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ACCREDITATION

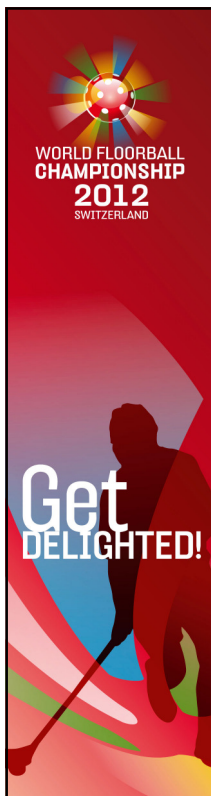
IFF Accreditation system

- Accreditation is valid for all 3 arenas
- Designated IFF «zone» in Sporthalle Wankdorf and Saalsporthalle
- Designated seats in Hallenstadion

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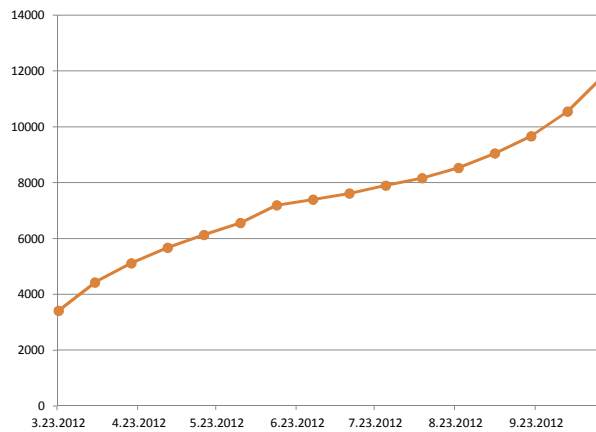


The diagram illustrates the IFF Accreditation system for the Women's World Floorball Championship 2011. It shows a grid of seats with designated zones for accreditation. The diagram includes logos for Gerflor, ASICS, and UNI-HOC, and the text 'Get INSPIRED! SWITZERLAND'.



MARKETING

Ticketing (standing 19 Oct 2012)



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TICKETING

- Ticket sale is increasing
- Opening day in Bern already sold out
- Just 2000 tickets left for the final day (out of 11'500)
- Slow ticket sale in Saalsporthalle (as expected)
- Up to 1500 pupils enrolled in Saalsporthalle per day to fill the arena

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MARKETING

Sponsoring budget fully reached



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SUSTAINABILITY

Launch of the project «WFC-fever»

- Creation of floorball teaching material
- Realization in WFC «Look & Feel»
- Clubs are teaching floorball in schools
- Over 40 enrolled clubs / 50 enrolled schools
- Goal: Gain new floorball player

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SUSTAINABILITY



The «WFC-fever» Game




START > Los geht's das UNI-HOCKEY-Leiterlenspiel...

ZIEL Geschäft! Gratulation!

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MERCHANDISING

Launch of the online shop in Week 43




WM-FANSHOP
STOCKSCHLAG.CH/WMFANSHOP

stockschlag.ch


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weggenstrasse 11
7000 chur chur@stockschlag.ch
tel. 081 252 70 75
fax. 081 252 70 66 ink indoor sport
hofackerstrasse 4
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MEDIA PARTNERS




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by **SWISS TXT**

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- Switzerland's strongest journal «for free»
- 633'000 readers
- 1 Mio user per day
- 81'000 sold iPhone Apps

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Zurich/Berne 02.12.-09.12.2012

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