



INTERNATIONAL APPEARENCE OF FLOORBALL ISPO SUMMER 2007



Objective and Scope

- The IFF Development Board decided in its meeting during the WFC2006 that the IFF Office and Ms. Marja-Leena Koskinen (Exel) shall be given the task to make a proposal for a common presentation of Floorball by the different manufacturers and the IFF at the summer ISPO of 2007.
- The objective of this Floorball performance at the ISPO 2007, is to give the German, Austrian and regional market a true vision of what Floorball is today and re-launch it to the retailers in this area.
- We have thanks to the support of Messe München, been able to build quite a interesting proposal for the Floorball manufacturers both in and outside the Development Board
- The objective is to have as many manufacturers possible in the Floorball village in the ISPO 2007 Summer Fair.

Just any trade show?



ispo trade shows 2007

- ispo Munich Feb 4-7th est. 65.000 visitors
- ispo Moscow 19-22 Feb est. 10.000 visitors
- ispo Beijing 14-17 March est. 15.000 visitors
- **ispo Munich 9-11 July est. 20.000 visitors**
- Ispo Moscow Sept. 5-8 est. 10.000 visitors

ispo B2B communication network

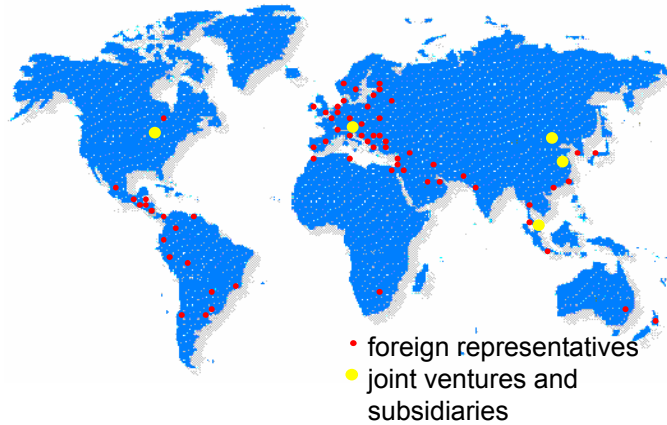


ispo B2B communication network

- ispo_websites 105.000 / monthly visits
- ispo_newsletter circ. 120.000 / bi-weekly
- ispo_preview circ. 220.000 / per show
- in_sport Russia circ. 15.000 / bi-monthly
- SNAP Magazine China circ. 20.000 / bi-monthly



ispo Group worldwide network



> a total presence in 80 countries worldwide



ispo Group competence center

U.S.A.



Japan



China



Scandinavia



Italy



France



Russia



Spain





The Sell-in arguments to ISPO

- The main countries of Floorball are Finland, Sweden, Norway, Switzerland and Czech Republic.
- The new countries where growth is expected are Austria, Germany, The Netherlands, France, Poland, Slovak Republic.
- Germany has a big potential (Federation under re-organising, quantity of active players and opinion leaders silently growing), distribution can be easily organised.
- Floorball as a sports needs new markets and also new fresh approach, not only official team sports with league but also a leisure time activity for children and students, both indoors and outdoors



ISPO Summer Road Map

- IFF will present the idea to the floorball stick brands of the Development Board (Canadien, Exel, Fatpipe, Karhu, Unihoc, Zone, Salming)
- If the Development Board approves the plan, all the other manufacturers will be invited to participate in the Floorball Village at ISPO 2007.
- IFF will give to Messe München a list of other floorball related brands (Puma, Adidas, Nike, Gerflor etc), that Messe München can contact
- IFF will arrange the presentation of the sport and co-ordinate the program at the event area
 - DUB (German Floorball Federation) will present floorball in Germany
 - IFF will present and promote the Prague World Floorball Championships 2008
- Media contacts of all parties to be utilized



The tasks of Messe München

- Messe München will invite other floorball related brands (Puma, Adidas etc) to become exhibitors in the floorball hall
- Messe München will co-ordinate together with the IFF, the build-up and needed technique at the event area
- Messe München will co-ordinate the arrangements of the floorball party
- Arrangements for pre-press and press communication
 - Pre-Event trough Media



The Floorball Village

- Floorball Village is a specially promoted and designated area and includes the following highlights:
 - Presentation in an authentic atmosphere
 - Press events before and during ispo show, coverage in ispo Preview Magazine etc.
 - Floorball Bar + lounge area/ “chillzone”
 - Plasma screen with big game clips etc.
 - Small Size Floorball Court for promotion games, with famous players, speed shooting, beat the goalie etc.
 - Zorro- Show and Floorball Party
 - Floorball Shop for visitors and consumers during Evening event



The Floorball Village



Brand 8	Brand 9	Brand 10	Brand 11	Brand 12
Brand 7				
Brand 6				
Brand 5	Brand 4	Brand 3	Brand 2	Brand 1



manufacturer manufacturer manufacturer IFF/WFC 08/DUB

3 vs. 3
Play
Floorball

- Floorball matches + Zorro shows
- Floorball fashion & lifestyle
- Beat the goalkeeper
- Dribbling track
- Accuracy shooting
- Speed shooting

test your
shot
&
sticks

Beat
the Goalie

manufacturer manufacturer manufacturer manufacturer



Events Organised at the Floorball Village

- Player activities – all floorball brands will bring their most famous players to ISPO to play, teach the game to visitors, give interviews
- Activities at the event area
- Floorball party in one evening
- Clips from World Championships, Zorro show, national games etc on plasma screen
- Music & bar – Floorball home with players talking to people
- Floorball presentation by IFF
- Floorball shop
- Optional:
 - For manufacturers to challenge their customers.
 - Manufacturer driven Floorball Fashion and lifestyle.



Proposed Program and Schedule

- Floorball show matches (15 min) every day at 10.00, 12.00, 14.00 and 16.00
 - Players provided by manufacturers
 - On average 8 + 1 players per team
 - Each match ends in a penalty shoot out
- Between the matches different activities at the event area:
 - Speed shooting
 - Accuracy shooting
 - Dribbling track
 - Beat the goalie
 - Small field Floorball
- Players at exhibitor area after the matches
- Floorball party 17.30 – 19.00?



Daily Program

- 09.00 – 10.00 Activities at the event area
- 10.00 – 10.15 Floorball game 1 + Zorro show
- 10.30 – 11.45 Activities at the event area
- 12.00 – 12.15 Floorball game 2 + Zorro show
- 12.30 – 13.45 Activities at the event area
- 14.00 – 14.15 Floorball game 3 + Zorro show
- 14.30 – 15.45 Activities at the event area
- 16.00 – 16.15 Floorball game 4 + Zorro show
- 16.30 – 17.30 Activities at the event area
- 17.30 – 19.00 Floorball Party (activities, Music, Show, etc.)



Speed Shooting

- Test how hard you can shoot the ball
- The material given by one of the Brands





Beat the Goalie

- Each visitor has a possibility try to out smart a floorball goalie
- This to be first demonstrated by players and then the visitors can try it



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF



ZORRO SHOW – how to fool your opponent



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Small Field Floorball

- Try to play yourself
- 3 against 3 on a small field with smaller goals



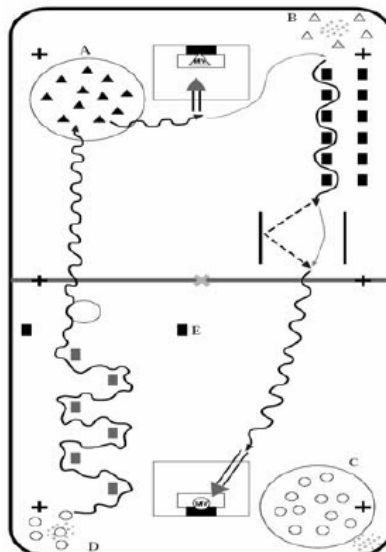
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Dribbling Track

- To demonstrate the diversity of floorball
- To move the ball under, over and beyond obstacles and beat the time of the previous person
- Staff at event area will show and help with dribbling, wall passes and shots



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF



IFF Responsibility

- IFF will co-ordinate the whole event
- IFF pays the travel of the Floorball people for the activities.
- IFF will provide all the persons taking care of the activities and lead the whole event.
- IFF will have its own stand and One Event Manager who is in charge of running the activities
- Activities:
 - 2 persons / Speed shooting
 - 2 persons Accuracy shooting
 - 2 persons / Dribbling
 - 3 persons / Beat the goalie
 - 3 persons / organising Small Field play
 - One Speaker (native German)
 - 2 referee's
- 3-4 persons from IFF



Needed Space

- Games will be played with a smaller rink (28 x 16 m or 20 x 10 m, official rink is 40 x 20 m) rink, goals, balls and sticks to be arranged by IFF/brands
- The types of brand stands for each floorball brand and all other Brands in the Village will be similar when it comes to the depth of the stand, which is 4 meters, then the length can be between 3 and 10 meters.
- One stand for IFF and the German Federation and the WFC 2008 organiser.



Manufacturer Responsibility

- Each participating Manufacturer/Brand is to bring at least two International Top players to the ISPO
- Have a stand at the Fair (between 12 – 24 m²)
- Take care of the own stand and its decoration
- IFF will administrate the build-up and the contact to Messe München, but the manufacturer is responsible for the lay out
- Each manufacturer is responsible for the costs related to their own stand and the travel to Germany for their staff and the players.
- The price for a ready built stand (only decoration needed) is 249 € per m².
- The average cost for a stand is between 3000 € to 4000 € for a stand of 12 m² including everything.
- Support the Floorball Village with own hand-out materials



Messe München offers to Floorball

- Floorball will be the key pr-message and focus within team sports at ISPO Summer 2007
- Messe München would do pr-work for floorball starting already 2006 parallel to ispo winter pr
- Event space /demo space within the hall will be free of charge
- Floorball bar will be arranged by Messe München
- Support for some travel and hotel cost of celebrities
- A discount for the manufacturers that bring their own players to the Fair.
- Celebrity Game with Top Floorball Player and some German Persons...



Financial involvement

- The price per m2 for a completed stand is 249 €, this includes the construction, but the Manufacturer has to decorate the stand himself
- The Price for a Raw stand is 125 €/m2
- Additional costs is the night guard, so that everything can be left in place
- Other costs to remember is: Sampling, shipping, storage and publishing
- Messe München provides some free tickets for the participating Manufacturers, so that they can invite their main clients.
- Messe München will give a discount for the Manufacturers bringing players for the Show games.
- The Manufacturer is responsible for the cost related to the Players.
- Approximate cost for the Manufacture:



IFF Proposal

- IFF will through the Development Board funds 2004 and 2005, support the participating manufacturers:
 - with 25.000 CHF for the total number of Floorball Manufacturers
 - with 15.000 CHF for IFF for organising the event with the activities and the personnel for IFF



Schedule

- October
 - Meeting with Messe München
 - Agree about the program, events, cost share etc
- November
 - Launch the agreed concept in IFF Development Board
 - Invite the Floorball stick brands to join the project
- December
 - Collect answers from the Floorball stick brands
 - Agree about preactical arrangements with Messe München
- January
 - Decision about the project (early January)
 - PR-kit for ISPO Winter
- February
 - Launch the project at ISPO winter (by Messe München)