

Floorball Village at ispo Sport & Style, July 8th – 10th, 2007

Participants:	Manufacturers: Blast, Canadian, Exel, Fat Pipe, Karhu, Salming, SB-yhtiöt, Zone, Uher and Unihoc
	DUB: D. Stieger, K. duRoi, M. Liebing and 18 volunteers
	WFC 2008: Jan Jirovsky
	IFF: A. Paavilainen, M. Bruun and J. Liljelund

Report on present issues

1. *Set-up and preparations*

- The whole project was initiated by the manufacturers in the Development Board and after inviting an other five entered. The objective of the fair was to give the Central European sports market a true vision of what Floorball is today and re-launch it to the retailers in this area.
- IFF planned the whole set-up together with both ispo (J. Tapia) and the Scandinavian Outdoorgroup (M.Kössler). The practical arrangements and the daily schedule was made by the IFF Office.
- The set-up gave the manufacturers a possibility to enter a ready made table, with standardized booths and services provided by ispo.

2. *Floorball Village*

- The Floorball Village was a specially designed open area with manufacturer booths and an activity zone for “try it yourself”-stations in the middle (Speed Shooting, Accuracy shooting, Dribble track, Beat the goalie, small field play).
- Adjacent to the village we had a Floorball field, where World class players (Quist, Calebsson, Öhman, Huhtimo, Kamaj etc.) played exhibition matches three times per day.
- In the Floorball Village there was a Floorball Bar, built by ispo, to gather more visitors to the village.
- The activities were lead by IFF and executed by the DUB
- IFF, DUB and the WFC 2008 gave information about our activities and upcoming events.

3. *Media exposure*

- The Floorball Village received a lot of exposure from ispo both before and during the fair. For example the Floorball Village was included at the fair list of things you must see and Floorball was included in all ispo magazines.
- The ispo TV showed pieces from the matches and the village in all the internal TV’s at the fair. The Village was filmed by at least the ZDF, Bavarian TV and Munchen TV
- IFF organised a Press Event, with help of the media agency Matthias Assmann for the Sports industry journalists, with at least ten journalists attending.
- IFF co-operated with the German Unihockeyportal.de, which produced a lot of material, like pictures, videos and interviews on their web-site.

4. *Feedback*

- The Floorball Village gathered a very vast number of visitors during the fair and there were a lot of persons trying the sport.
- The overall feedback from the manufacturers has been very positive, most of them where really pleased, but there was some concern of how this actually will effect their sales in the future. All however agreed that this needs to be continued, in order to have the sport visible.
- Ispo have given really positive feedback and are pleased with the return on investment they made for the fair. Ispo has already planned to invite the Floorball Village again for the Winter ispo 2008, but without the Floorball matches, due to lack of space at the far bigger winter fair.
- The co-operation with the manufacturers worked well for most of the time, especially after we had made it clear that this is an event to promote firstly the sport and not a specific brand. We got to know the biggest manufacturers really well and this will be of help in the future.
- Also the co-operation with DUB was very good and positive and this gives a good foundation for further co-operation. DUB also gave a positive feedback to IFF for the conduct of the Floorball Village.
- For the future, we need to have only one contact point in organising such events, since the communication didn’t always work in the triangle IFF – SOG – ispo.

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Upcoming meetings and issues

- The manufacturers started planning for a smaller Floorball Village during the winter ispo 2008. Ispo has agreed to invest quite a number of money to it and only one manufacturer has so far said that they will not participate, due to that they have their own exhibition at ispo.
 - Ispo is planning to send out an invitation to the participants of the ispo Sport & Style and IFF has been asked by the manufacturers and ispo to run the show also for the winter ispo.
 - The Development Board will discuss the issue during September
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Issues that need to be discussed or decided upon or taken action upon

- To have a principal discussion about the level of IFF involvement in the future ispo events.
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New ideas, etc...

- To invite also the Austrian and Slovak federations to participate.