



SOCCKEREX

GLOBAL CONVENTION

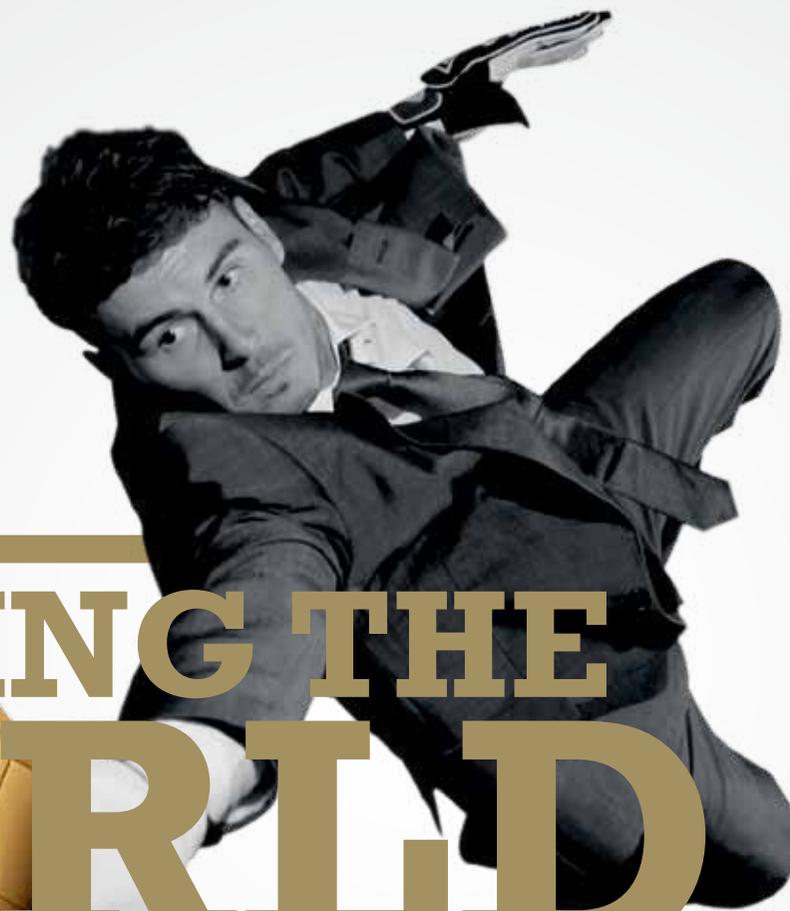
MANCHESTER

06-10 SEPTEMBER 2014

HOSTED BY



MANCHESTER



**BRINGING THE
WORLD
OF FOOTBALL
TOGETHER**

THE GLOBAL LEADER FOR THE BUSINESS OF FOOTBALL...

...IS RETURNING TO MANCHESTER, FOOTBALL'S CLUB CAPITAL



Ronaldo

Jérôme Valcke

Jeffrey Webb

Hassan Al Thawadi

Oliver Bierhoff

Lucas Moura

Roy Hodgson

Ronald de Boer

Ruud Gullit

Pierre van Hooijdonk

Arthur Numan



“THE NEW FOUR YEAR RELATIONSHIP IS A MAJOR COUP FOR THE CITY AND WILL GENERATE WELL IN EXCESS OF £20 MILLION FOR THE LOCAL ECONOMY DURING THE LIFE OF THE CONTRACT. THE GLOBAL CONVENTION COMMANDS SIGNIFICANT INTERNATIONAL MEDIA ATTENTION AND WILL FURTHER STRENGTHEN MANCHESTER’S POSITION AS THE SPIRITUAL HOME OF FOOTBALL IN THE UK.”

ANDREW STOKES

CHIEF EXECUTIVE OF MARKETING MANCHESTER



“I AM REALLY LOOKING FORWARD TO THE WORLD CUP IN BRAZIL AND I AM ALSO LOOKING FORWARD TO REPRISING ITS SUCCESS AT SOCCEREX IN MANCHESTER FOR THE GLOBAL CONVENTION IN SEPTEMBER. I WISH YOU ALL A GREAT 2014 FOOTBALL EXPERIENCE!”

JOSEPH S. BLATTER
PRESIDENT, FIFA



“WE HAVE ALWAYS BEEN A BIG SUPPORTER OF SOCCEREX AND ARE LOOKING FORWARD TO GETTING MORE DEEPLY INVOLVED WITH THE GLOBAL CONVENTION IN MANCHESTER OVER THE COURSE OF THE NEXT FEW YEARS IN THE BUILD UP TO THE NEXT WORLD CUP... IT PROVIDES AN INVALUABLE PLATFORM FOR US IN WORLD FOOTBALL AND WE ARE ALREADY ENGAGED IN DEEP DISCUSSION TO BRING SOCCEREX TO RUSSIA.”

ALEXEI SOROKIN
CEO, 2018 FIFA WORLD CUP RUSSIA™ LOC



“SOCCEREX SHOWS WHAT FOOTBALL CAN GENERATE. IT INTERESTS EVERYONE, SO I AM VERY HAPPY TO BE HERE.”

GIANNI INFANTINO
GENERAL SECRETARY, UEFA



“IT’S AN EASY SYNERGY TO ACHIEVE BETWEEN OUR RESPECTIVE ORGANISATIONS, BASED ON THE EXPERTISE OF SOCCEREX, PROVIDING IMPORTANT KEY EVENTS FOR KEY STAKEHOLDERS ALL AROUND THE GLOBE.”

HICHAM EL AMRANI
SECRETARY GENERAL, CAF

A PROVEN PRODUCT WITH GUARANTEED RESULTS

CONFERENCE

08-10TH SEPTEMBER 2014



NETWORKING & ENTERTAINMENT

06-10TH SEPTEMBER 2014



EXHIBITION

08-10TH SEPTEMBER 2014



FOOTBALL FESTIVAL

06-07TH SEPTEMBER 2014



GLOBALLY ENDORSED



SOCCEREX AMBASSADORS



“SOCCEREX IS A GLOBAL BRAND WHOSE NETWORK STRETCHES ALL OVER THE WORLD. WITH THE SOCCEREX GLOBAL CONVENTION COMING TO MANCHESTER IN 2014, THERE IS A NATURAL AFFINITY AND I’M LOOKING FORWARD TO WELCOMING THE WORLD OF FOOTBALL TO MANCHESTER NOT ONLY AS A FOOTBALL DESTINATION ON THE PITCH, BUT A MAJOR INTERNATIONAL CITY FOR THE BUSINESS OF FOOTBALL OFF THE PITCH.”

GARY NEVILLE
SOCCEREX AMBASSADOR AND ENGLAND LEGEND

DID YOU KNOW?
OVER THE PAST 3 YEARS THE GLOBAL CONVENTION HAS ATTRACTED OVER **12,000** DELEGATES FROM OVER **90** COUNTRIES

ENGAGING WITH FOOTBALL'S MAJOR EVENTS CALENDAR

MORE THAN 30 MAJOR INTERNATIONAL FOOTBALL TOURNAMENTS WILL TAKE PLACE GLOBALLY IN THE NEXT FOUR YEARS AND THE 2018 FIFA WORLD CUP™ RUSSIA, THE UEFA EURO 2020 AND THE 2022 FIFA WORLD CUP™ QATAR WILL ALL GO THROUGH CRUCIAL PHASES OF THEIR PREPARATION. THE SOCCEREX GLOBAL CONVENTION WILL PROVIDE A PROVEN PLATFORM FOR THE CONFEDERATIONS AND LOCS INVOLVED AND THE MULTIPLE BUSINESS OPPORTUNITIES THE EVENTS CREATE



THE BUSINESS PITCH FOR RIGHTS HOLDERS AND BRANDS

SOCCEREX IS **THE** EVENT TO MEET FOOTBALL'S RIGHTS HOLDERS, PROVIDING ACCESS TO BRAND REPRESENTATIVES AND SENIOR FIGURES FROM THE GAME'S LEADING CLUBS, LEAGUES, FEDERATIONS AND ORGANISING BODIES



FINANCE & LAW

From the transfer of players to the purchasing of clubs, football today involves a host of multi-million pound deals which are underpinned by a variety of financial and legal requirements and opportunities.

CLIENTS INCLUDE:



PERFORMANCE

Success off the pitch is preceded by success on it. As a result, the business of sports performance has grown dramatically as clubs seek to make the marginal gains in areas such as scouting, player performance and sports medicine that will allow them to get ahead of their competitors.

CLIENTS INCLUDE:



DID YOU KNOW?

THE VALUE OF THE EUROPEAN FOOTBALL MARKET IS **€19.4BN***

REFINED CONCEPT TO MEET INDUSTRY NEEDS

FOCUSED
CONFERENCE TOPICS
AND GUEST SPEAKERS

PRIVATE
NETWORKING
WITH CLUBS

2014

DEDICATED WORKSHOPS
FEATURING THOUGHT
LEADER INTERVIEWS, CLUB
PANELS AND INDUSTRY
PRESENTATIONS

TARGETED
NETWORKING
OPPORTUNITIES

DID YOU KNOW?

ALMOST **£3.5BN** HAS BEEN INVESTED IN FOOTBALL STADIA AND FACILITIES IN ENGLAND ALONE OVER THE PAST 20 YEARS**

STADIA

The amphitheatres of modern football serve as so much more than a place to watch a match. From innovative sponsorship opportunities and corporate hospitality experiences to non-match day activities such as concerts, conferences and banqueting, stadia are constructed to serve as revenue-generating assets all year round.

CLIENTS INCLUDE:



COMMERCIAL

Football's ascension from professional sport to big business has been driven by broadcast deals, sponsorship contracts and other commercial activities which ensure clubs can profit from the success of their teams on the pitch.

CLIENTS INCLUDE:



SETTING THE AGENDA FOR GLOBAL FOOTBALL

LEARN FROM THE THOUGHT-LEADERS THROUGHOUT THE INDUSTRY



DELIVERING FOCUSED BUSINESS CONTENT FOR THE INDUSTRY'S KEY SECTORS, INCLUDING:

FINANCE/LAW
STADIA
PERFORMANCE

COMMERCIAL RIGHTS HOLDERS
DIGITAL AND MEDIA

PROPOSED TOPICS INCLUDE:

MASTERS OF THE TRANSFER MARKET
FOOTBALL AND THE DIGITAL AGE
DELIVERING MAJOR FOOTBALL TOURNAMENTS
HOW TO RUN A CLUB SUCCESSFULLY
THE ROLE OF THE MANAGER IN MODERN FOOTBALL
UNDERSTANDING FOOTBALL'S CORPORATE SOCIAL OPPORTUNITY
AND MANY MORE...



"SOCCEREX HAS ESTABLISHED ITSELF AS THE GLOBAL LEADING FOOTBALL CONFERENCE BRINGING TOGETHER THE BUSINESS OF FOOTBALL."

JOSEPH S. BLATTER
PRESIDENT, FIFA

NETWORK WITH THE GLOBAL FOOTBALL INDUSTRY

DELEGATES HAVE ACCESS TO THE NETWORKING CAFE, THE ONLINE NETWORKING TOOL, SOCCERMATCH AND A VARIETY OF SOCIAL EVENTS TO GROW THEIR BUSINESS NETWORKS



THE IDEAL FORUM TO DO BUSINESS...

"DURING THE EVENT WE FORGED A NEW RELATIONSHIP WITH INDIVIDUALS REPRESENTING EMERGING FOOTBALL MARKETS. INDIA IS A COUNTRY WHERE MANY LIVERPOOL FC SUPPORTERS RESIDE AND WE WERE ABLE TO MEET DSK GROUP EXECUTIVE DIRECTOR SHIRISH KULKARNI AND START CONVERSATIONS AROUND THE LAUNCH OF A LIVERPOOL FC INTERNATIONAL ACADEMY IN PUNE, INDIA. THE LIVERPOOL FC - DSK ACADEMY HAS NOW OFFICIALLY BEEN ANNOUNCED AND WE LOOK FORWARD TO WORKING WITH THEM ON THIS EXCITING NEW VENTURE."



DAN WHITE
HEAD OF SOCCER SCHOOLS,
LIVERPOOL FC

"SOCCEREX WAS WHERE I STARTED DISCUSSIONS WITH MY FAVORITE FOOTBALL CLUB, LIVERPOOL FC, WHICH ULTIMATELY LED TO LAUNCHING THE FIRST PREMIER LEAGUE CLUB-BRANDED RESIDENTIAL ACADEMY IN INDIA, LIVERPOOL INTERNATIONAL FOOTBALL ACADEMY DSK. I WANT TO THANK SOCCEREX FOR PUTTING TOGETHER A FANTASTIC PLATFORM FOR MEANINGFUL FOOTBALL DISCUSSIONS AND LIBERO SPORTS INDIA FOR INVITING ME TO BE A PART OF THEIR DELEGATION TO MANCHESTER AND INTRODUCING ME TO LIVERPOOL FC SO I COULD DISCUSS MY ACADEMY PLANS."



SHIRISH KULKARNI
EXECUTIVE DIRECTOR,
DSK GROUP

THE IDEAL PLATFORM TO SHOWCASE YOUR ORGANISATION

EXHIBITORS AT THE SOCCEREX GLOBAL CONVENTION ARE POSITIONED AT THE NETWORKING CENTRE OF THE FOOTBALL INDUSTRY'S KEY BUYERS



ARJOWIGGINS SECURITY CASE STUDY



ARJOWIGGINS SECURITY WAS CHOSEN AS THE OFFICIAL LICENSED TICKET PRODUCER FOR BOTH THE FIFA CONFEDERATIONS CUP 2013 AND THE 2014 FIFA WORLD CUP™. THEY HAVE ACKNOWLEDGED THAT THEIR CONTINUED PRESENCE AT SOCCEREX, WHERE THEY COULD SHOWCASE THEIR UNIQUE TECHNOLOGY, DEFINITELY CONTRIBUTED TO STRENGTHEN THEIR WORLDWIDE REPUTATION AND PAVED THE WAY FOR NEW BUSINESS OPPORTUNITIES.

ALIGN YOUR BRAND WITH THE GLOBAL FOOTBALL COMMUNITY

THE SOCCEREX GLOBAL CONVENTION OFFERS A WEALTH OF SPONSORSHIP OPPORTUNITIES TO INCREASE THE PRESENCE OF YOUR BRAND



FROM EXTENSIVE MARKET EXPOSURE TO DIRECT ACCESS TO FOOTBALL'S KEY DECISION MAKERS, WE CAN TAILOR YOUR SPONSOR PACKAGE TO SUIT YOUR BUSINESS NEEDS.

DON'T JUST TAKE OUR WORD FOR IT...



NETWORKING CAFE



DRINKS EVENING

"TO BE ABLE TO COME HERE AND BE SEEN BY EVERYONE IN THE INDUSTRY AT ONE TIME IS TRULY INVALUABLE."
CHRISTOPHER PEPE
 VICE-PRESIDENT OF GLOBAL SPONSORSHIPS, VISA



APPAREL PARTNER

"SOCCEREX IS FOCUSED AROUND NETWORKING AND WE HAVEN'T EXPERIENCED AN EVENT WITH THIS PROFILE BEFORE. I BELIEVE LAST YEAR'S EVENT WAS VERY POSITIVE AND THE EXPECTATIONS FOR THE FUTURE ARE THAT THE EVENT WILL GROW."
RICARDO DI SORA
 FORMER SPORTS MARKETING MANAGER ADIDAS



FOOTBALL FESTIVAL SUPPORTER

"SOCCEREX PROVIDED MCDONALD'S WITH A GREAT OPPORTUNITY TO CARRY OUT CREATIVE ACTIVITIES TO ENTERTAIN THE GENERAL PUBLIC DURING THE FOOTBALL FESTIVAL. THE ENERGY AND THE EXCITEMENT OF THE EVENT, BESIDES THE PROFESSIONALISM OF THE WHOLE SOCCEREX STAFF, WERE DEFINITELY KEY FOR THE HUGE SUCCESS WE EXPERIENCED. WE ARE LOOKING FORWARD TO BEING PART OF THE SHOW GOING FORWARD."
DAVID GRINBERG
 HEAD OF SPORTS, LATIN AMERICA MCDONALD'S

UNRIVALLED MEDIA COVERAGE

FOOTBALL'S BIGGEST NAMES BRING THE WORLD'S MEDIA AND THE CHANCE TO BENEFIT FROM THE GLOBAL ATTENTION SOCCEREX RECEIVES



“WHEN FOOTBALL MEETS THE ECONOMY AND FOOTBALL MEETS MEDIA, IT IS SOCCEREX.”

JOSEPH S. BLATTER
President, FIFA

SOCIAL MEDIA FACTS & FIGURES FROM SOCCEREX'S LAST EVENT IN MANCHESTER:

64MILLION

THE TOTAL REACH FOR SOCCEREX ON SOCIAL MEDIA ON THE WEEK OF THE EVENT

#SOCCEREX

WAS TRENDING IN THE UK WHEN THE OVERALL ACTIVITY PEAKED AT 827 TWEETS WITHIN AN HOUR.



SoccerExPro is the new joint venture between Soccerex and leading sports news provider, SportsPro. The magazine is published digitally on a quarterly basis, with a supporting print run at Soccerex events.

The venture also brings about SoccerExPro Daily, a free daily newsletter e-bulletin, featuring the latest football business news and insights where you can promote your company and services before and at the event.





OUR TWO-DAY SOCCEREX FOOTBALL FESTIVAL COMBINES AN INTERNATIONAL TOURNAMENT FEATURING SOME OF THE GREATEST LEGENDS IN WORLD FOOTBALL, LOCAL ENTERTAINMENT, COMPETITIONS AND MORE!

AFTER GOING AROUND THE WORLD, THE SOCCEREX FOOTBALL FESTIVAL WILL BE HELD IN THE CLUB CAPITAL OF THE WORLD, MANCHESTER!

The Soccerex Football Festival is a free to attend event for delegates and the general public and brings a fun day for the whole family with:

- ENTERTAINMENT
- FOOTBALL FREESTYLE
- PRIZE GIVEAWAYS
- MUSIC
- FOOTBALL LEGENDS
- CORPORATE SOCIAL RESPONSIBILITY
- ACTIVATION & INTERACTION

PREVIOUS SPONSORS INCLUDE:

SONY

BRAHMA



Unimed Rio

VISA



ENTERTAINMENT



PRIZE GIVEAWAYS



ACTIVATION & INTERACTION

The Football Festival brings a range of B2C sponsorship opportunities, providing a great platform for its sponsors to interact and engage with the consumers in addition to global media coverage.

FOOTBALL FREESTYLE



MUSIC



FOOTBALL LEGENDS



CORPORATE SOCIAL RESPONSIBILITY



BE PART OF THE WORLD'S LARGEST FOOTBALL BUSINESS EVENT

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Hosted by



MANCHESTER

Global Partners

