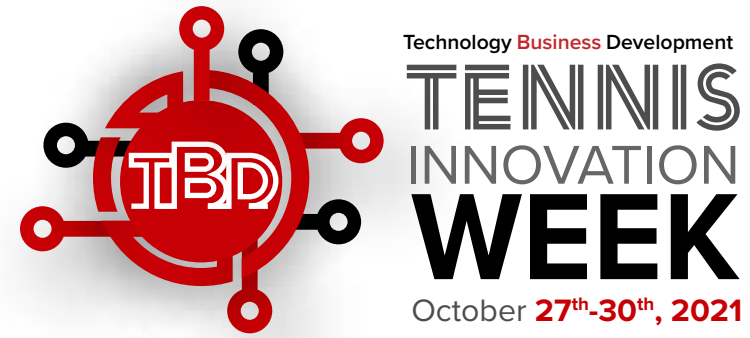
TENNIS ENDEMICS



# TBD WORLD TENNIS EXPO + TBD TENNIS INNOVATION CONFERENCE

## TECHNOLOGY + BUSINESS + DEVELOPMENT

TENNIS PERFORMANCE	TENNIS FANS & CONTENT	TENNIS MANAGEMENT & ORGANIZATION	TENNIS EDUCATION & HUMAN DEVELOPMENT	TENNIS ENDEMICS
<b>Wearables &amp; Equipment</b> Wearables Game Equipment Infrastructure	<b>News &amp; Content</b> News Aggregator Original Content OTT Platforms Tennis News	<b>Organizations &amp; Models</b> Team/ Club Management Scouting & Recruitment Tennis Facilities Management League/Tournament Event Management Apps/CRM	<b>Courses</b> Tennis Curriculum Coach the coaching Certifications courses Certifications courses for managers & directors Team Development Sports Science Applied to Tennis Human Development and Self optimization Enviroment/Clean energy Sustentability Tennis Companies Tennis Foundations	Tennis Racquets Tennis Retail Tennis Balls Tennis Apparel/Footwear Tennis Accessories/Devices Tennis Instruction Tennis App/Location Services Body/Training /RecoDevices Tennis Surfacing Tennis Strings Tennis Camps/Academies
<b>Performance Evaluation &amp; Coaching</b> Activity Data Video Analytics Coaching Tennis Analytics Planification and Management Groups	<b>Tennis Experiences Participation &amp; Promotion</b> Fan Engagement Ticketing & Merchandise Social Platforms Fantasy Sports & Betting Tennis Games Virtual Tennis e-Sports AI Applied to tennis Tennis Social Networks	<b>Media &amp; Commercial Partners</b> Media Production Sponsorship Crowdfunding Tennis Management Films		
<b>Preparation</b> Tutorials & Training Injury Prevention & Rehabilitation Booking & Matchmaking Apps & Software				

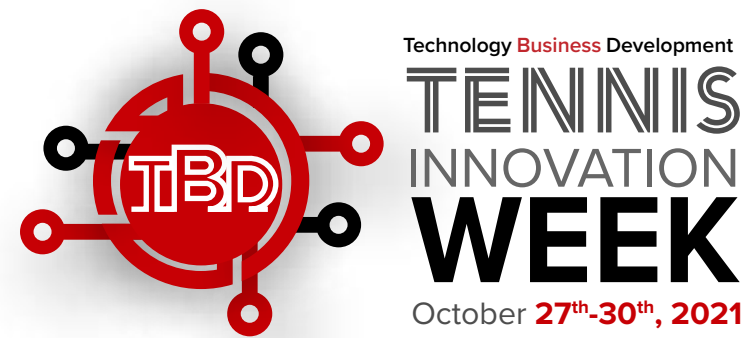


# TBD TENNIS INNOVATION WEEK 2021

TECHNOLOGY + BUSINESS + DEVELOPMENT

Being first of its kind, being part on **TBD TRANSFORMATION** gives you the open opportunities to:

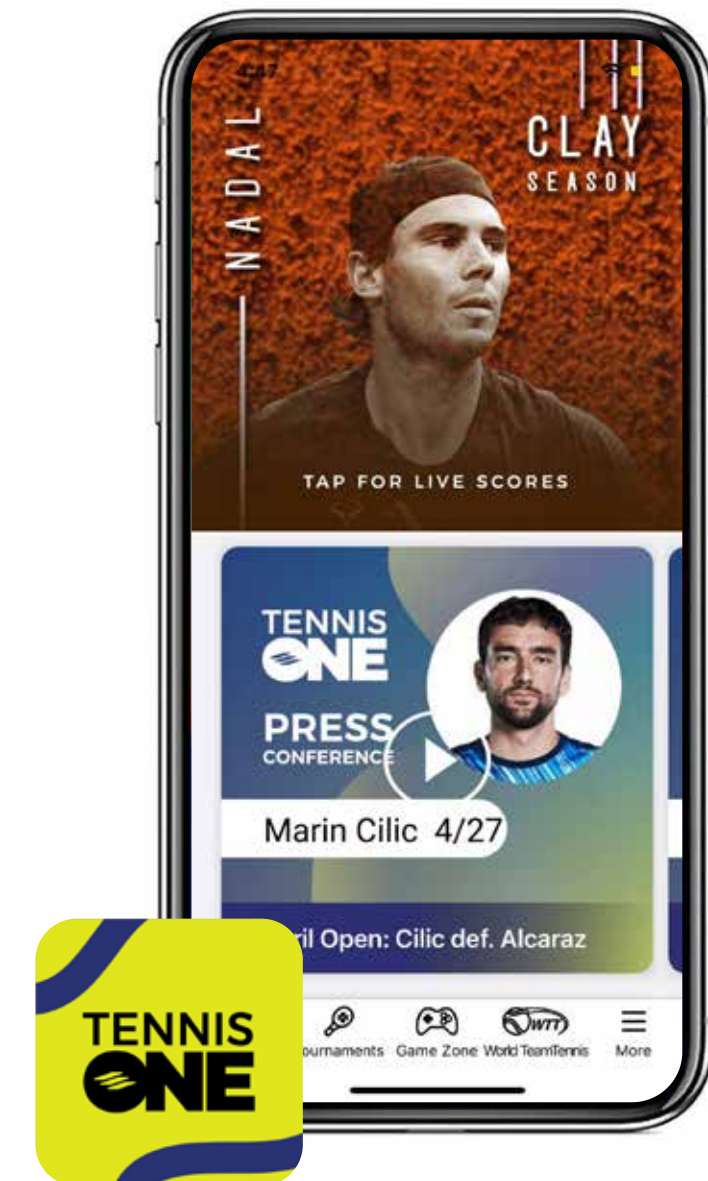
- 1** Integrate your project and innovation to other ones who are changing tennis on next years to come.
- 2** Provide networking chances to create innovator's relationships and world tennis contacts.
- 3** Provide a platform that everyone can have a certain vision about how every club, every tennis organization and every tennis academy on the future has to be.
- 4** Develop Worldwide Tennis in a new level, together!!
- 5** Much more...on TBD



# TBD WORLD TENNIS EXPO + TBD TENNIS INNOVATION CONFERENCE

TECHNOLOGY + BUSINESS + DEVELOPMENT

**TBD** will be held entirely on **TennisONE App** the best tennis platform and App to be on, having an innovative, interactive and powerful participation experience!!



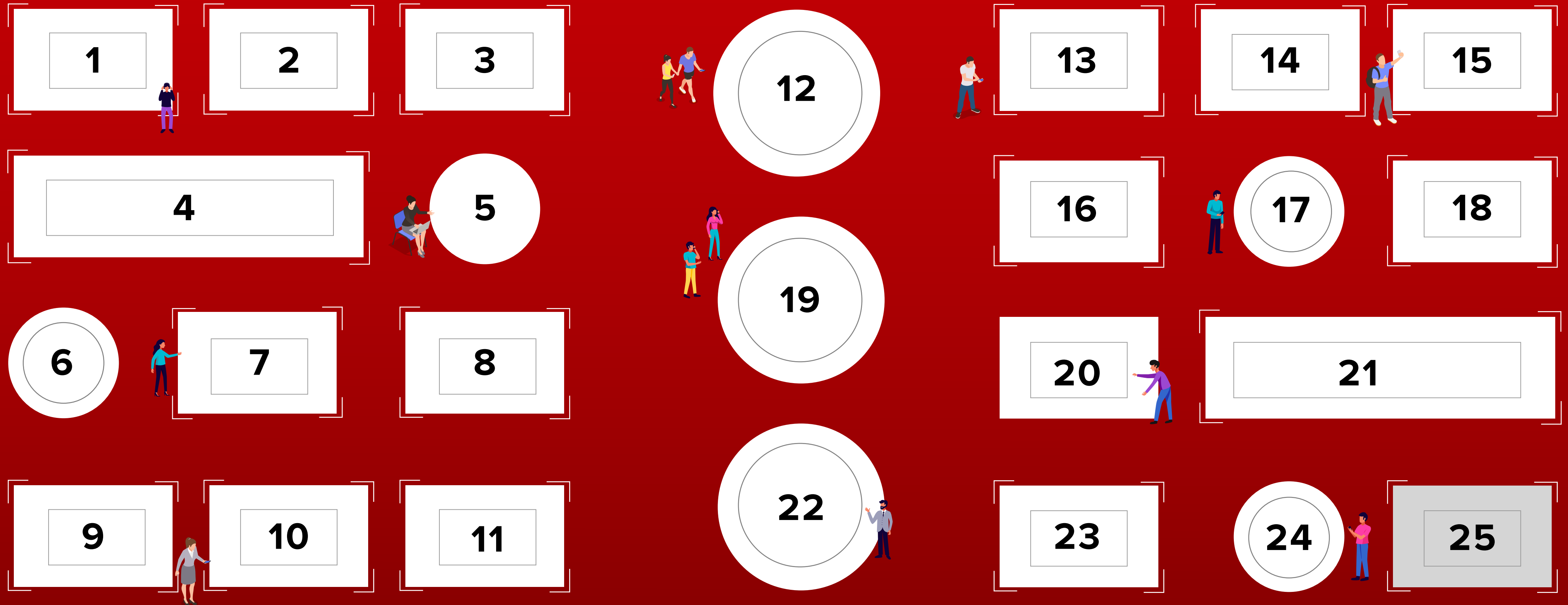
# 100 TENNIS INNOVATORS

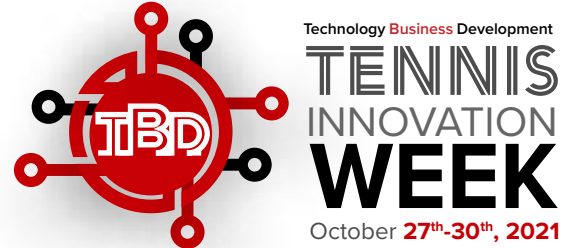


# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## October 27<sup>th</sup>

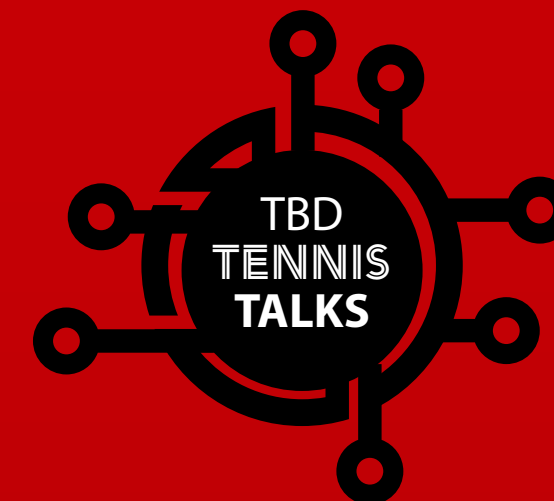




# TBD TENNIS INNOVATION CONFERENCE

TECHNOLOGY + BUSINESS + DEVELOPMENT

## October 27<sup>th</sup>



# PROGRAM

ALL TIME ZONE

Hour	Presentation	
Hour	Presentation	
Hour	Presentation	
Hour	Presentation	Presentation
Hour	BREAK	
Hour	Presentation	Presentation
Hour	Presentation	Presentation
Hour	BREAK	
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TBD program subject to change

\*You can watch the presentations for 30 days

[info@segalinstitute.org](mailto:info@segalinstitute.org)



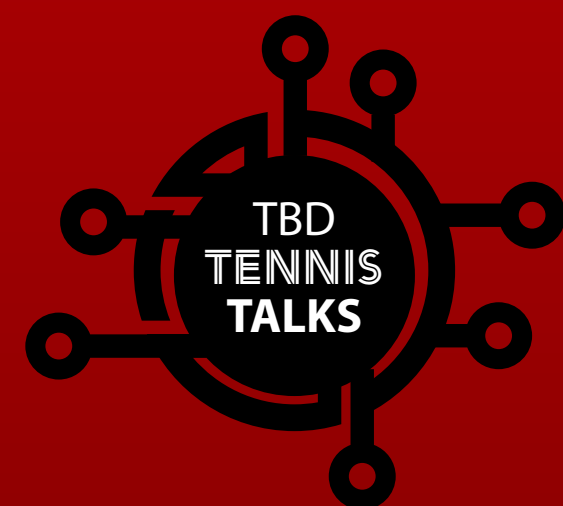


# PROGRAM

## TBD TENNIS INNOVATION CONFERENCE

TECHNOLOGY + BUSINESS + DEVELOPMENT

### October 27<sup>th</sup>



### October 27<sup>th</sup>

Hour

Presentation

Hour

Presentation

Hour

Presentation

Hour

Presentation

Hour

Presentation

Hour

BREAK

Hour

Presentation

Hour

Presentation

Hour

Presentation

Hour

BREAK

# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## Benefits



## TBD Official Brand Integrated Communication plan

Promotion on social media and in the TennisONE e-newsletter with global brand exposure: TennisONE App audience reach 45K+ / TennisONE e-newsletter 25K+. Others!

TBD Official poster (4)

TBD Innovator Welcome Flyer

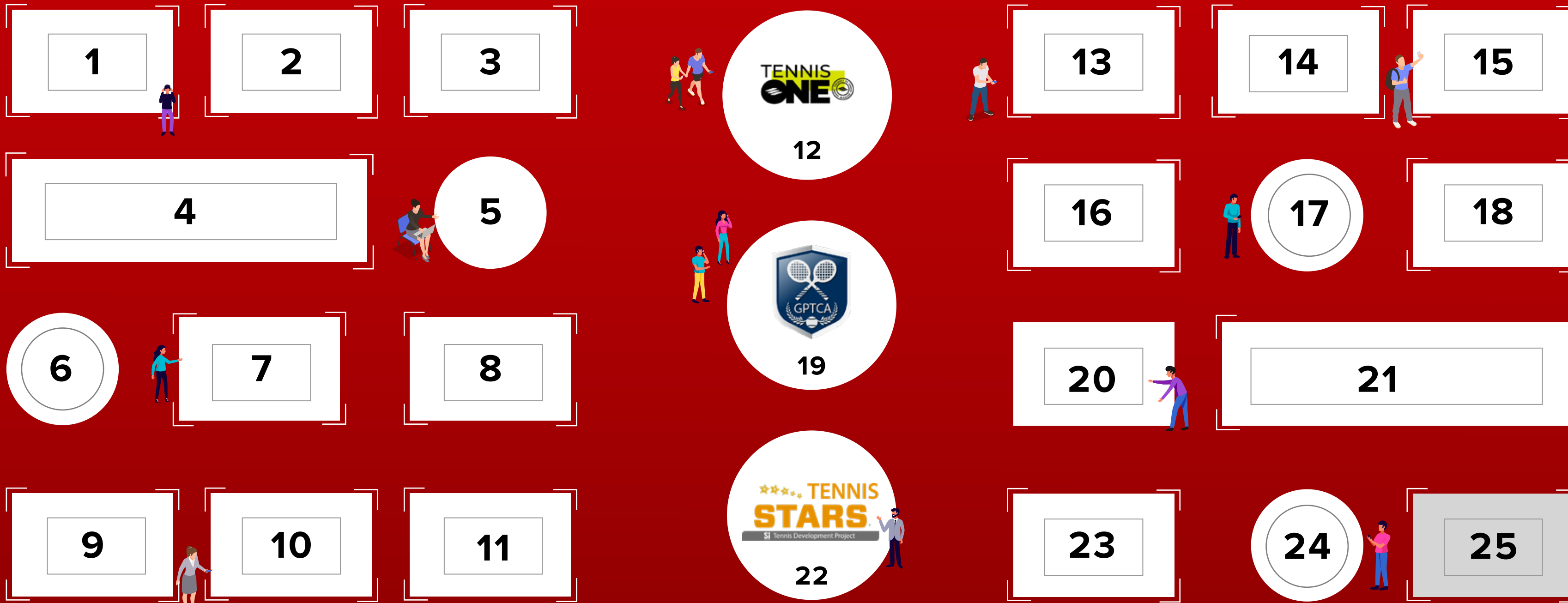
E-mail marketing campaign (Tennis person, tennis organization, Tennis clubs, Tennis partners)

Commercial site to sell?

# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## Benefits



## TBD TIC

Speaker Conference: 20/25 minutes video recorded presentation to promote your product or service or special presentation on defined themes.

## TBD Expo

Stand:Virtual Exhibit Hall: Graphic ad of each vendor booth in our virtual Exhibit Hall with Company Video.

TBD innovation companies' integration packages. (Meetings, webinars, e-business card, networking actions.

# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## Benefits



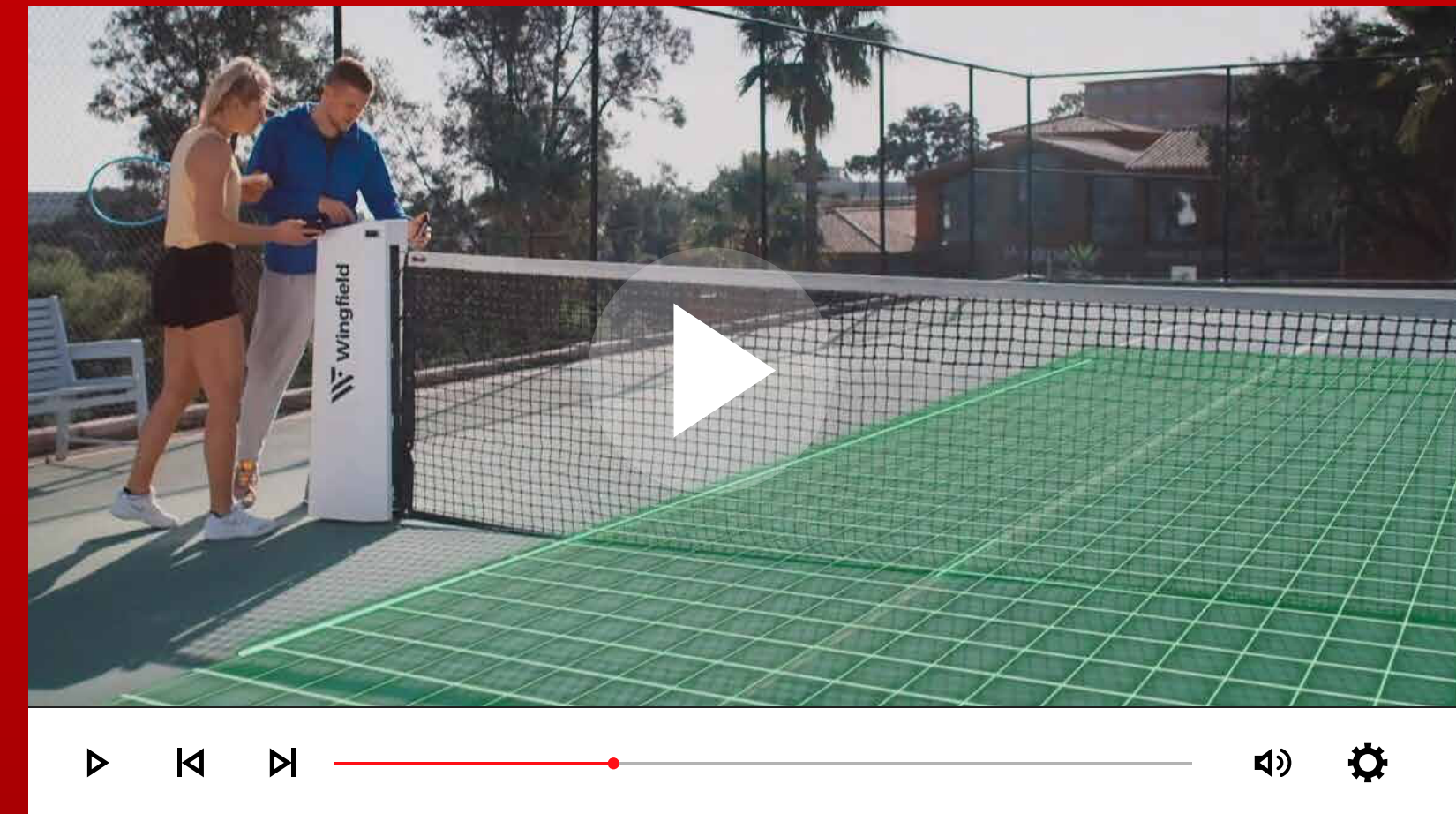
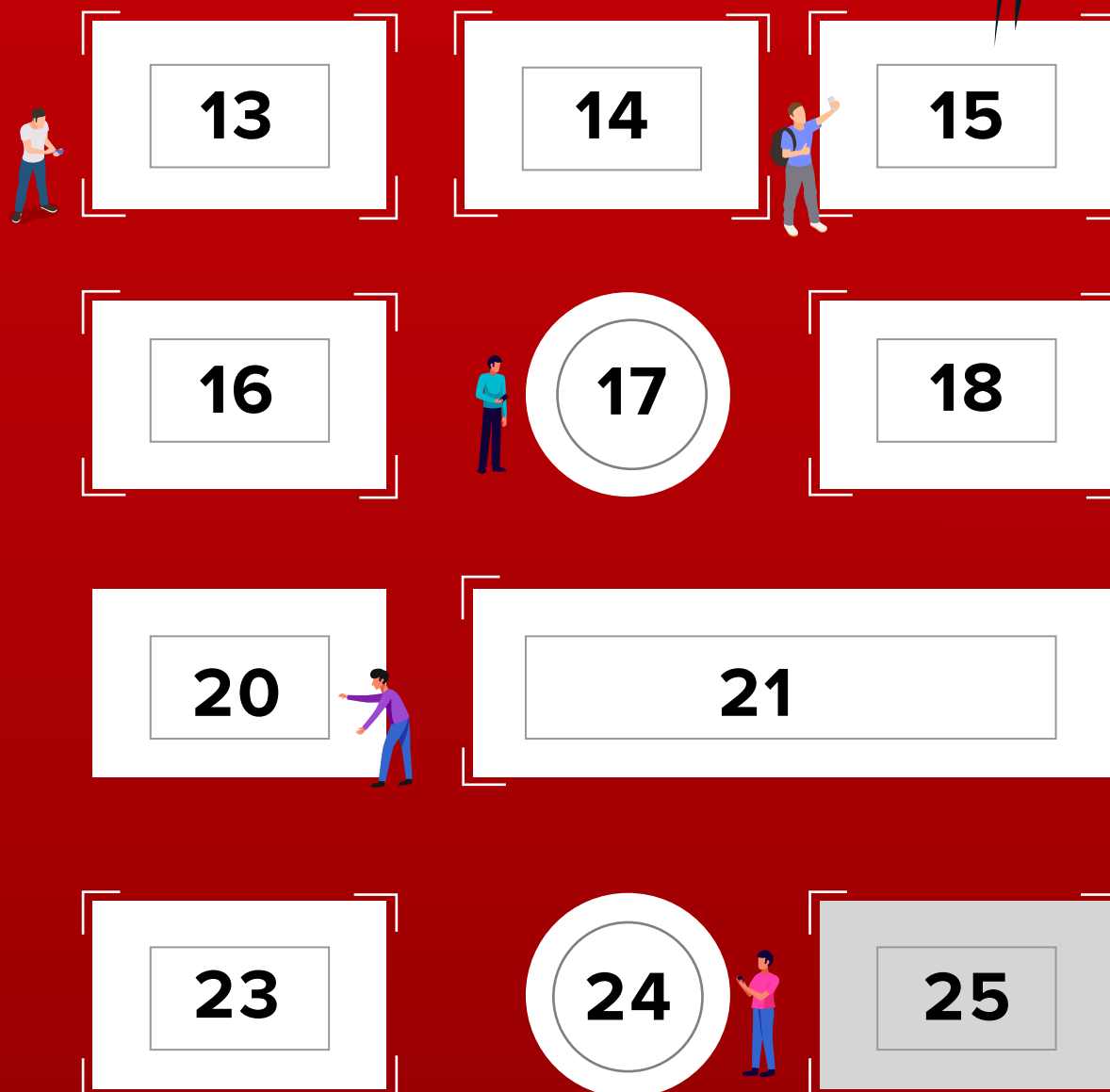
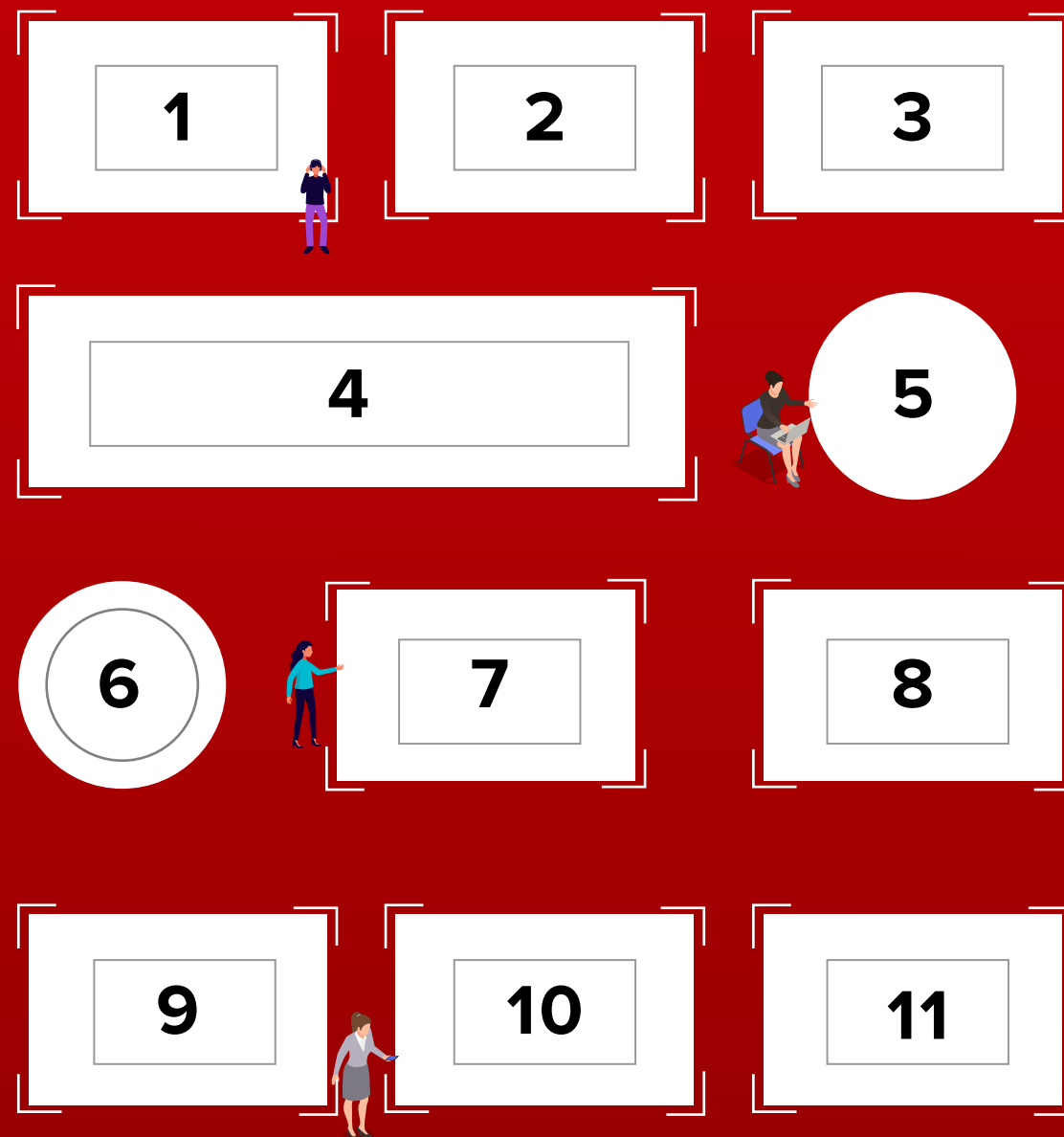
## TBD Awards (3/4 categories)

- Company vote for that TBD Recognition. Innovator's vote!!
- CrowdVIEW LIVE scheduled for vendor
- Adds and promotion on breaks
- Presenting sponsor of a TBD Virtual Happy Hour
- Networking Event
- Special Workshops on

# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## Benefits



## TBD Expo

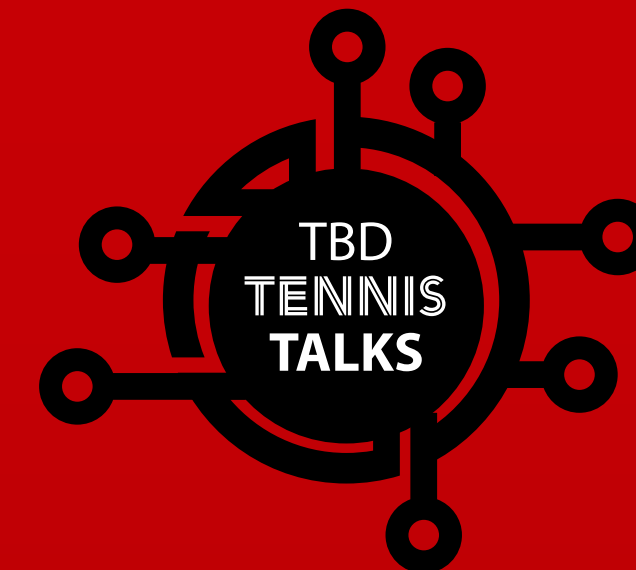
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# TBD TENNIS INNOVATION CONFERENCE

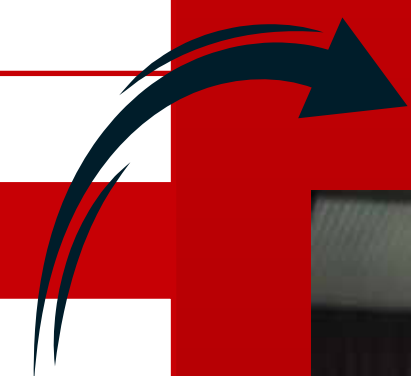
TECHNOLOGY + BUSINESS + DEVELOPMENT

## October 27<sup>th</sup>



# PROGRAM

ALL TIME ZONE		
Hour	Presentation	
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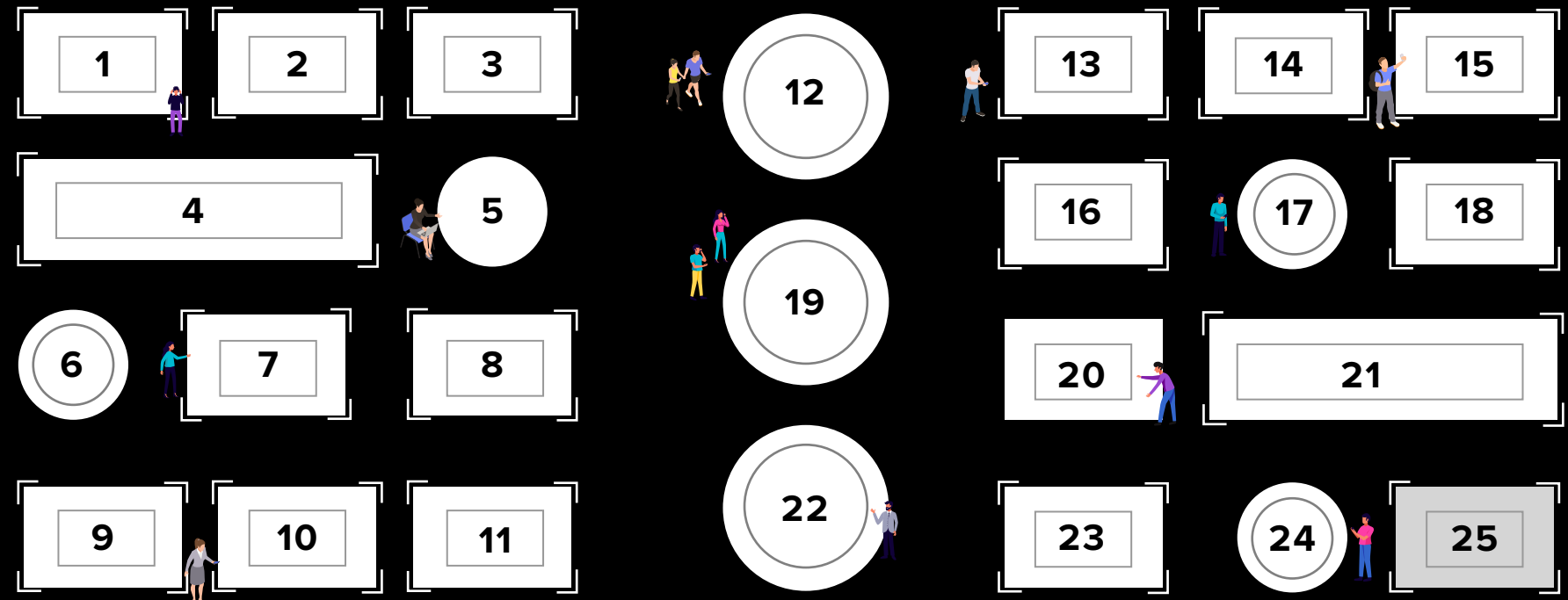




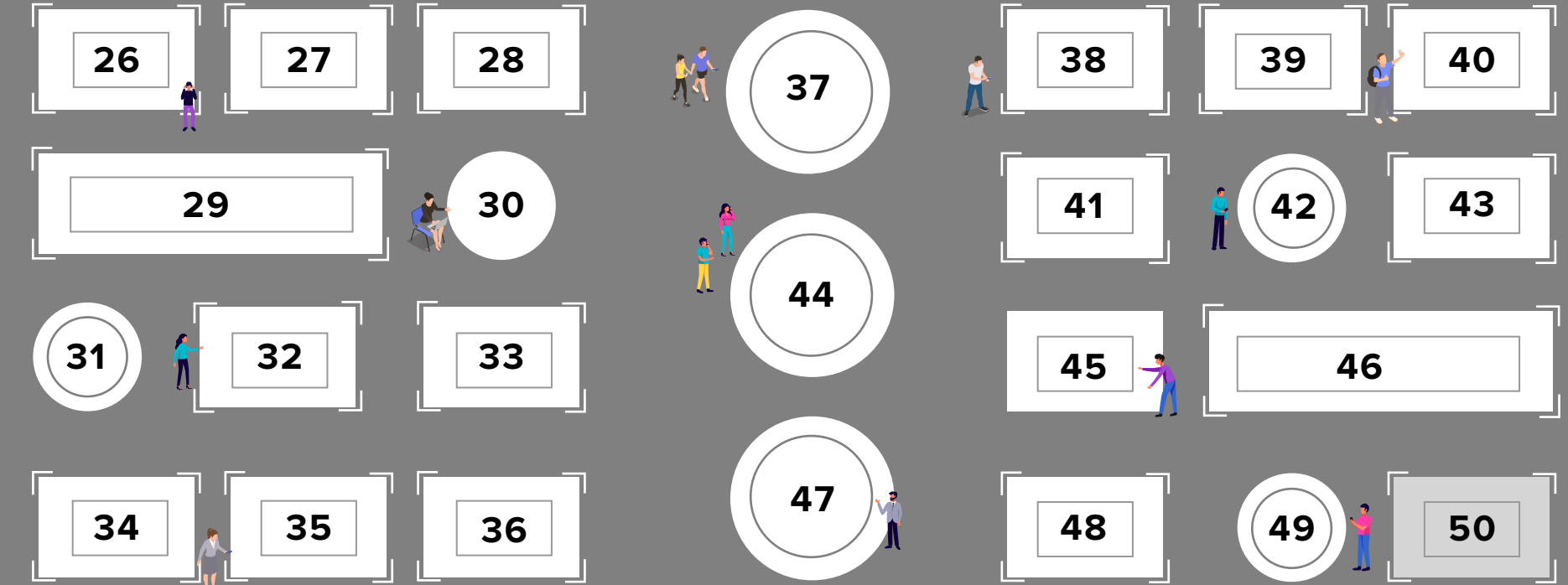
# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT  
 October 27<sup>th</sup>-30<sup>th</sup>, 2021

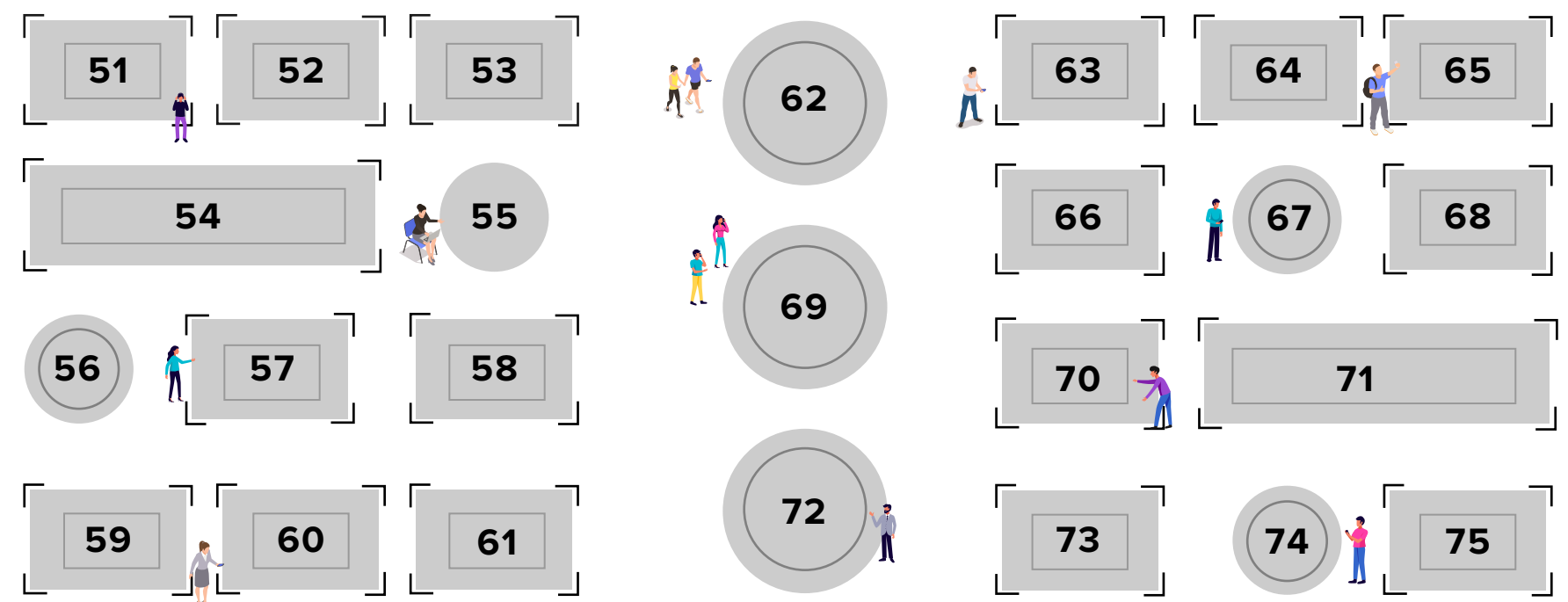
## RENÉ LACOSTE ROOM



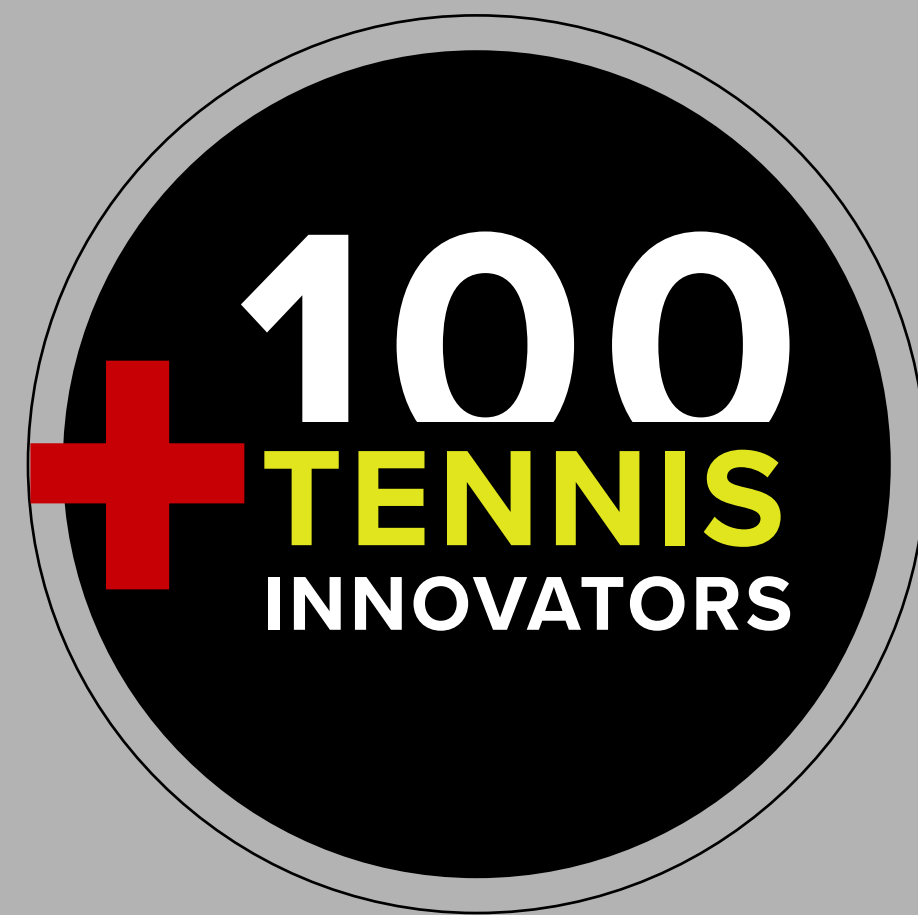
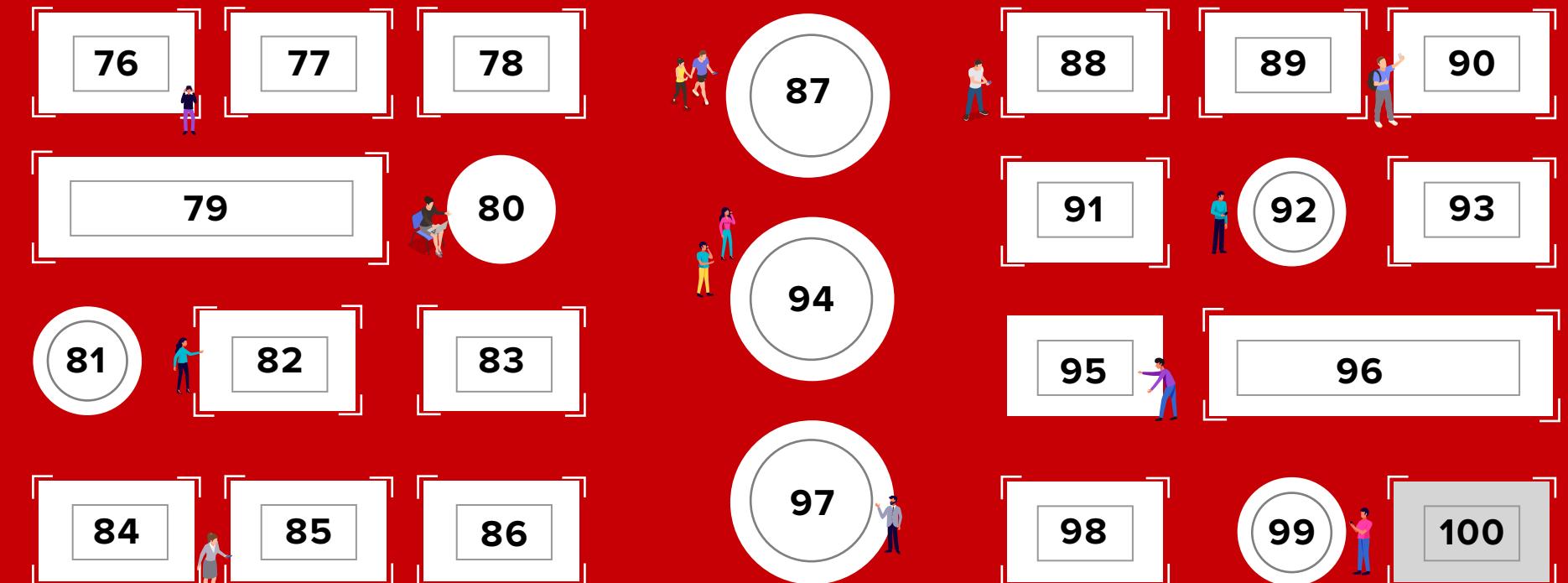
## SUZANNE LENGLEN ROOM



## JACK KRAMER ROOM



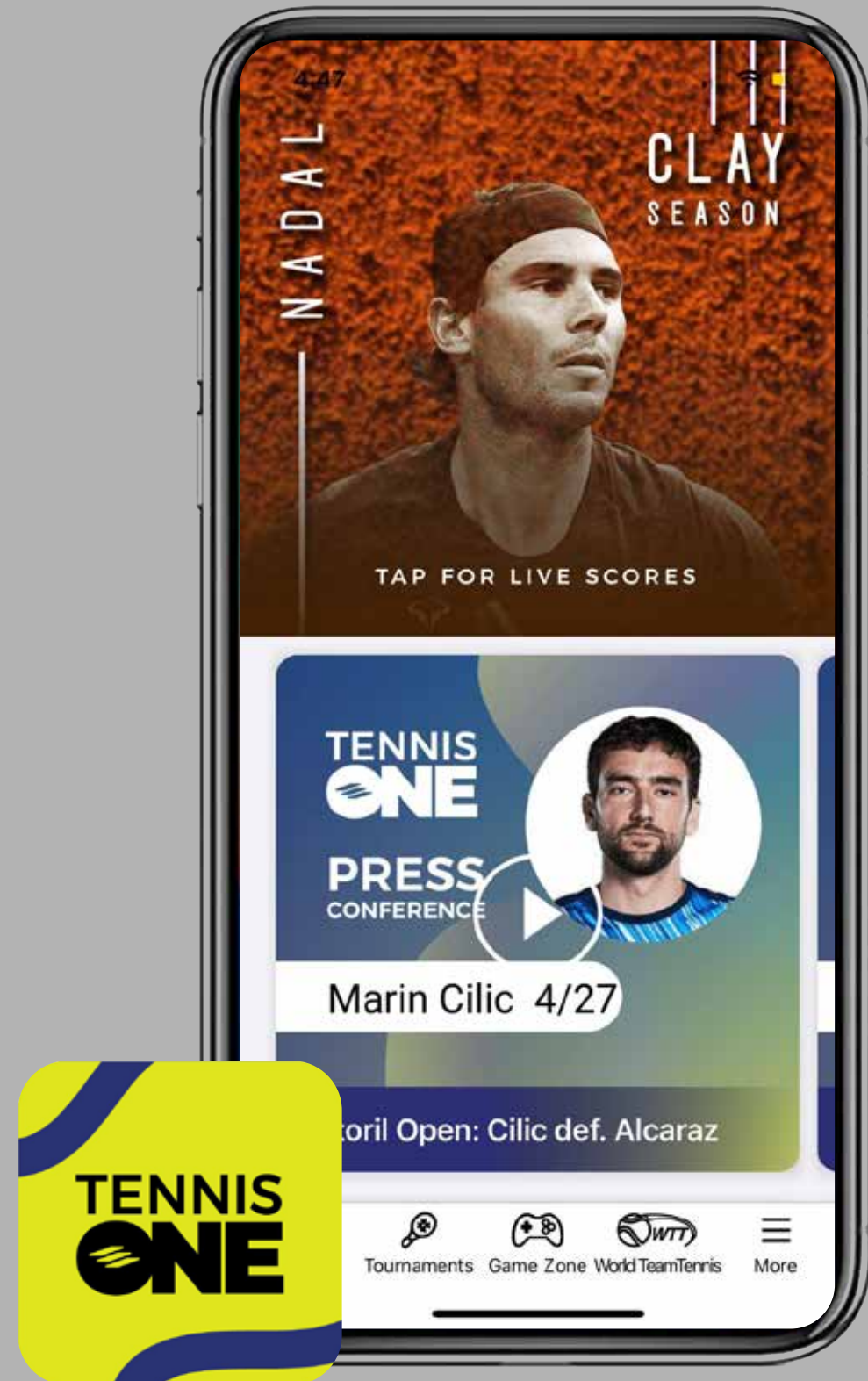
## MAYOR WALTER WINGFIELD ROOM



# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## Commercial Packages

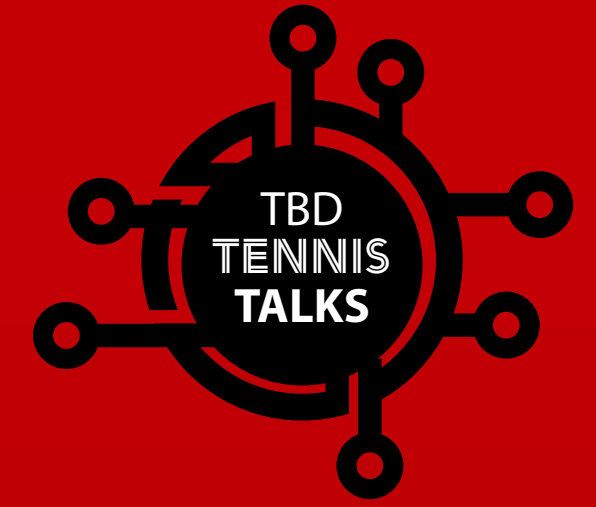


Packages	Benefits
TBD Main Title	TBD Tennis Innovation Week 2021 is presented by.....
TBD Expo	TBD Expo powered by.....
TIC	Tennis Innovation Conference 2021 powered by.....
Gold Partners	Companies who are having better and central places on Expo and powered by.....
Silver Partners	Companies who are second size of stands and bigger places
TBD Exhibitors	(All participant companies)
TBD Media Sponsors	(Media)
Tennis Institutional Sponsors	TBD is “supported/ accompanied by... (GPTCA, ATP, ITF, etc....) (Positioning not money)

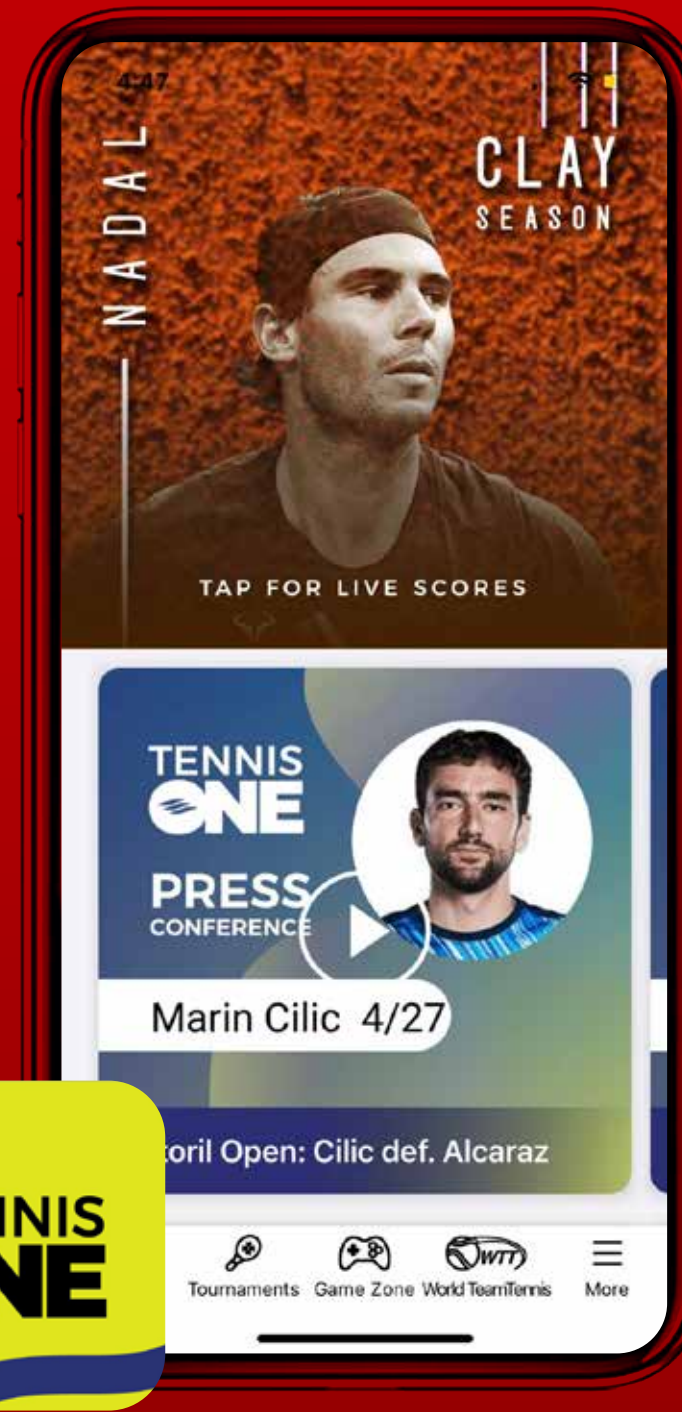
# TBD WORLD TENNIS EXPO

TECHNOLOGY + BUSINESS + DEVELOPMENT

## TBD TIC Values for presentation

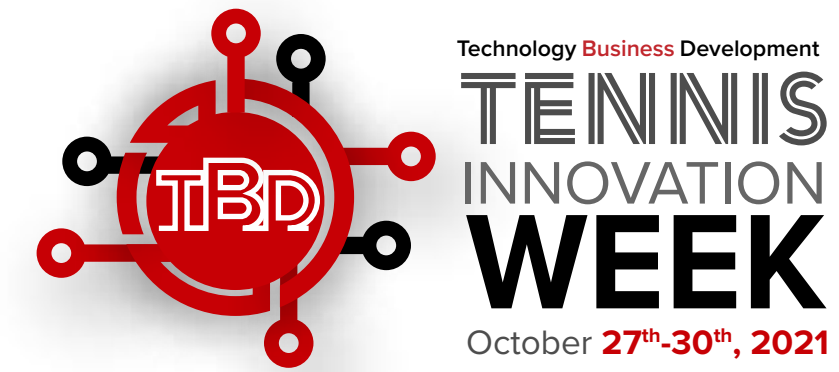


- ACCESSIBLE FOR 30 DAYS
- TRANSLATION IN 5 LANGUAGES
- INTERACTIVE TBD PROGRAM
- CV PICTURE AND COMPANY PROFILE
- 100 INNOVATORS
- TENNISON E-NEWSLETTER
- GROWING EVERYDAY TENNISON APP USERS



All in one app

- E-MAIL MARKETING
- PRESS AND MEDIA EXPOSURE
- INTERACTIVE
- NETWORKING
- FUNDING FOR YOUR COMPANY
- TBD INNOVATION AWARD PARTICIPATION
- 5,000 ATTENDANCE PROJECTED



# TECHNOLOGY BUSINESS DEVELOPMENT

TENNIS INNOVATION WEEK

October 27<sup>th</sup>-30<sup>th</sup>, 2021

[tbdtennisinnovationweek.com](http://tbdtennisinnovationweek.com)

CREATED BY



PARTNERS



GLOBAL PROFESSIONAL  
TENNIS COACH ASSOCIATION

ORGANIZED BY

