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Grey House Publishing Announces the 2020 Edition of *Sports Market Place*

Sports Market Place is a classic sports reference work that has served the sports industry for over 50 years, offering full coverage of 103 sports—from Air Sports to Yachting—including data on fast-growing segments such as cycling, fitness, gymnastics, martial arts, running, swimming, and weightlifting. With over 13,000 listings, this 2,300-page work comprises 10 chapters of useful contact and other business information, including professional services, college/youth leagues and teams, sports media, events, facilities, sponsors, and professional services.

In recent years, sports-related travel, construction, and apparel have all outperformed their non-sports counterparts, and the list doesn't stop there. Advertising, food, and entertainment are just a few of the other industries where sports play a major role, and this 2020 edition of *Sports Market Place* is the perfect key to this dynamic, multibillion-dollar industry. All users—whether media professionals, agents, athletic directors, coaches, athletes, job-seekers, service providers, or fans—will find the *Sports Market Place* to be an extremely invaluable resource.

Following the introduction is an article titled “*Deloitte's 2020 Sports Industry Outlook*” This 12-page article also discusses potential for 5G and cloud computing to enhance fan experience, both in stadiums and at home.

Arranged in useful, business-minded chapters, *Sports Market Place* contains listings full of valuable information, including company names, addresses, phone/fax numbers, websites, email addresses, business descriptions, detailed corporate data, and much more.

Chapter Play-by-Play:

- **Single Sports** has 2,084 sport-specific organizations, leagues, and teams that comprise 103 specific sports. This chapter includes all professional and minor leagues, coaches, and managers, as well as an alphabetical index.
- **Multi Sports** includes 12 specific categories, including athletic foundations, Olympic teams, halls of fame, and youth sports organizations. A total of 834 listings are featured, in addition to an alphabetical index.
- **College Sports** offers 1,698 listings, with associations, conferences, degree programs, and division I, II, and III schools included. Users will also find a comprehensive list of coaches, sports managements programs, and an alphabetical index.

- **Media** includes prominent newspaper, radio, and television sports programming. Listings include sports editors, reporters, commentators, show hosts, and an alphabetical index.
- **Sports Sponsors** includes 123 sponsors that support most major sports, including all college bowl games, plus an alphabetical index.
- **Professional Services** highlights 13 categories—from executive search services to ticket services—for a total of 1,685 listings. This chapter begins with an alphabetical index.
- **Facilities** contains 1,366 listings and includes seven categories from arenas to facility concession services. Here, users will find stadiums, race tracks, architects, management services, and an alphabetical index.
- **Manufacturers & Retailers** includes 1,929 listings, with a separate section for Software Manufacturers. Listings include valuable contact information, including key executives, products, and brands. This chapter includes two indexes: one by sport and one by subject.
- **Events, Meetings & Trade Shows** features 1,437 listings—160 of which are trade shows. Both events and trade shows are listed separately by sport and date. This section also includes two alphabetical indexes: one for trade shows and one for events.
- **Three All-Volume Indexes** are conveniently grouped in the back of the book. The **Entry Index** is a straightforward, all-inclusive alphabetical listing. The **Executive Index** is an alphabetical list of all key personnel, including each executive’s title and affiliated organization. The **Geographic Index** organizes all listings by country and state.

Additionally, buyers of *Sports Market Place, 2020* receive **one year of free online access** to this title on GOLD—the Grey House Online Database—at <http://gold.greyhouse.com>. Subscribers to this database have access to all of the data the *Sports Market Place* has to offer, plus the ability to search by Organization Name, Sport, Executive Name and Geographic Area, cutting research time in half. Plus, users can download contact sheets to create their own mailing list of sales leads and much, much more. Call 800-562-2139 for more information or to sign up for a free trial.

Sports Market Place is an invaluable resource for the U.S. sports industry, and will find a welcome place in all public and academic libraries, as well as in the hands of sports industry professionals of any kind. Whether users are involved in sports as athletes or spectators, as coaches or promoters, as members of sports organizations or a managers of event facilities, *Sports Market Place* is a must-have source for everything sports.

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