



IFF EVENT ORGANISER BIDDING QUESTIONNAIRE

Introduction

A bid for any IFF event shall be built on the following documents:

IFF Rules of the Game (<http://windows3.salibandy.net/Liitetiedostot/Rules%20of%20the%20Game%20Edition%202010.pdf>), Organisers Regulations

(<http://windows3.salibandy.net/Liitetiedostot/Regulations2013/Organiser%20Regulations%20Edition%202013.pdf>) and the Events Handbook (http://issuu.com/iff_floorball/docs/iff_event_handbook_2012).

It is of greatest importance that the bid satisfies the requirements stated. In this questionnaire IFF wants the bidder for an IFF event to in short explain how the organiser plans to organise the IFF event.

Bidding Association:

SWEDISH FLOORBALL FEDERATION

Contact person:

| | |
|----------------------|-----------------------------|
| Name | Function |
| Magnus Nilsson | Event Manager |
| Phone | E-mail |
| +46 (0)8 51 42 74 42 | Magnus.Nilsson@innebandy.se |

The bid concerns the following IFF event (only one event per questionnaire):

Women's World Floorball Championships 2017

Proposed bid Place(s) and dates for the event:

Place/Host City:

VIDA Arena, Fortnox Arena and Teleborgshallen, Växjö

Date:

02-10.12.2017

Motivation and objectives for the Local Organiser to organise the event:

To continue to support the international development of the sport by offering a World Championships in top class to the floorball community

Description of the Political support for the organiser

(brief description, letters of support shall be attached):

See attached document, Appendix:
no. 1 Application
no. 2 Letter of Support

Description of potential problematic conditions in the organiser's country

IFF member countries have to be granted visas for the Event by the organising countries:

Ambush marketing

There are no currently identified problematic conditions regarding implementing a comprehensive rights protection programme.

Customs

As long as the imported goods are within the Swedish law there won't be any problematic conditions for goods and situation mentioned in 3.2.3.

Immigration/Visa/Work Permits.

If the foreign nationals have a valid passport (and if necessary applies for visa) they will be permitted to enter Sweden and the event without any problems.

Anti-Doping Laws

The Swedish Floorball Federation is following the World Anti-Doping Code which is the official anti-doping regulation for all sports who are members of Swedish Sports Confederation.

Proposal of the Ticketing system to be used (brief description):**Planned Ticketing system (Daily tickets, Ticket categories, etc):**

The overall vision for the ticketing system is: Everyone should be able to watch the championship. The intention is that the ticketing system appeals to everyone's purchasing power. To fulfil our ticketing vision we consider using the following ticketing system: daily tickets, tournament packages, final round packages and club packages. We also intend to create "follow your team packages" for all the participating countries. The final ticketing system will be set 6 months prior to the championship.

Purchases from abroad:

The ticketing system of Växjö, Actor, works with Google translate. This means that every customer can buy tickets on their preferred language. Actor can also be programmed with all of the above packages.

Number of Volunteers needed (estimated number) and the Structure of the Organisation**Number of Volunteers:**

Match arrangements: VIDA 50-70 persons, Fortnox 50-70 persons
City arrangements: 50-70 persons

Organisation:

We intend to improve the central control. For example, early employment of personnel for key functions. We also focus on a continued strong local engagement. For example by distinct areas of responsibility for the regional parties.

Number of Venues, size of floor and spectator capacity, number of dressing rooms etc...

Match venue (for play off 9-10.12.2017): VIDA Arena

- **floor size/playing size:** ice hockey arena that will be adjusted to floor ball
- **spectator capacity:** 4700 seating capacity and 1000 standing capacity
- **Number of dressing rooms:** 10 rooms for teams and referees
- **Meeting rooms:** 4
- **VIP rooms:** lounge capacity for 400 persons and a number of sky boxes
- **Match clock/Scoreboard:** Yes
- **others:** 7 kiosks, restaurant for 250 persons, 96 toilets

Match venue 1: Fortnox Arena A

- **floor size/playing size:** 46 x 26 meter/40 x 20 meters only floorball lines
- **spectator capacity:** 1250 seating capacity and 350 standing capacity
- **Number of dressing rooms:** 4 rooms for teams and 2 for referees
- **Meeting rooms:** 2
- **VIP rooms:** 2
- **Match clock/Scoreboard:** Yes
- **others:** 100 m LED Commercial signs, complete TV-studio, 20 hcp seats

Match venue 2: Teleborgshallen

- **floor size/playing size:** 41 x 21/40 x 20 handball arena that will be adjusted to floorball
- **spectator capacity:** 1058 seating capacity and 216 standing capacity
- **Number of dressing rooms:** 11 rooms for teams and referees
- **Meeting rooms:** 2
- **VIP rooms:** 1
- **Match clock/Scoreboard:** Yes
- **others:**

Training venue: Fortnox Arena B

- **floor size:** 45x25 meters / 40 x 20 meters
- **Number of dressing rooms:** 4 rooms for teams and 1 for referee
- **Others:** Spectator capacity 350

Safety and Security arrangements, Medical facilities and Anti-Doping controls (brief description):

Security (in-house or out-sourced):

We have fully trained security personal, which has worked both during SSL matches and SHL matches (Swedish Hockey League). We also have good relations with external security companies that can help if needed.

Medical facilities:

- **In the venues:** VIDA arena 2 defibrillators, 1 stretcher, first aid kits to be worn by stewards, Fortnox Arena has 1 defibrillator, 1 stretcher, first aid kits to be worn by stewards.
- **Hospitals:** distance from hospital to the arena: 3 km. The hospital is a level2 trauma-hospital, that means that that they don't have neurosurgery and surgery in thorax. The ambulance service is excellent with at least one paramedic/RN in every ambulance.

Anti-Doping (IFF Anti-Doping Regulations):

- **Doping control room in the venue (Yes/No):** YES
- **Local contact to National Anti-Doping Organisation (Yes/No):** YES

Accommodation system

Type of accommodation (price level, number of hotels in the cities, hotel standard):

In Växjö you will find accommodations varying from 4-star hotels in central Växjö to hostels in the city centre or just outside Växjö.

| | Number of rooms | Number of beds | Distance to arena |
|-----------------------------------|-----------------|----------------|-------------------|
| Hotel | | | |
| Scandic Hotel Växjö | 123 | 259 | 0,8 km |
| Best Western Hotel Royal Corner | 159 | 329 | 1,7 km |
| Clarion Collection Hotel Cardinal | 111 | 168 | 2,0 km |
| Elite Park Hotel | 76 | 187 | 2,1 km |
| Buta Palats | 70 | 93 | 2,2 km |
| PM Hotel | 74 | 148 | 2,2 km |
| Elite Stadshotellet | 163 | 274 | 2,4 km |
| Hotell Esplanad | 25 | 41 | 2,4 km |
| Hotell Varend | 22 | 36 | 2,7 km |
| Quality Hotel Växjö | 147 | 276 | 4,3 km |
| Teleborgs slott | 23 | 39 | 4,9 km |
| Öjaby Herrgård | 45 | 77 | 6,5 km |
| Toftastrand Villa Vik | 24 | 44 | 8,8 km |
| Golfhotell1 | 12 | 24 | 9,1 km |
| Villa Gransholm | 13 | 24 | 15,1 km |
| Hostel | | | |
| Växjö City Vandrarhem | 9 | 44 | 2,3 km |
| Växjö Vandrarhem, Evedal | 30 | 90 | 7,9 km |
| Total Växjö | 1126 | 2153 | |

Below you will find offers from some of the hotels mentioned above. The mentioned prices are suggested for an event to be held in Växjö in 2015, the prices may be due to changes in 2017. The prices are valid for standard rooms and include breakfast and VAT.

Prices in SEK

Hotel

BEST WESTERN ROYAL CORNER

(Monday – Friday)

| | |
|--------|--------|
| Single | 800:- |
| Double | 1000:- |
| Triple | 1200:- |
| 4-bed | 1400:- |

(Friday – Monday)

| | |
|--------|--------|
| Single | 600:- |
| Double | 800:- |
| Triple | 1000:- |
| 4-bed | 1200:- |

ELITE STADSHOTELLET & ELITE PARK HOTEL

(Monday – Wednesday)

| | |
|--------|--------|
| Single | 800:- |
| Double | 1000:- |

(Thursday – Sunday)

| | |
|--------|-------|
| Single | 575:- |
| Double | 800:- |

SCANDIC HOTEL VÄXJÖ

(Monday – Friday)

| | |
|--------|--------|
| Single | 950:- |
| Double | 1050:- |
| Triple | 1250:- |
| 4-bed | 1450:- |

(Friday – Monday)

| | |
|--------|--------|
| Single | 750:- |
| Double | 850:- |
| Triple | 1050:- |
| 4-bed | 1250:- |

QUALITY HOTEL VÄXJÖ*(Monday – Friday)*

| | |
|--------|--------|
| Single | 800:- |
| Double | 900:- |
| Triple | 1100:- |

(Friday – Monday)

| | |
|--------|-------|
| Single | 500:- |
| Double | 650:- |
| Triple | 850:- |

HOTELL VÄREND*(Monday – Friday)*

| | |
|--------|-------|
| Single | 695:- |
| Double | 850:- |

(Friday – Monday)

| | |
|--------|-------|
| Single | 550:- |
| Double | 695:- |

Hostel**VÄXJÖ VANDRARHEM**

Bed in 2-6 room from 200 :- . Breakfast and hire of bedding is not included in the price.

System of booking (via LOC/Agency or directly):

Växjö & Co can arrange for the first contact with the hotels concerning the first reservations or rooms for the teams. When the teams have decided where they would like to stay we suggest that they stay in direct contact with the hotel to plan the last details in the bookings.

Transportation system (arrival city/cities and description of planned transportation):**Transportation system:**

It is easy to get to Växjö. Six major trunk roads and direct and high speed rail links to and from Stockholm, Gothenburg, Malmö and Copenhagen. Only 8 km from the centre of town lies the regional airport – Växjö Småland Airport. Today there are daily flight connections from Stockholm (Arlanda and Bromma) and direct flights from Oslo (Oslo Lufthavn), Amsterdam (Schiphol), Alicante and Düsseldorf.

Flight*Nearby major international airports*

| | |
|----------------------------|--------------------|
| Arlanda Airport, Stockholm | 50 min (by flight) |
| Landvetter, Gothenburg | 2,5 h (by car) |
| Sturup, Malmö | 2,5 h (by car) |
| Kastrup, Copenhagen | 2,5 tim (by train) |

Train*Distance in time to major cities by train*

| | |
|------------|-------|
| Malmö | 1,5 h |
| Gothenburg | 3,0 h |
| Stockholm | 3,5 h |
| Copenhagen | 2,5 h |

Car*Distance in km to major cities by car*

| | |
|------------|--------|
| Kalmar | 110 km |
| Halmstad | 120 km |
| Jönköping | 120 km |
| Malmö | 195 km |
| Gothenburg | 230 km |
| Stockholm | 425 km |
| Copenhagen | 240 km |

Transportation for the teams

Since May 2014 Växjö has an international flight connection to a major European hub, Schiphol in Amsterdam. The teams can easily fly to Växjö with good connections.
The project will also cover the local transport for the teams and referees between the hotels and the arena.

Transportation radius in km from venues outside the LOC designated hotel list:

10 km

Marketing (in accordance with IFF Commercial system)**Present Local Federation Sponsors:**

Main Sponsors: Svenska Spel – Försvarsmakten

Partners: Honda – SJ – Folksam – Asics – Unisport – Unihoc/CR8ER

Potential Local Event Sponsors:

Fortnox, Fortnox International, Bilinredarna, Grand Samarkand, Balco, Arenastaden, Kosta Boda

Planned Marketing Elements to be used (Adjacent events, campaigns, etc) :

An overall marketing strategy will, in close cooperation with the host city, be developed during 2015. The marketing strategy will be focused on selling tickets and contains the following elements, awareness, positioning the event based on our vision and objectives and finally sales.

Example of marketing elements

A sales campaign is planned for the swedish floorball family

A city promotion campaign by using the city owned marketing elements to “dress” the city in floorball.

Sales System of LOC Marketing Rights:

TBD

TV Broadcasting/Internet-TV:**Contacts to Local Broadcasters/Internet-TV:**

IFF is the solely owner of all TV rights.

Plans for Local Broadcasting/Internet-TV:

Yes, both the arenas are prepared for broadcasting.

Space for TV cameras and commentators in the venues:

Yes, both the arenas are prepared for broadcasting.

Media and Press Centre:**Level of Media Accreditation (what level of requirements for the journalists):**

The Media accreditation will follow the requirements outlined by IFF.

Press Centre and Press Conferences (Everyday press conferences, Press releases):

TBD

LOC Web-page plans and timetable:

TBD

Finance (bid for the organisation and commercial rights, preliminary budget shall be attached):

The total turnover is estimated to SEK 3.000.000.

Appendix:

no. 3 Preliminary budget

no. 4 IFF Organisers Applicant waiver

Date:

Solna, Sweden 15.5.2014

Signatures:

The signatures confirm that we will organize the event bidden for should it be awarded to us.

| | |
|----------------------------|------------------------------------|
| | |
| Tomas Engholm President | Göran Harnesk Secretary general |

The questionnaire shall be signed and sent in as a pdf to kratz@floorball.org