

REQUEST FOR EXPRESSION OF INTEREST

Cricket Expo at ICC Annual Conference 2025

The International Cricket Council is the global governing body for the sport of cricket. It organizes an Annual Conference in July each year which brings together representatives from all of its current 108 Member nations. At the Annual Conference 2025, ICC intends to deliver a Cricket Expo (**Cricket Expo**) which will bring entities working in the field of cricket to engage and collaborate with ICC Members to further the growth of cricket in its Member nations.

For the Cricket Expo, ICC is looking at inviting entities who operate in the following categories:

- **Cricket equipment** – entities providing products/services like cricket gears/equipment for hardball and softball cricket, cricket balls, clothing, training equipment, etc.
- **Cricket infrastructure** – entities providing products/services like ground equipment, scoreboard, sightscreens, portable nets, artificial/hybrid pitches, lighting solutions, ground covers, sports architects, etc.
- **Cricket technology** – entities providing products/services like competition management system, data collection system, athlete management systems, streaming solutions, coaching aids, performance management solutions, fan engagement, etc.
- **Sports marketing/management companies** – entities providing services like sponsorship sourcing/sale, event management, rights monetization, etc.
- **Sports for development** – entities working in this field and keen to work with our sport to deliver sporting and development objectives.

The Cricket Expo will provide a platform for entities operating in the above-mentioned categories in the following manner:

- Exhibitions spaces – by taking up stall/exhibition space for display of product/services.
- Presentation – by presenting to the ICC Members during various sessions/seminars held at the Annual Conference.
- A combination of exhibition space and presentations.

Event Details

- Location – JW Marriott South Beach, Singapore
- Date – 18 July 2025 & 19 July 2025

All interested entities are requested to submit their expression of interest (**EOI**) by filling in the form by clicking on this link <https://www.surveymonkey.com/r/XTPTBQK> or by scanning the QR code.



The last date to submit the EOI is **06th June 2025**. Any queries should be directed to Nancy Gonsalves on nancy.gonsalves@icc-cricket.com.

This request for EOI is an invitation only and not an offer. Submission of the EOI by an interested entity does not create a contract or any binding obligation between ICC and such entity.

ICC reserves the right (in its absolute discretion) to determine how to shortlist entities and to progress any discussions with such entities following submission of the EOI. The selection of the entities is subject to execution of the required documents, including (without limitation) standard terms and conditions of participation and deposit of a non-refundable participation fee, details of which will be communicated to the shortlisted entities at a later date.

This request for EOI shall be governed by and construed in accordance with the laws of England and shall be subject to the exclusive jurisdiction of the courts of England.