

**SIX** INTERNATIONAL EXHIBITIONS

**SIX** INTERNATIONAL CONFERENCES

ALL AT **ONE VENUE**

ALL AT THE **SAME TIME**

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# AMSTERDAM 2012

Business / Network / Learn / Grow

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December 12-13, 2012. The RAI Convention Centre. Check the website for details:

[www.amsterdam2012event.com](http://www.amsterdam2012event.com)

Event Organiser



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Dear Delegate, Exhibitor, Visitor,

The **AMSTERDAM 2012 EVENT** will feature 6 Exhibitions all combined and 6 Conferences.

The following 6 EXPOS will be part of the **AMSTERDAM 2012 EVENT**, that will take place on **DECEMBER 12-13, 2012**. The venue is the prestigious **RAI CONVENTION CENTRE, AMSTERDAM, NETHERLANDS**.

- The **PANSTADIA EXPO 2012** [www.panstadiaexpo.com](http://www.panstadiaexpo.com)
- The **SPORTS FACILITIES EXPO 2012** [www.sportsfacilitiesexpo.com](http://www.sportsfacilitiesexpo.com)
- The **FOOTBALL DEVELOPMENT EXPO 2012** [www.footballdevelopmentexpo.com](http://www.footballdevelopmentexpo.com)
- The **TURF and GRASS EXPO 2012** [www.turfandgrassexpo.com](http://www.turfandgrassexpo.com)
- The **PLAYGROUND and LANDSCAPE EXPO 2012** [www.playgroundandlandscapeexpo.com](http://www.playgroundandlandscapeexpo.com)
- The **SPORTS TECHNOLOGY EXPO 2012** [www.sportstechnologyexpo.com](http://www.sportstechnologyexpo.com)

So whether a delegate, exhibitor or visitor, it is an excellent opportunity to be part of the International Convention, where the overlaps in the individual EXPOS will ensure a **MUST ATTEND EVENT FOR 2012** and to ensure maximum impact for you and your organisation.

Following a successful 2010 event, the event has significantly increased for 2012, with plenty of work already starting for 2014!

**BUSINESS, NETWORK, LEARN, GROW!**

Yours in Sport

**Nigel Fletcher**

Managing Director

Sports Development Marketing



**DATE:** December 12-13, 2012  
**VENUE:** Amsterdam, RAI Convention Centre

**HOTEL BOOKINGS:** Over 10,000 rooms have been reserved in Amsterdam for this week for:

- The PANSTADIA EXPO 2012 [www.panstadiaexpo.com](http://www.panstadiaexpo.com)
- The SPORTS FACILITIES EXPO 2012 [www.sportsfacilitiesexpo.com](http://www.sportsfacilitiesexpo.com)
- The FOOTBALL DEVELOPMENT EXPO 2012 [www.footballdevelopmentexpo.com](http://www.footballdevelopmentexpo.com)
- The TURF and GRASS EXPO 2012 [www.turfandgrassexpo.com](http://www.turfandgrassexpo.com)
- The PLAYGROUND and LANDSCAPE EXPO 2012 [www.playgroundandlandscapeexpo.com](http://www.playgroundandlandscapeexpo.com)
- The SPORTS TECHNOLOGY EXPO 2012 [www.sportstechnologyexpo.com](http://www.sportstechnologyexpo.com)

## WANT TO ATTEND?:

Here is where you can contact us in order to book your attendance:

- The PANSTADIA EXPO 2012 [register@panstadiaexpo.com](mailto:register@panstadiaexpo.com)
- The SPORTS FACILITIES EXPO 2012 [register@sportsfacilitiesexpo.com](mailto:register@sportsfacilitiesexpo.com)
- The FOOTBALL DEVELOPMENT EXPO 2012 [register@footballdevelopmentexpo.com](mailto:register@footballdevelopmentexpo.com)
- The TURF and GRASS EXPO 2012 [register@turfandgrassexpo.com](mailto:register@turfandgrassexpo.com)
- The PLAYGROUND and LANDSCAPE EXPO 2012 [register@playgroundandlandscapeexpo.com](mailto:register@playgroundandlandscapeexpo.com)
- The SPORTS TECHNOLOGY EXPO 2012 [register@sportstechnologyexpo.com](mailto:register@sportstechnologyexpo.com)

## HOW TO ATTEND?:

### EXHIBITOR

Your company is present at the Exhibition Hall, where all 6 EXPOS are combined. You can book a shell scheme or space only. Available spaces are from 6 m<sup>2</sup> to 192 m<sup>2</sup>.

### CONFERENCE DELEGATE

You can book an entrance to 1 of the 6 related Conferences. A Conference Delegate Ticket to 1 of the conferences also gives you a 2-day unrestricted access to all Exhibition Halls of all 6 Exhibitions.

### EXHIBITION VISITOR

You can book an entrance to all Exhibition Halls of all 6 Exhibitions (2-day unrestricted access).



# CONFERENCES

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The 6 Conferences will all highlight best practice, latest innovations and development to ensure you are at the cutting edge of the current topics.

Many of these organisations were part of the 2010 conference and many more have also confirmed for **AMSTERDAM 2012 EVENT**:

- FIFA
- FIH
- KNVB
- UEFA
- Norway FA
- France FA
- The EU
- Belgium FA
- FIFPro
- IRB
- Government Departments
- The FA
- LFP
- South Africa 2010 Organising Committee
- RandA
- Italian FA

And many more companies and suppliers to the industry.

We advise you to book early to avoid disappointment and to ensure you benefit from the best price.





## PAN STADIA EXPO 2012

**PanStadiaExpo**

[www.panstadiaexpo.com](http://www.panstadiaexpo.com)

- Stadia operations, sweating the asset from the venue
- FIFA World cup stadia venues - legacy
- Customer service
- Stadia technology
- Olympic and UEFA EURO Host Cities

## TURF and GRASS EXPO 2012



- Synthetic turf in professional and community football
- Latest rugby development in synthetic turf
- Challenges of synthetic turf in hockey, golf
- Maintenance/after-care
- National Sports Association panel discussions
- Latest research, findings and consumer insight

## SPORTS FACILITIES EXPO 2012



- Indoor sports surfaces
- Multi-purpose facilities, athletic hall surfaces
- Swimming pools, spas, leisure centres
- Roof construction, shock absorption, time equipment and other component supplies
- Seating and changing rooms in modern facilities

## SPORTS TECHNOLOGY EXPO 2012



- Goal line technology
- Human GPS in sport
- Clothing technology
- Ball chip technology
- Best Practice from International Sports Governing Bodies

## PLAYGROUND and LANDSCAPE 2012



- Leisure grounds - planning and design
- Children's areas and playground concepts
- Urban design
- Recycling

## FOOTBALL DEVELOPMENT EXPO 2012



- Youth Development, talent identification
- Mass participation, community development
- Total Soccer, CSR
- Technical development
- Soccer camps, grassroots
- Coach education, E-Learning

# EXHIBITION



## Here are just some reasons why book early:

- Save money – ask about our Early Offer Packages
- Get the best locations
- Avoid disappointment

Over 15,000 m2 of Exhibition Halls have been booked. Please remember all Exhibitions under **AMSTERDAM 2012 EVENT** are combined in one grand Exhibition Hall, giving more opportunities for synergies and business. To make a booking, please contact us at: [info@amsterdam2012event.com](mailto:info@amsterdam2012event.com)



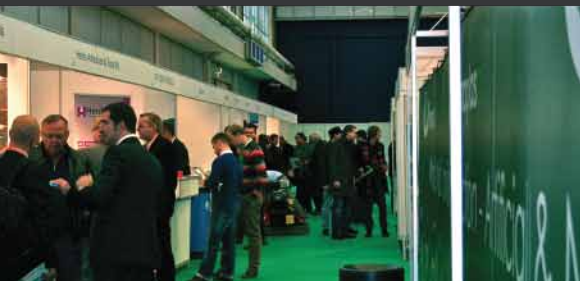
## WHO WILL BE THERE?

- Professional clubs
- Amateur and community clubs
- International sports federations
- Nationals sports governing bodies
- League representatives
- Architects
- Various government agencies on facilities and sports development
- Event organizers
- Engineering and construction experts
- Facility managers and planners
- Suppliers
- Installers
- Contractors
- Sports Administrators
- Consultants and many others.



## OUR MEDIA AND MARKETING STRATEGY?

The event will be promoted and publicised in a variety of international and national sports journals/magazines/websites. It will include direct mail and online activities directly to decision makers. The marketing and communications tools will be implemented for over 20 months prior to the event.



# SEE YOU IN DECEMBER 2012



"A very long day-one delivered us some great leads from key decision makers. Day-two continued to provide quality contacts to develop going forward. All in all, a very worthwhile inauguration."

**Andrea Fodczuk, Director, Terraplas plc.**

"The biggest complement I can pay the event is the fact I was unable to move from our stand all day, as we were so busy! The most important and impressive thing for us was the quality of the visitors, mainly from national governing bodies, which was central to being such a success for us."

**Paul Fraser, Sales Director – Northern Europe, FieldTurf**

**DECEMBER 12 – 13, 2012.** The RAI CONVENTION CENTRE

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Event Organiser



***SPORTS  
DEVELOPMENT  
MARKETING***

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