

# Invitation

## INNOVATION for SPORTS & PLAY

FieldLabs as a catalyst for greater user involvement in product and service development

You are cordially invited to the ProFit FieldLabs event, 25 - 26 June 2013 in Kortrijk, Belgium.

*Experience how cities, research institutes, and companies are changing the game in the area of sports and play. Let us inspire you in the development of FieldLabs for innovation for sports and play!*

A FieldLab for sports innovation is a research and development location in a real-life setting where:

- citizens can engage in sports and play activities;
- businesses can test their product prototypes;
- and universities can conduct research.

ProFit aims to stimulate innovation in the sports and play industry by developing an international network of FieldLabs. Two years ago we started setting up this network with Kortrijk, Sheffield, Delft, Belfast and Eindhoven. At the ProFit FieldLabs event we will show you our project results and insights on recognizing and building business opportunities in sports innovation. We will inspire you with new approaches in spatial development for sports and play and social interaction.

At the ProFit FieldLabs event you will be more than just a spectator. Cities, businesses, research institutes, NGO's, and other parties concerned with sport stimulation, product innovation, and business creation, are invited to get involved in the ProFit project. Please join us in our discussions and networking activities to develop the vision for FieldLabs through to 2020!

### Venue

**Museum 1302**  
Begijnhofpark,  
in the city of Kortrijk

### Tuesday, 25<sup>th</sup> June

- 19.00 Welcome and registration
- 19.30 Mini symposium with:
  - **Presentation - ProFit Project**  
by Cees van Bladel, Sports & Technology
  - **Presentation - "Key success factors of developing and commercializing innovative sport and play concepts"**  
by Ben Admiraal, CEO YALP
  - **Presentation - "The seductive city"**  
by ir. Ad de Bont, University of Technology Eindhoven and De Bont voor ruimte, Amsterdam
  - **Demonstration - Lugus-studios: fun, innovative and artistic games and experiences**
- 20.40 Panel discussion with our speakers and project partners
- 21.00 Enjoy drinks and snacks and a chance to network

### Wednesday, 26<sup>th</sup> June

- 11.00 - 12.30 Visit to DAS fair\* at XPO hallen
- 12.30 - 14.00 Networking Lunch
- 14.00 - 17.00 Workshops Vision 2020

\* The 'Doe Aan Sport' fair is a fair where children from the age of six can test over 90 different sports, play equipment, and games. ProFit will attend this fair with its Mobile FieldLab, including the innovative sports products 'Curb' and 'YOU.FO'.

### Registration

Participation to the ProFit FieldLabs event is free of charge. Travel and accommodation at your own expense. Please register before 18<sup>th</sup> June by e-mail to

After registration you will receive further practical details. If you have any questions or remarks, please don't hesitate to contact us.

Kind regards, on behalf of the ProFit project team

Cees van Bladel,  
Sports & Technology, lead partner ProFit

### Accommodation

If you need accommodation we can send a list with possibilities on request.

### Transport to the DAS fair

We will provide transportation (a small bus) to the DAS fair and back on 26<sup>th</sup> June.

#### Lead partner



#### Cities



#### Universities

