

# SOCCEREX

## USA

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# 2018 DELEGATE GUIDE





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## SOCCEREX WELCOME

Dear Friends,

Welcome to Soccerex USA. I am so thrilled be in here in the beautiful city of Miami and to be back delivering Soccerex in the United States for the first time since 1999. We are gathering at such an exciting time, with soccer experiencing unprecedented growth in the Americas, from grassroots to the elite level, in both the men's and women's game and the hosting of the 2026 FIFA World Cup now on the horizon. Together, over the next two days, we will all play a part in mapping out the game's continued development across the region.

For this event, which will gather over 1400 senior figures from across the globe, we are extremely proud to call upon the support of three of the organisations central to this growth – The Confederation of North, Central American and Caribbean Association Football, Major League Soccer and The United States Soccer Federation and I would like to extend my warmest thanks to them all. In addition, I would like to offer my thanks and gratitude to all the partners and supporters who have made this event possible, in particular the London Football Exchange, the world's first fully integrated soccer club stock exchange and market-place who are the Title Sponsors for the event, our Global Partners, LaLiga and our Broadcast Partners, Univision.

My thanks also go to our new partners GACP Sports, who have been integral in bringing Soccerex back to the US and who will be playing an important role in the organisation's ongoing development, using their networks and experience to further our growth in the US and beyond.

Finally I would like to acknowledge the man, without whom none of this would be possible; my late husband Duncan. I know he would have been so proud to have Soccerex back in the US, and to see all of you here and I would like to thank you all for your commitment and friendship.

I wish you an exciting and prosperous Soccerex experience.



**Rita Revie**

Chief Operating Officer, Soccerex







## GACP SPORTS WELCOME

Dear Delegates,

On behalf of GACP Sports, it is a pleasure to welcome you to Soccerex USA 2018. This event marks the return of Soccerex to the United States for the first time in more than 15 years. It is our hope that these next few days prove to be insightful and beneficial but, most importantly, fun for each and every one of you. Being able to come together as stakeholders, decision-makers, and businesses surrounding the sport that we love is an honor and a privilege.

By participating in Soccerex USA 2018, you are directly impacting the growth of soccer both internationally and domestically. The relationships built here are the launch pad for future business that will take place all over the world. Having Soccerex return to the United States is a testament to the growth and development of soccer that has taken place in recent years. Much of that growth can be attributed to the people who are at this conference. As Miami gears up for the launch of an MLS franchise and as the MLS continues its expansion, that growth will only continue. We hope you join us here at Soccerex for years to come and continue to watch it unfold knowing that we are all a part of that growth.

Lastly, we would like to thank Soccerex for continuing to put on world-class events. Their hard work brought us all together.

Enjoy your time here and thank you for unique contribution to this remarkable industry.



**Joe DaGrosa,**

Co-Founder, Chairman and CEO, General American Capital Partners LLC





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## PARTNERS & SUPPORTERS

Soccerex would like to thank the companies below for their participation in the the various partnerships on offer at Soccerex Miami.

### DIAMOND



### PLATINUM



### GOLD





## PARTNERS & SUPPORTERS

### DIAMOND



#### LONDON FOOTBALL EXCHANGE | TITLE PARTNER

The London Football Exchange is an investment group providing direct market access to debt & equity solutions that unlock liquidity to a broad range of stakeholders in world football.

### PLATINUM



#### CONCACAF | INSTITUTIONAL PARTNER

The Confederation of North, Central America and Caribbean Association Football (Concacaf), is one of FIFA's six continental confederations, servicing 41 Member Associations, from Canada in the north to Guyana, Suriname and French Guiana in the south. Concacaf means football first. Our members are united by a shared vision: For the Love of Our Game, as well as a unique mission, to develop, promote and manage football throughout the region with integrity, transparency and passion in order to inspire participation in the game. Through offices located in Miami (USA), Guatemala City (Guatemala), and Kingston (Jamaica), Concacaf provides leadership for a network of unified competitions and development activities that unites this diverse region in football, with the goals of actively promoting universal access to our sport, and raising the quality of football across the Confederation.



#### GACP SPORTS | EVENT PARTNER

GACP Sports makes control and influential minority investments in outstanding sports-related businesses that have strong brand equity. The firm is comprised of experienced private equity professionals as well as sports industry executives who bring expertise in the acquisition and management of sports and sports-related franchises.



#### MAJOR LEAGUE SOCCER (MLS) | INSTITUTIONAL PARTNER

Major League Soccer is the top-flight professional soccer league in the United States and Canada and began play in 1996, shortly after the U.S. hosted the 1994 FIFA World Cup. Now in its 23rd season in 2018, MLS continues to grow at an explosive rate, as the league features record-breaking attendance and consumption, an influx of dynamic players, and 20 soccer stadiums. MLS has doubled in size during the past decade and now has 26 clubs throughout the United States and Canada, including future expansion teams in Miami, Nashville and Cincinnati that will begin play in the next few years. Two more expansion teams will be added in the coming years, elevating MLS to 28 clubs.



#### LALIGA | INSTITUTIONAL PARTNER AND VIP LOUNGE SPONSOR

Founded in 1984, LaLiga (Liga de Fútbol Profesional) is a sports association comprising the 42 teams that make up the first and second divisions of professional football in Spain. Based in Madrid, LaLiga, is responsible for the LaLiga Santander and LaLiga 123 leagues and the television production, which in the 2016/2017 season reached more than 2.5 billion people globally. LaLiga also has an active Foundation and is the first professional football league in the world to launch a league made up of teams entirely comprising players with intellectual disabilities: LaLiga Genuine.



#### UNITED STATES SOCCER FEDERATION (USSF) | INSTITUTIONAL PARTNER

As the governing body of soccer in all its forms in the United States, U.S. Soccer has played an integral part in charting the course for the sport in the USA for more than a century. Over the past thirty years, soccer in the US has evolved significantly under the Federation's guidance. The men's team have become regular participants at the FIFA World Cup, reaching the quarter finals in 2002. US Soccer have become a world leader in women's soccer at every level, and the U.S. WNT has won two FIFA Women's World Cups and four Olympic Gold Medals.





### UNIVISION | EVENT PARTNER

Univision Deportes is the multimedia sports division of Univision Communications Inc. and includes UDN, the No. 1 Spanish-language sports network in the U.S. Univision Deportes' portfolio of rights includes all 18 teams in Liga MX, the Mexican National Team, the U.S. Men's & Women's National Teams, Major League Soccer, Bundesliga, UEFA Champions League, UEFA Europa League, UEFA Nations League and UEFA National Team Competitions, Copa MX, Concacaf Gold Cup, Concacaf Champions League, Liga Concacaf, international friendlies, select matches from Liga de Ascenso in Mexico, Bayern Munich TV, Mexico's Campeón de Campeones, SúperCopa MX, Formula 1 and Combate Americas. Univision Deportes is also the exclusive home to shows such as Premios Univision Deportes, Balón de Oro de la Liga MX, República Deportiva and Contacto Deportivo and delivers comprehensive coverage across platforms on all the latest from the NBA, NFL, MLB, and world of boxing.

## GOLD



### ASIAN FOOTBALL CONFEDERATION (AFC) | INSTITUTIONAL SUPPORTER

The Asian Football Confederation (AFC) represents Asia in the world of football, covering the diverse continent with 46 Member Associations and one Associate Member. The AFC's mandate stretches across the Continent and beyond through the AFC's five zones: West, Central, South, ASEAN and East. This covers two thirds of the world's population, and importantly, two thirds of the world's young people live within the boundaries of Asia. With its Vision and Mission, the AFC has signalled its intent to become a world-leading football Confederation. The long-term strategy places the AFC's focus firmly on the success of Asian teams on the world's biggest stages, and by strengthening the level of fan engagement the AFC aims to make football the number one sport throughout the Continent.



### THE ASSOCIATION OF LUXURY SUITE DIRECTORS (ALSD) | EVENT SUPPORTER

The Association of Luxury Suite Directors (ALSD) was established in 1990 to provide a single platform for our member teams and venues with accurate and timely information from across all layers of the premium seat industry. This network of suite directors and team/facility executives shares information and ideas to provide premium seat patrons with superior service, state-of-the-art amenities, and an overall exceptional experience.



### BUSINESS OF SOCCER | MEDIA PARTNER

Business of Soccer is dedicated to bringing the latest news and analysis in the soccer industry from around the world. Founded in 2010, it is well positioned to cover all aspects of the industry with a team of professionals across many different business disciplines including finance, marketing, data analysis, organizational management, stadium development, and regulation. Business of Soccer is increasing its readership of more than +20,000 in +140 countries through various means of content distribution. Business of Soccer provides a platform to bring professionals, academics, students, and supporters in the industry together to learn and discuss the business of the beautiful game.



### CARIBBEAN FOOTBALL UNION (CFU) | INSTITUTIONAL SUPPORTER

The Caribbean Football Union (CFU) is the official governing body of Caribbean football associations and federations. It is comprised of 31 Member Associations, representing sporting and administrative talent in the English, Dutch, French and Spanish-speaking Caribbean. Established in January 1978, the Member Associations compete in domestic, CONCACAF and FIFA competitions. CFU also administers the Boys' U-14 Challenge Series and the Women's Challenge Series. The members of the Executive Committee are President Randolph Harris; 2nd Vice President Rignaal Francisca; 3rd Vice President Lyndon Cooper; 4th Vice President Richard Dijkhoff; Members Bruce Blake, Glen Etienne, Eric Labrador and Jeaninne Wong Loi Sing. The three Ex-Officio Members are Sonia Bien-Aime, Luis Hernandez and Maurice Victoire.



### CHALLENGER SPORTS | MARKETING PARTNER

Challenger Sports is the largest youth soccer company in the US and Canada. Challenger provides camps, clinics, tournaments and tours to over 200,000 players and 10,000 coaches annually, and will provide uniforms to an additional 700,000 players. Challenger has a national footprint with programs in every US state and 7 Canadian provinces.



**COACHES ACROSS CONTINENTS | CHARITY PARTNER**

Coaches Across Continents is the official charity partner of Soccerex. Coaches Across Continents Design, Develop and Implement CSR & Cause Marketing Initiatives, Employee Engagement, and Foundation Legacy Programs that provide year-round, sustainable social development programs. To date we have brought to life Corporate Legacy Programs in 23 countries on 6 continents. Existing partnerships include delivering Olympic and World Cup Legacies, grassroots activation of multiple corporations sponsorship of English Premier League teams and being a community partner for an Olympic Gold Medal athlete. Most recently we were shortlisted for Beyond Sport's Global Impact of the Year Award in 2017 and 2018.



**ECONOMIA DEPORTIVA | MEDIA PARTNER**

Since 2003 ECONOMIA DEPORTIVA is a top sports business media in Argentina and South America that covers all aspects of sports business, Media, consulting in companies & clubs. ECONOMIA DEPORTIVA works in developing communication strategy and marketing plans in relation to corporate branding associate to sports. Furthermore, ECONOMIA DEPORTIVA is a well-known consulting specialize in designing partnerships programs between sport sponsors.



**EXPO CONVENTION CONTRACTORS, INC | EXHIBITION SUPPORTER**

Expo Convention Contractors Inc. is a full-service Tradeshow Contractor, Exhibit House, and Event Production Company with an excellent reputation for service and quality. As a family-owned and operated company, our experienced management and creative sales team is ready to advise and support you. Expo maintains the highest level of standards to ensure you will have a successful event and positive experience. Our staff is ready to assist you with questions and to guide you through the process of ordering everything you need for the show.



**FIFA MASTER ALUMNI | ACADEMIC SUPPORTER**

The FIFA Master Alumni (FMA) plays a crucial role in connecting the alumni and current students of the International Master in Management, Law and Humanities of Sport (a.k.a. FIFA Master) programme to the global sports community. Organised by the International Centre for Sport Studies (CIES) in partnership with three universities - De Montfort University in Leicester (England), SDA Bocconi School of Management in Milan (Italy) and the University of Neuchâtel (Switzerland); the FIFA Master was created to promote management education within the sports world. The Master is currently in its 19th edition and has graduated over 500 professionals, from over 100 nationalities.



**FOOTBALL FOR PEACE | CHARITY PARTNER**

Football for Peace (FfP) was established in 2006 by Chilean legend Elias Figueroa and co-founded internationally in 2013 by British South Asian international footballer, Kashif Siddiqi. FfP is a diplomatic sports movement backed by the United Nations Sport for Development and Peace that brings people together & creates understanding through the beautiful game. The charity has been active for over a decade building a unique platform of neutrality and has become a leading organisation in Football Diplomacy, gauging the interest and support of world leaders, footballing icons and Royal families from across the world including - HRH Prince Ali Bin Al Hussein of Jordan, The Duke of Cambridge - Prince William, HRH Prince Albert II of Monaco, Pope Francis, Pele and Ronaldinho amongst the great names behind the movement. FfP's global work has been carried out through two core programs, Cities for Peace and Peace Matches, showcasing that football is uniquely placed to transcend the differences of nationality, ethnicity, religion, age and gender. By connecting people through football, they offer an alternative to division.



**FOX SPORTS | MEDIA PARTNER**

FOX Sports is the umbrella entity representing 21st Century Fox's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sportstelevision arm of the FOX Broadcasting Company; FS1, FS2; FOX Sports Regional Networks, their affiliated regional web sites and national programming; FOX Soccer Plus; FOX Deportes and FOX College Sports. FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports App and FOX Sports GO. Also included in the Group are FOX's interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as a licensing agreement that establish the FOX Sports Radio Network.



**FUTBOL SITES | MEDIA PARTNER**

Futbol Sites (FSN) are a top digital sports media group in Latin America, with one of the largest audience in its category, reaching more than 25 million unique users every month through a portfolio of more than 25 premium soccer news sites and more than 100 million users through more than 80 fan pages on Facebook.



### GETTY IMAGES | PHOTOGRAPHIC PARTNER

Founded in 1995 by Mark Getty and Jonathan Klein, Getty Images has grown to become a global visual content leader. A customer base close to 1 million trust us to provide the highest quality and most diverse content to drive their projects and products from our 300 million plus assets. In September 2018, after a period of Private Equity majority ownership, the Getty family took back full control of Getty Images. Our sports heritage can be traced back over 50 years to its origins in the All Sport agency and our award-winning photographers cover over 50,000 sporting events world-wide each year. Our scale and experience enable us to consistently deliver photographic operations for partners such as FIFA and the International Olympic Committee, providing unrivalled coverage of the Olympic Games and FIFA World Cup. We also partner with 80 of the most eminent sports governing bodies, clubs, leagues and associations such as UEFA, RFU, and the NBA making exclusive content available to our customers, alongside coverage of all major football leagues, international tournaments, grassroots football and the fans.



### GILT EDGE SOCCER MARKETING | SOCIAL MEDIA PARTNER

Gilt Edge Soccer Marketing (GESM) is the only marketing agency specifically built to help brands connect with soccer consumers in the U.S. and is recognized for its' expertise in strategy development, experiential marketing, promotional marketing, and social media publishing. The Agency boasts clients from three sectors of the industry: blue chip corporate brands, marquee international soccer leagues and teams, and media companies vested in soccer programming. Over a 10-year history GESM has helped more than 30 corporate brands including Alcatel, Bimbo, Microsoft, Pepsi, Volkswagen and Unilever develop and execute sponsorship and marketing platforms around the sport of soccer. Platforms have leveraged the appeal of the sport on a range of levels including: FIFA World Cup, U.S. Soccer, Mexican National Team, Major League Soccer, UEFA Champions League, and the grassroots soccer infrastructure. GESM's highly-regarded publishing division manages localized digital and social content creation in the U.S. for the Premier League and select major European teams.



### GOAL | MEDIA PARTNER

Part of Perform Media, Goal is the world's largest football website. Focusing on the biggest players, teams and competitions, Goal covers the global game in 19 languages, across 38 local editions and through more than 500 correspondents. Always where the fans are, Goal has more than 77m fans across a combination of YouTube, Facebook, Twitter, Weibo and more - Goal is a social media giant. In 2018 Goal broke new records, as during the World Cup, more than 159m fans engaged with Goal through combination of its websites, mobile apps and social accounts. More than 110m of those fans came to Goal's global websites alone.



### GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB) | EVENT SUPPORTER

The Official Destination Marketing Organization for Greater Miami and the Beaches. The Greater Miami Convention & Visitors Bureau (GMCVB) is a private, not-for-profit sales and marketing organization. It is a private-public partnership with more than 1,000 private business members and four local governments: Miami-Dade, City of Miami Beach, City of Miami and the Village of Bal Harbour.



### HITEX | MERCHANDISE SUPPORTER

Adding value to your brand through targeted promotional merchandise! We assist with your branded merchandise by focusing on your brand guidelines, corporate culture, and product validation to reach your intended results. We make Continuity of Brand happen throughout ALL your marketing merchandise and mediums. We accomplish the right Look & Feel while bringing you maximum savings. Logistics experts:dedicated to ensuring quality and timeliness. As Miami natives with 20+ years serving in the U.S., Asia, LATAM, and the Caribbean, we offer warehousing, seamless global drop ships, time/cost saving alternatives, using negotiated shipping rates and worldwide local customs clearance expertise.



### INCHARGED | MOBILE CHARGING SUPPORTER

InCharged is the nation's most experienced team of event technology professionals. We manufacture the only charging solutions on the market that are modular, scalable, compatible with 100% of devices, and ready to evolve with technology – our business model is to do whatever it takes for our clients. We are committed to providing the safest, most efficient charging solutions and most innovative event technology to ensure a memorable user experience. Built in our New Jersey facility, our products are second to none – and our team stands behind them to provide exceptional customer service and the longest warranty in the industry.



### KEY TRANSPORTATION | TRANSPORTATION SUPPORTER

Established in 2000, Key Transportation Service (KTS) has established a reputation of delivering the very best luxury transportation service in the industry. Based in Miami and operating in over 500 cities, let Key Transportation provide luxury service for all your transportation needs. From arrivals to departures, Key Transportation is your first and last stop to all major and private airports, for shuttle service, corporate transportation, charter services and logistical management for groups and events.





**LMS MARKETING & COMMUNICATIONS | PR PARTNER**

LMS Marketing & Communications, Inc., is an innovative and proven bilingual public relations / digital marketing agency specializing in the rapidly growing U.S. professional soccer market. We have a track record of building awareness and revenue through strategic marketing, media relations and leading-edge communications initiatives. Our group also has deep roots in professional motorsports and sports business, as well as the entertainment, hospitality, media, retail, travel and tourism industries.



**MAILMAN | MARKETING PARTNER**

Established in 1999, Mailman is China's leading sports digital marketing agency. Mailman helps professional sports organizations build a successful business in China through digital strategy, social media, PR & brand activation, content production, sponsorship, ecommerce and merchandising. Mailman clients include the Bundesliga, UFC, Kobe Bryant, NHL, Tottenham Hotspur, Juventus, NFL, Chelsea, Borussia Dortmund, Laureus and more.



**MARCA DE GOL | MEDIA PARTNER**

Marca de Gol ("Goal Brand") is the only digital publication released in Argentina that specializes in the football industry. Launched in February 2009, is updated at least once a day, always with contents that stand out for innovative and creative. The website aims to inform about business of clubs and football associations, as well as news, launches and campaigns of related companies. Given the specialisation and profile defined by its readers, Marca de Gol is the most effective way to reach consumers of football products and services.



**MEXICAN FOOTBALL FEDERATION (FMF) | INSTITUTIONAL SUPPORTER**

Established in 1927, the Mexican Football Federation (Federación Mexicana de Fútbol Asociación, A.C. in Spanish), also referred to as FMF, is the governing body of association football in Mexico. FEMEXFUT administers the Mexican national team, Professional leagues and all affiliated amateur sectors, and is in charge of promoting, organizing, directing, spreading, and supervising competitive football in Mexico. The association is a member of CONCACAF and FIFA and will be co-hosting the 2026 FIFA World Cup alongside Canada Soccer and US Soccer.



**NATIONAL WOMEN'S SOCCER LEAGUE (NWSL) | INSTITUTIONAL SUPPORTER**

The National Women's Soccer League (NWSL) is a nine-team Division-I women's professional soccer league featuring national team players from around the world. The clubs are the Chicago Red Stars, Houston Dash, North Carolina Courage, Orlando Pride, Portland Thorns FC, Seattle Reign FC, Sky Blue FC, Utah Royals FC and the Washington Spirit. Based in Chicago, the NWSL is supported by Canada Soccer and U.S. Soccer. For more information about the NWSL, log on to the league's official website at [NWSLsoccer.com](http://NWSLsoccer.com).



**PRIME TIME SPORT | MARKETING PARTNER**

Prime Time Sport was founded in 2007 to inspire and help clients to maximize value around their professional sport practice and their sport related activities. Prime Time Sport develops selected strategic consultancy and business development projects with sports entities, sports rights holders, athletes and large corporations that leverage sport relationship to develop effective and unique marketing plans. The company offers customized and individual solutions to athletes, rights holders and large companies. The goal of the company is to maximize benefits working through all aspects of the business, from planning, developing a strategy and negotiating to the implementation of the action plan. The company operates in Barcelona and London and it's organized in four different business areas: Player Image Rights, Football, Strategic Consultancy and PR.



**SANTIAGO MEDIA | MEDIA PARTNER**

Santiago Media, a corporate and brand advisory, helps organizations establish, enhance and extend market presence, build reputation and value, navigate complexities, and identify and develop meaningful, sustainable programming and business opportunities.



### SERIE A | INSTITUTIONAL SUPPORTER

Lega Serie A is a professional League which associates the top 20 Clubs of the Italian football system and has been operating for over eighty years. It is regarded as one of the best football Leagues in the world and it is often depicted as the most tactical. Lega Serie A is responsible for Serie A TIM, Coppa Italia, Supercoppa Italiana and Primavera TIM (Youth League) competitions. During last season, Serie A TIM has been broadcasted by over 70 broadcasters in 220 territories.



### SHEFFIELD FC | FOOTBALL FOUNDATION PARTNER

Established in 1857, we are proud of our place in history as the First and Oldest Football Club in the World. We operate a football club that has a unique history and a remarkable international brand identity which celebrates the history of the game and the birthplace of Association Football. Sheffield FC is the proud owner of a FIFA Centennial Order of Merit, one of only two clubs in the world to ever be bestowed with this award for its services to the 'beautiful game': these clubs are Real Madrid and Sheffield FC. The Club has been built and operates around three central pillars: Integrity - in everything that we do; Respect - the founding principles of the game; Community - open to everyone - all races, ages and abilities



### SHINE ENTERTAINMENT | MARKETING PARTNER

SHINE's passion and leadership is helping our clients exceed their own expectations in their career and business. We deliver value with complete integrity and commitment. Our clients can rely on receiving from our team the utmost professionalism and dedication to their interest. With over 28 years of experience in the Sport & Entertainment industry added with our mission of exceptional service and skilled guidance, SHINE becomes the partner you need to succeed and shine in your field. Our clients receive sound business advice as well as career platforms oriented to their specific needs. We provide confidentiality while daily pursuing excellence. SHINE focuses on entertainment and sports marketing, corporate consulting, and media platforms for corporations to reach their marketing goals. SHINE currently represents top athletes, entertainment personalities, properties, events and also creates tailor-made strategies and events for corporations. Thank you for considering SHINE and we look forward to working with you in the future!



### SIR STANLEY MATTHEWS TRAVEL (SSMT) | TRAVEL SUPPORTER

Sir Stanley Matthews Travel (SSMT) are the Official Travel Supporter of Soccerex and can organise your full travel itinerary for Soccerex events including transfers from a number of international and domestic airports, train stations and ferry ports. Sir Stanley Matthews Travel specialize in corporate and group/incentive travel and events for the international sports market – clients of SSMT enjoy access to exclusive low airfares for the business traveler with discounted rates at over 200,000 hotels.



### SITE EVENT LOGISTICS | LOGISTICS PROVIDER

SITE provide solutions to global events by supplying organiser's and their exhibitors with cost effective and diverse options for a full, comprehensive event package. The highest level of service is provided to our clients in the most cost-efficient, time-definite manner by using our vast industry experience and the latest technology. We offer tailored solutions for all exhibition and event requirements, providing an unbeatable service focused on quality, cost and diversity. SITE's spectrum of services include, but are not limited to: Global freight forwarding, Exhibition and event freight forwarding Customs clearances/ ATA carnets, Roadshows, Product launches, Temporary structures (Rental/Sales), Stand design & Build, Project management, Warehousing & storage solutions, Registration services, Consultancy services, For all your event and exhibition requirements please do not hesitate to get in contact – SITE Event Logistics.



### SPORT INTEGRITY GLOBAL ALLIANCE (SIGA) | INSTITUTIONAL SUPPORTER

SIGA is a worldwide, independent, neutral coalition, led by the sports industry and supported by key stakeholders. By promoting best practices, universal standards and credible global solutions, SIGA is ushering a new era in the governance and integrity of sport. The mission of SIGA is to provide global leadership and safeguard the integrity of sport through a set of universal standards on good governance, financial integrity, sports betting integrity and youth development and protection. Sports organisations' compliance with the SIGA Universal Standards will eventually be rated by the SIGA Independent Rating and Verification System (SIRVS) operated by an independent third party.



### SPORTS ILLUSTRATED | MEDIA PARTNER

Sports Illustrated is one of the world's most respected sports brands. SI's journalism goes deeper than the scores, moderating the national sports conversation for more than 60 years. It offers sports fans trusted, authentic reporting and storytelling with the highest-level photography and design. Through its flagship print magazine and across digital platforms that reach a collective audience of more than 30 million monthly, SI covers sports' biggest issues, people and passions in engaging and informative ways with the utmost journalistic integrity.



**SPORTSNOMICS | MEDIA PARTNER**

Sportnomics started in 2011 with the need to provide all companies related to the sports world with first hand and precise news about the industry, and becoming a leader in the sports industry information platform in Latin America. Now, adapting to a new information era and ways of consuming content, in 2018 Sportnomics launched a new version of the platform committed to continue being the leader in the industry, because for us "our capital is sports".



**SPORTSPRO MEDIA | MEDIA PARTNER**

SportsPro is the leading sports business media company in print, digital and events. SportsPro are a sports media company that specialises in the commercial, strategic, and operational aspects of the global industry. Our highly respected coverage brings exceptional breadth and depth of knowledge to the sports industry through a combination of print, digital media and live events. This provides sponsors, investors, rights holders, broadcasters, teams, leagues and agencies with the cutting-edge insights they need to drive growth in the reforming frontiers of the industry. SportsPro Events maintains the highest standards of quality in research and market analysis, finding the most pressing issues and then producing content-driven conferences. We accelerate development across industries and throughout the globe by bringing together world leading experts who provide the most telling information to sporting organisations.



**THE EQUALIZER | MEDIA PARTNER**

The Equalizer is the No. 1 source for NWSL and USWNT news. Turn to The Equalizer for the latest breaking news and in-depth analysis for all things women's soccer.



**TORNEOS | EVENT SUPPORTER**

Torneos is a leading company in sports marketing and production in Latin America. It has more than 35 years in the entertainment industry, and its main activities include the regional creation and production of audiovisual sports content, the acquisition and commercialization of audiovisual rights and the organization of sporting events. Torneos is the exclusive commercial agent of the ARGENTINE FOOTBALL ASSOCIATION and also manages the license of the biggest football clubs in Argentina and the online stores of AFA, Boca Juniors, Independiente and Estudiantes de La Plata.



**UMLILO BRANDS | BRAND GUARDIAN**

We are EVENT MANAGERS, AUDIO VISUAL SPECIALISTS & BRANDING GURUS. An experiential activation agency that provides innovative branding solutions that not only brings brands to life but encourages positive participation both physically and digitally. We are not an agency that has ready-made generic answers but rather a team of professional event strategists and planners who are vastly experienced, care more and work harder to deliver. We love what we do and we want to do more of it. We are inspired by you and draw passion and energy by challenging the norm to create bolder, brighter and better tailor-made solutions to ignite your brand.



**UNITED SOCCER AFRICA | EVENT SUPPORTER**

United Soccer Africa- "USA" is an integrated sports management group delivering value for African football federations and teams to North American communities. We develop and execute strategies aimed at supporting the football teams to maximize their potential and preparations for national and international sports competitions. By partnering with local organizations and NGO'S and sports properties in the USA, United Soccer Africa provides turnkey solutions that include Sports Medicine, performance, training and pre-season tours. Additionally, what we do on and off the pitch for these teams, provides a platform to identify future talent as well as aligning the teams and federations with key brands. In 2016, we provided the aforementioned gateway services for The Nigeria Olympic soccer team who became the only team to secure a medal for Nigeria in the 2016 summer Olympics in Rio. With the help of Delta Airlines, Emory Clinic, Hartsfield's Jackson International Airport, our goal was to promote USA as the prime destination for exhibitions and the team preparations. United Soccer Africa was able to establish credibility amongst key Football Industry executives including Soccerex, that will see more Stakeholder action for a more robust equitable engagement amongst rights holders and brands.



**WORLD FREESTYLE FOOTBALL ASSOCIATION (WFFA) | EVENT SUPPORTER**

The World Freestyle Football Association (WFFA) is the world governing body for Freestyle Football. With a network spanning 130 countries, the organisation manages the official world rankings, competitions and educational programmes that deliver life and academic skills through freestyle. The sport receives over 60 million video views every month of the year and is regularly utilised by brands as a medium to engage consumers at live events and online. Follow all activities of the Association on social media platforms @ theWFFA. All you need is a ball!



# Torneos Commercial Agent



**SPONSORSHIP/LICENSING/  
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**EVENTS ORGANIZATION & FRIENDLY MATCHES**



**LICENSING**



**TORNEOS.COM**

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**ANALYTICOM | PRESENTATION SPONSOR**

Analyticom is a specialized software provider headquartered in Croatia, with branch offices in Germany and Qatar. Our most prominent products are the market-leading football management system COMET (Competition Management Expert System) and ERP (Enterprise Resource Planning), an integrated solution for business management particularly applicable for sports governing bodies and leagues. Our system COMET is the world's leading football management system, used for registration, competition management, matchday operations, discipline, refereeing, etc. by football confederations and national associations in 40 countries on 5 continents, incl. CONMEBOL, OFC, Concacaf, Qatar FA, Argentina FA, Croatian FF, New Zealand Football etc. Come & visit us on our stand at the Soccerex USA 2018!


**ASSOCIATION FOOTBALL DEVELOPMENT PROGRAMME GLOBAL (AFDP) | PANEL SPONSOR**

AFDP Global funds, enables and partners with organisations to unite and transform communities through football. Founded by His Royal Highness Prince Ali Bin Al-Hussein, AFDP Global marks a new phase in Prince Ali's work using football to deliver lasting social change. Building on successful football development projects in Asia and the Middle East, AFDP Global aims to reach more territories for the benefit of children and young people worldwide. By offering insight, expertise and management support, AFDP Global develops football projects that tackle social issues, deliver sustainable impact and improve lives in communities in need.


**AVERY DENNISON | SOCIAL EVENING & PRESENTATION SPONSOR**

Avery Dennison is a global leader in sportswear branding and labeling. Avery Dennison products include names, numbers, crests, woven labels and speciality trims, and they are already providers for a number of the top clubs in La Liga and 90% of clubs in the Premier League. Additionally, over 80% of the national team jerseys worn by teams in Russia this summer featured Avery Dennison products, ranging from team crests to brand protection elements. Avery Dennison serves the global marketplace with operations in 50 countries, across six continents.


**DODICI | SOCCERMATCH SPONSOR**

DODICI Corporation was founded in 1994, by Mr. Marcelo Simonian. With a sustained growth, it became, in a short time, one of the leading companies in the business of management and representation of professional players, being the vehicle that generates many of the most important transfers made in the region. Currently DODICI Corporation represents more than 100 professional soccer players around the world including. With headquarters in Buenos Aires (Argentina) and bases of operations in Chile and Portugal DODICI Corporation has established strong relationships with football clubs around the world allowing players and professional football clubs to interconnect in a fast and solvent way. DODICI Corporation represents players, not only in the main South American and European leagues, but also in the market, Asian, African and soon North American.


**FEED CONSTRUCT | LANYARD SPONSOR**

FeedConstruct is a digital content provider offering real-time data feed solutions perfectly tailored to capture and entertain any audience. Among our solutions is Friendship platform, an exclusive offer for federations and sports content providers allowing them to deliver streamings from events to 300+ betting operators to purchase. FeedConstruct's Live Scouts' reporting combines fast and secure communications to provide accurate and reliable information. Based on our scouts' reporting, we also provide highly efficient Odds Feed service. For a wide variety of sports data we have Statistics service. To perfectly engage any audience, we provide Live Sports Video Streaming service.


**FRONT OF HOUSE | NETWORKING LUNCH SPONSOR**

FOH, Inc., and its brands room360° by FOH and Front of the House, is the hospitality industry authority on hotel and tabletop trends and accessories. FOH designs and manufactures smart, savvy, commercial-grade product solutions that are easy on your bottom line. Our collections are designed to be mixed and matched allowing you to be creative while maximizing your budget. And we also have the capability to customize items that showcase your originality.


**MARKA SPORTS | EVENT APP & INFORMATION SCREEN SPONSOR**

Marka Sports is a Mexican based company with regional offices in Miami, FL, USA. With over 22 years of experience specializing in field board production, installation, and event branding. As the leading experts in the business we have established a strong presence in North America, Central America and the Caribbean operating some of the most important soccer tournaments in the Concacaf region. Over the years, Marka Sports has provided services for some of the most important sporting events such as World Cup Qualifiers, Concacaf League, Champions League, Nations League, FIFA International Friendlies, Concacaf Women's and Men's U-20 and U-17, among others.





**MEDIAPRO | PRESENTATION SPONSOR**

MEDIAPRO is a worldwide leading group in the audiovisual sector, unique in content integration, production and audiovisual distribution. With operations worldwide through its 53 offices distributed across 32 countries on 4 continents, MEDIAPRO provides the creativity and technical solutions necessary to design, produce and distribute any audiovisual or multi-channel project in any corner of the globe using state-of-the-art technology. Our human resources and MEDIAPRO's technical resources are at the forefront of innovation in the international audiovisual field.



**S2 GLOBAL | PRESENTATION SPONSOR**

S2 Global is a world leader in detection system implementation, training, staffing and maintenance for security screening. Our dedication and experience has resulted in a suite of systems, knowledge and experienced personnel available on-demand for clients of all sizes. Our solutions let you focus on your core objectives – while delivering dramatic improvements in operational efficiency, security, revenue collection and fan engagement. S2 Global provides security screening, city operation and movement management through our companies, S2 Event Security and FOAMHAND. Our capabilities and expertise set us apart from any other security provider.



**SDI MARKETING | NETWORKING CAFÉ SPONSOR**

ESDI Marketing started in 1988 as a small marketing agency with one simple philosophy: Make our client's business our business. Our philosophy makes us one of the most innovative marketing companies in the countries we operate in, and we take pride in continuing to represent our original clients. Our dedication to maintaining and growing relationships leads to better access to markets, innovative programs and proven results for our clients. We attribute our success to the consistent focus on three core areas: Experiential, Sports & Entertainment, and Loyalty.



**TOTUM SPORT | PRESENTATION SPONSOR**

Cellnutrition Sport, owner of Totum Sport, is committed to providing definitive, scientific products that fulfil the requirements of every cell in the body - maximising physical performance and supporting health. We seek out products of the highest standard, derived from natural sources that support elite athletes through training, competition and recovery beyond. Totum Sport delivers supreme hydration for speed, strength, stamina and concentration whilst maximising recovery and supporting immunity. It is approved by Informed Sport - so that any athlete in any sport, can rely on the performance benefits it provides with complete peace of mind.



**USI | DELEGATE BAG SPONSOR**

USI is one of the largest insurance brokerage and consulting firms in the world, delivering property and casualty, employee benefits, personal risk, program and retirement solutions to large risk management clients, middle market companies, smaller firms and individuals. Headquartered in Valhalla, New York, USI connects together over 6,000 industry leading professionals to serve clients international needs. USI has become a premier insurance brokerage and consulting firm by leveraging the USI ONE Advantage®, an interactive platform that integrates proprietary and innovative client solutions, networked resources and expertise, and enterprise-wide collaboration to deliver customized results with positive, bottom line impact.



**WELLNESS UNIVERSE | WELLNESS ZONE SPONSOR**

The Wellness Universe knows how important connecting to the right person and product for your wellness lifestyle is. We have created a global community of screened resources to offer a holistic approach to total wellness. Search our directory and connect to people, find products, attend classes and read articles to serve your greatest good.

# THE HOME OF SOCCER



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**SOCCEREX** 

**USA**

**15-16 NOV 2018 • MIAMI**



**Love for  
our game**

**Unity • Football • Access • Quality**

## MAKE THE MOST OF YOUR SOCCEREX EVENT

### A FEW TIPS FROM THE SOCCEREX TEAM TO HELP YOU MEET YOUR EVENT OBJECTIVES

#### RESEARCH VIA THE APP

Make sure to download the Soccerex Event App (full instructions on pages 32 & 33) and then use it to research specific companies or delegates you wish to talk to. Make a plan for the event whether you're there to obtain referrals, gather information or look for support, then use the app to build your agenda and communicate with the other attendees.

#### MAKE NEW CONTACTS

All delegates are at the event to grow their networks so don't be shy! Spend at least 70% of your time with people you don't know and 30% with existing contacts who can help with referrals.

#### KEEP ON MOVING

To meet as many people as possible, give yourself up to 5 minutes for each new person then politely move on. This can help connect you with 12 people an hour. Of course, spend more time with someone if you are talking about doing business together!

#### LISTEN

As tempting as it is, don't just try and sell to everyone you meet. Find out about them first, ask questions about them and their business e.g. what markets do you target? Build a rapport with other delegates or exhibitors, and treat your business cards like cash; don't waste them by just giving them out unrequested.

#### STRIKE WHILST THE IRON IS HOT

Most importantly, never leave it more than a week to follow up with the contacts you made. The whole experience will be more beneficial for you if you contact everyone you met within a few days.

#### BE SOCIAL

Make sure to attend all of the supplementary events such as the Happy Hours, Social Evenings and Networking Lunch as they are great opportunities where you will find almost all attendees together.



#### KEEP ON LEARNING

If you miss any of the sessions you can catch them post-event when they are uploaded onto video streaming platforms by the Soccerex team, look out for the emails with the dedicated links.

#### MEET THE SOCCEREX TEAM

Make sure to find your account manager - see Page 68- and meet other members of the Soccerex team that will be around the event to help with any issues you may have.

# EVENT INFORMATION

## LOCATIONS

### VENUE

Marlins Park Stadium,  
3rd Base Entrance (East Plaza),  
501 Marlins Way,  
Miami, Florida 33125  
United States  
[www.mlb.com/marlins/ballpark](http://www.mlb.com/marlins/ballpark)

### HQ HOTEL & SOCIAL EVENTS

InterContinental Miami Hotel  
100 Chopin Plaza,  
Miami, Florida 33131  
United States  
[www.icmiamihotel.com](http://www.icmiamihotel.com)

### TRANSPORTATION

#### EVENT PARKING

Attendees parking at the event can park in the 3rd Base Garage (1402 NW 7th St.) which is a short walk to the ballpark and where a daily fee of \$15 will apply.

#### TRANSPORT

Taxis can be collected outside the main entrance of Marlins Park along NW 14th Avenue between NW 4th & 5th St.

Uber or Lyft can be collected outside the main entrance of Marlins Park along NW 14th Avenue between NW 5th & 6th St.

## REGISTRATION

### WEDNESDAY 14TH NOVEMBER

MARLINS PARK STADIUM, 3RD BASE ENTRANCE	10:00 - 17:00
INTERCONTINENTAL MIAMI HOTEL, LOBBY	12:00 - 21:00

### THURSDAY 15TH NOVEMBER

MARLINS PARK STADIUM, 3RD BASE ENTRANCE LOBBY	07:30 - 18:30
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### FRIDAY 16TH NOVEMBER

MARLINS PARK STADIUM, 3RD BASE ENTRANCE LOBBY	08:00 - 17:00
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## EVENT HOURS

### THURSDAY 15TH NOVEMBER

EXHIBITION	08:30 - 18:30
CONFERENCE	09:00 - 17:30
NETWORKING LUNCH SPONSORED BY FRONT OF HOUSE	12:30 - 13:45
HAPPY HOUR @ THE NETWORKING CAFE SPONSORED BY SDI MARKETING	17:30 - 18:30
SOCIAL EVENING @ INTERCONTINENTAL MIAMI, POOL DECK SPONSORED BY AVERY DENNISON	19:30 - 22:00
LUNA LOUNGE @ INTERCONTINENTAL MIAMI, TORO TORO SPONSORED BY GACP SPORTS	OPEN UNTIL LATE

### FRIDAY 16TH NOVEMBER

EXHIBITION	08:30 - 18:00
CONFERENCE	09:00 - 17:15
NETWORKING LUNCH SPONSORED BY FRONT OF HOUSE	12:30 - 13:45
HAPPY HOUR @ THE NETWORKING CAFE SPONSORED BY SDI MARKETING	17:00 - 18:00
LUNA LOUNGE @ INTERCONTINENTAL MIAMI, TORO TORO SPONSORED BY GACP SPORTS	OPEN UNTIL LATE





FOOD & BEVERAGES

THE NETWORKING CAFE  
SPONSORED BY SDI MARKETING

The Networking Cafe will be situated in the heart of the exhibition and is the central networking hub of the event. Refreshments will be available for purchase all day and Happy Hours will be hosted here daily.

NETWORKING LUNCH  
SPONSORED BY FRONT OF HOUSE

Located on the Promenade Level, The Networking Lunch provides an environment for all delegates to gather during the break, offering a selection of complimentary lunch options.

HAPPY HOUR  
SPONSORED BY SDI MARKETING

Time to head to the Networking Cafe to relax, have a drink and continue to network immediately after the final conference session of the day.

SOCIAL EVENING @ POOL DECK INTERCONTINENTAL MIAMI  
SPONSORED BY AVERY DENNISON

With a stunning view of the Miami skyline, the Social Evening is a chance for all delegates to continue their days networking over refreshments and live music on Thursday November 15th. Please ensure to wear your delegate badge for entry.

LUNA LOUNGE @ TORO TORO, INTERCONTINENTAL MIAMI  
SPONSORED BY GACP SPORTS

The Luna Lounge provides the perfect location for delegates to continue networking late into the evening, on both Thursday 15th and Friday 16th November.

THE SOCCEREX EVENT APP

The “Soccerex Events” App allows you to network exclusively with other delegates on the move whilst keeping you informed with the latest schedule and event updates (for more information see pages 32 & 33, and the back cover of this guide).

ANNOUNCEMENTS

There will be no PA announcements at the event. For the latest news and conference programme timings, please refer to the Soccerex Event App.

WI-FI

1. Choose the wireless network  
Marlins\_Park\_Guest\_WiFi
2. You will be automatically redirected to a login page (if not, attempt to open a new website in your browser)
3. Enter your information and accept terms & conditions

MOBILE PHONES

You are kindly asked to turn off your mobile phone during all conference sessions.



# DODICI

## SPORTS MANAGEMENT



DODICI Sports Management was founded by Mr. Marcelo Simonian in 1994.

Having grown steadily over the years, soon the company became one of the leading businesses in the professional players' management and agency field. DODICI Sports Management has generated many of the most important transfers worldwide.

With offices in Portugal, France, Italy, Chile and Argentina (and new branches in Uruguay and England coming up), DODICI Sports Management has built strong relationships with soccer clubs around the world, allowing for a fast-paced and reliable networking for both professional players and soccer clubs.

DODICI Sports Management acts as agent of a huge number of players located in South and North America, Europe, Asia and Africa.

**DODICI Sports Management** is proud to be a global partner of Soccerex. We look forward to hosting you at stands 138 and 183 during the Convention.





## EVENT INFORMATION

### SECURITY

For security purposes, delegate badges must be worn at all times including the social events. Attendees will be subject to metal detector screening and bag check by security upon entering Marlins Park.

All event venues have strict alcohol policies so please ensure to have photo ID with you at all times.

### LOST PROPERTY

For any lost property, please contact a Soccerex member of staff or go to the Cloakroom which is located opposite Registration.

### ORGANISERS

#### UK OFFICE

Power Road Studios, 114 Power Road, Chiswick,  
London W4 5PY UK.

#### MIAMI SITE OFFICE

Marlins Park Stadium, 3rd Base Entrance (East Plaza),  
501 Marlins Way, Miami, Florida 33125 US

### CONTACT US

+44 208 742 7100 | [enquiries@soccerex.com](mailto:enquiries@soccerex.com)







# OUR SOCCER



# CONFERENCE FACILITIES & TOPICS



## THE STUDIO

THE STUDIO IS OUR LARGEST CONFERENCE FACILITY, DEDICATED TO ADDRESSING THE HOTTEST TOPICS IN THE US AND GLOBAL SOCCER MARKET TODAY. HEAR FROM THE BIGGEST NAMES IN THE SOCCER INDUSTRY AS THE STUDIO PRESENTS A SERIES OF INSIGHTFUL PRESENTATIONS, INTERVIEWS AND DISCUSSIONS.

### TOPICS INCLUDE:

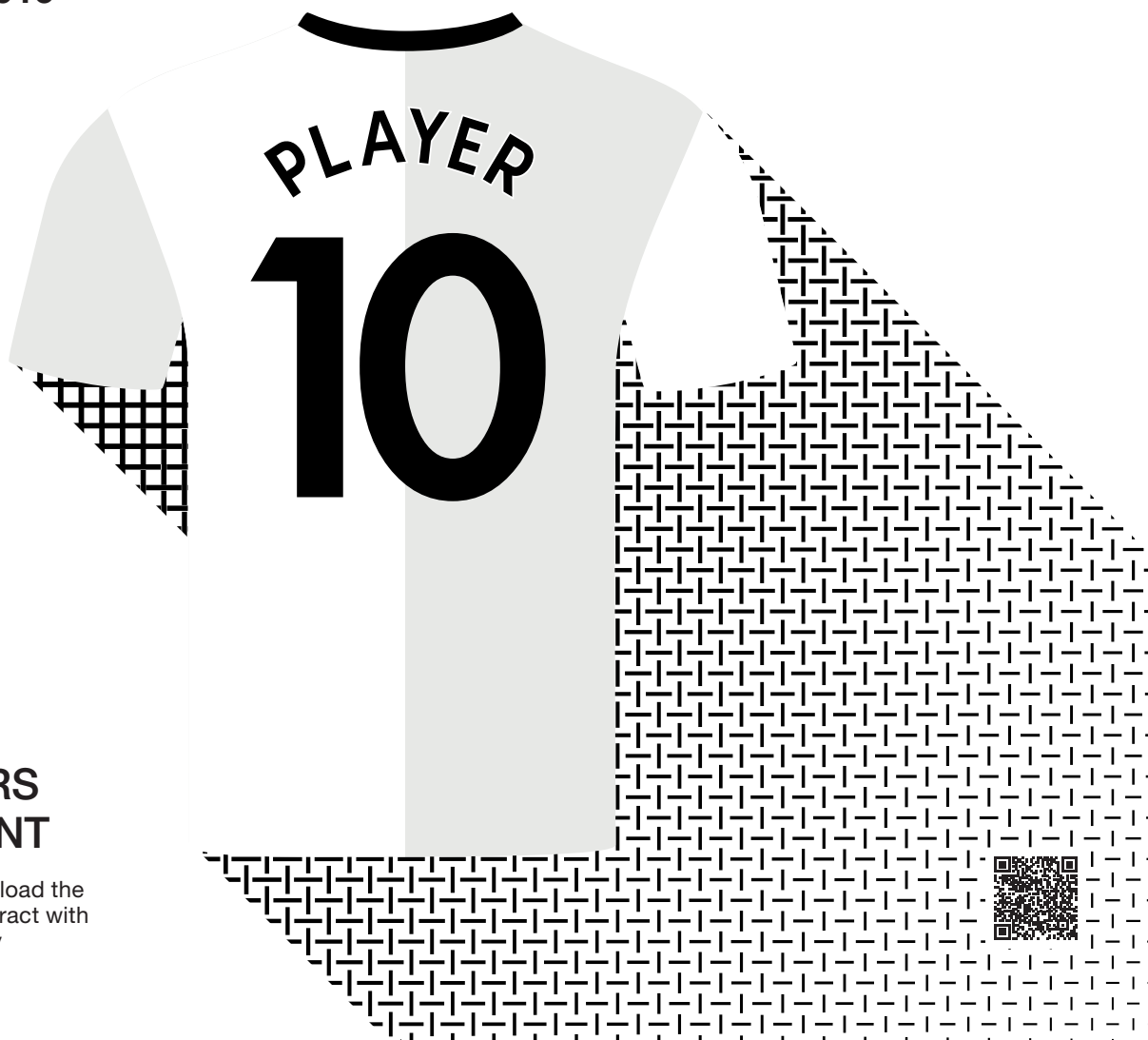
- ▶ The Success of Concacaf Competitions
- ▶ The United 2026 Bid
- ▶ The Growth of Women's Soccer and the 2019 FIFA Women's World Cup
- ▶ Cultural Transformation Through Soccer
- ▶ Insight from the Top American and European Leagues
- ▶ The Transfer Market in the Americas
- ▶ Soccer Legends' Careers After Their Playing Days





# AVERY DENNISON

OFFICIAL SUPPLIER OF NAMES & NUMBERS  
TO THE PREMIER LEAGUE  
FROM JUNE 2019



## OUR NUMBERS ARE DIFFERENT

Scan the QR code to download the  
**NTP Smart Reader** to interact with  
the numbers on your jersey



## CONFERENCE FACILITIES & TOPICS

### THE ACADEMY

THE ACADEMY IS OUR HOME OF BUSINESS INSIGHT, WHERE SOCCER INFLUENCERS SHARE THEIR VIEWS ON THE SUBJECTS AT THE HEART OF EACH SECTOR WITHIN THE INDUSTRY. WHETHER IN A PRESENTATION OR A PANEL DISCUSSION, THE CONTENT DELIVERED IS CUTTING EDGE, OFTEN AIMED AT IMPROVING THE PERFORMANCE OF FOOTBALL RIGHTS HOLDERS ON AND OFF THE PITCH.

#### TOPICS INCLUDE:

- ▶ The International Development of the Top American and European Clubs
- ▶ Fan Engagement & US Soccer Fan Culture
- ▶ ESports and Influencing the E-Fan
- ▶ Achieving Equality in Soccer
- ▶ Governance Structures at National Association Level
- ▶ The OTT Streaming Debate



# USA *vs* ENGLAND

3PM ET - NOVEMBER 15

ESPN2, UNIMAS, UDN

KICKOFF SERIES  
KICKOFF SERIES  
KICKOFF SERIES  
KICKOFF SERIES  
KICKOFF SERIES

# USA *vs* ITALY

3PM ET - NOVEMBER 20

FS1, UNIMAS, UDN

# THE FUTURE IS *US.*

THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.  
THE FUTURE IS US.





**SDImktg** MARKETING  
REDEFINED™

# SOCCEREX

## USA

15-16 NOV 2018 • MIAMI

MARKETING **REDEFINED** = MARKETING  
UNDEFINED

# EVENT APP QUICK-START

THE SOCCEREX EVENTS APP GIVES YOU ACCESS TO THE LATEST EVENT INFORMATION AND COMPREHENSIVE NETWORKING OPTIONS TO MAXIMISE YOUR EVENT EXPERIENCE ON THE GO

- ▶ Delegate messaging and meeting service.
- ▶ Personalised event planner
- ▶ Full conference programme and speaker biographies
- ▶ Full exhibitor and sponsor information
- ▶ Information of all networking and social events

## HOW TO ACCESS THE APP

### 1.DOWNLOAD THE APP

Locate the email 'SOCCEREX USA 2018: Key Event Information' and click on the button '**Download the App**'.

Alternatively, you can search for "**Soccerex Events**" in the Apple Store or Google Play and click on download.

If you are not using an iPhone or an Android phone or tablet, you can click on the same link and you will be directed to the web version of the app.

### 2. ACCESS SOCCEREX USA 2018 APP

Once you have downloaded the app, the event

'**Soccerex USA 2018**' will be visible in the app. Click on the 'Open' button and wait until the app loads the event information.

### 3.VERIFY YOUR IDENTITY TO LOG IN

Locate the email '**SOCCEREX USA 2018: Key Event Information**' and click on the button 'Verify Account'. Alternatively, you can log in directly in the app providing your first name and last name and the email address you used when you registered for this event.

### 4.HAVING TROUBLE?

If you are having any difficulties with the app, please email **networking@soccerex.com** or come to the Information Desk on site.

### 5.PERSONALISED INFORMATION

Build your own schedule with the conference sessions that you wish to attend as well as meetings that you set with other delegates. You can access these features by tapping on the 'MENU' symbol and then on the 'My items' bar.



## 6.EVENT APP ICONS

Access the app and click on the icons to access the information that you need.

### 6.1. EVENT INFORMATION



Includes event locations and networking opportunities such as the Social Evening and the Luna Lounge.

### 6.2. ABOUT THE APP



Learn how to use the app and discover new features.

### 6.3. ACTIVITY FEED



Read notifications with the latest updates and interact with the social wall using the #SoccerexUSA hashtag.

### 6.4. ATTENDEES



See who is attending Soccerex USA 2018 and discover potential buyers and suppliers for your business.

### 6.5. EXHIBITORS



Discover relevant exhibitors and see where their stand is.

### 6.6. SPONSORS



Includes a comprehensive list with all Soccerex USA 2018 official partners and sponsors.

### 6.7. CONFERENCE PROGRAMME



See all the conference sessions taking place in The Studio, The Academy and The Wellness Zone and learn about the multiple topics that will be discussed.

### 6.8. SPEAKERS



See the profiles of all the speakers that will be part of the conference programme.

### 6.9. TRAVEL & ACCOMMODATION



See relevant travel and accommodation information such as complimentary coach shuttle services.

### 6.10. MAPS



Includes a map of Miami with key event locations as well as a floor plan with all stand numbers.

### 6.11. SOCIAL MEDIA

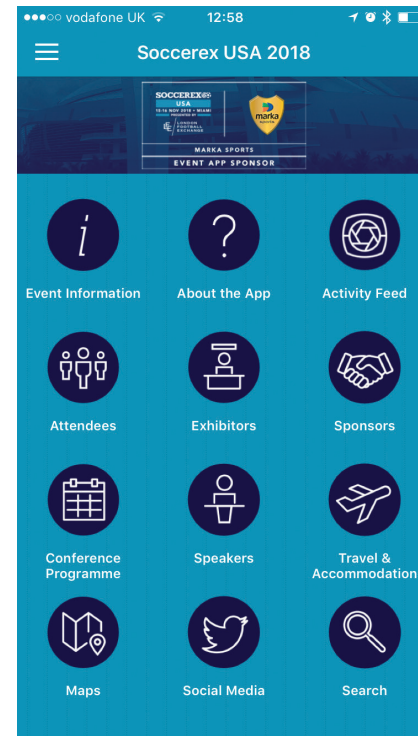


Access Soccerex's social media profiles for updates on Facebook, Twitter, LinkedIn and Instagram.

### 6.12. SEARCH



Use the search bar to find delegates, exhibitors and other relevant information in the app.





# FEDERACIÓN MEXICANA DE FÚTBOL ASOCIACIÓN, A.C.



[www.fmf.mx](http://www.fmf.mx)





# FOOTBALL IN FOCUS

Getty Images is the world's leading visual communications company covering over 28,000 sporting events every year. We provide unrivalled, specialist coverage shot by the world's best photographers. Our partner relationships with 60 of the most prestigious rights-holders in sport, including UEFA and FIFA, guarantees unique access. Visit [gettyimages.com/sport](https://www.gettyimages.com/sport) for more info.

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## EMERGENCY PROCEDURES

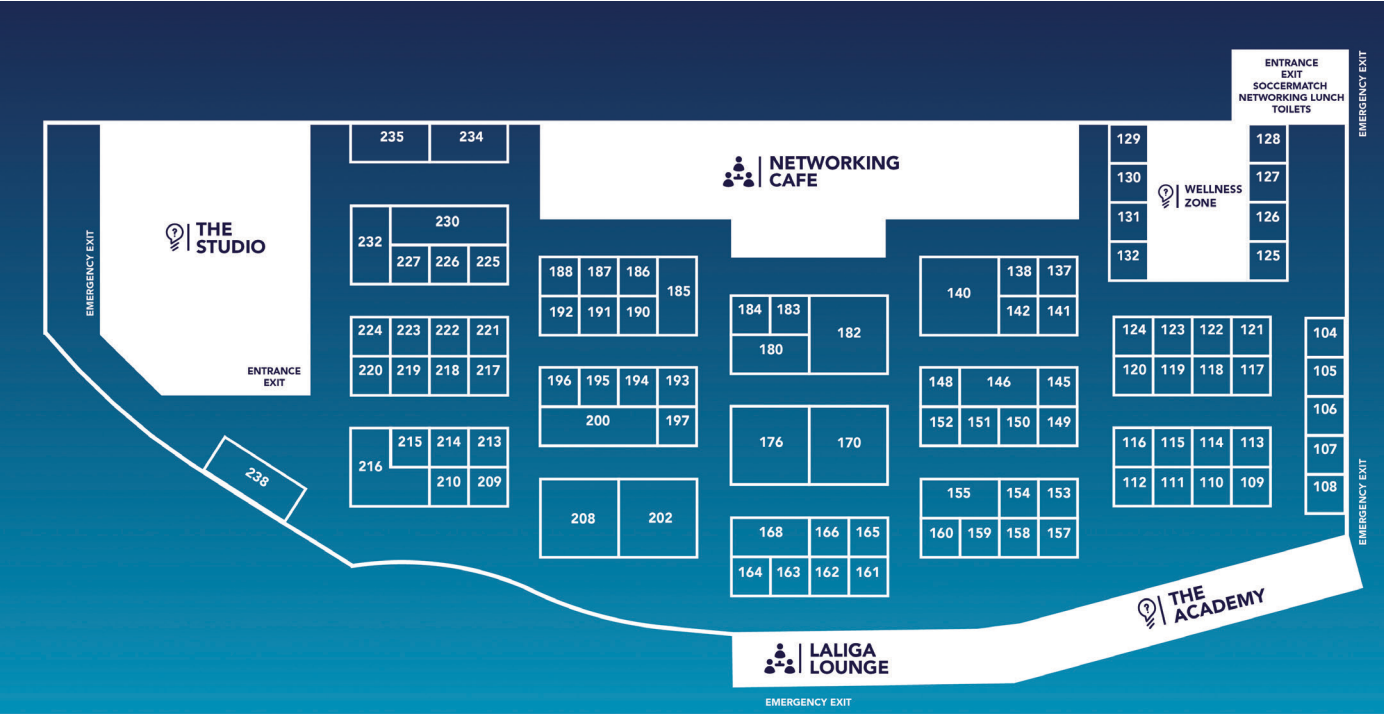
Marlins Park has designated (4) Emergency Egress points on the Field Level, as listed below:

- ▶ Left Field, adjacent to The Academy
- ▶ Cleveland / LaLiga Lounge
- ▶ Center Field
- ▶ Right Field

In the event of an emergency, attendees should locate the nearest Emergency Egress location for direct access to the exterior of Marlins Park. All Marlins Park personnel will assist with the direction of attendees should a scenario arise.

City of Miami Fire Rescue will be on-site during event times to ensure the safety of all attendees. In the event of an injury or situation requiring medical attention, City of Miami Fire Rescue will act accordingly.

EXHIBITION FLOOR PLAN



## THE WELLNESS ZONE



At Soccerex USA, the exhibition will feature the Wellness Zone and areas dedicated to this subject where a series of presentations and workshops will be delivered over two days, looking at different aspects of mindfulness and mental conditioning in relation to sports performance. Topics to be covered include mindfulness, motivation, meditation, nutrition, hypnotherapy, neuro-linguistic programming (NLP), holistic health and wellness remedies. The zone will also feature experts in this sector through a series of exhibition booths grouped around the presentation area.

The individuals and organisations participating as part of the Wellness Zone are listed on the following page. The Wellness Universe will open proceedings for the Wellness Zone on Thursday morning. The full programme agenda can be found via the Soccerex Events App.

The Wellness Zone will be sponsored by The Wellness Universe, the world's first, one-stop, online directory and resource centre to support and promote whole-health and well-being on a global scale. Their unprecedented platform connects world-changers – industry leaders and wellness entrepreneurs – online and through live events to seekers of total wellness. The Wellness Universe provides its 2800 members and the public with access to wellness resources and education, and guidance in strategic development to transform visions of service into thriving businesses.



**B STRONG**

The Benefits of Blood  
Flow Restrictive (BFR)  
Training for  
Professional Soccer.

**CELLNUTRITION**

The Story Behind the  
Science

**CONSCIOUSLY**

The Power of a  
Conscious Lifestyle

**DAILY BODY RESTORE**

The Benefits of  
Probiotics &  
Digestive Enzymes for  
Professional Athletes

**FUTURE FORWARD  
FOODS**

Adaptogens - The  
New Antioxidants

**ONLY AMOR  
ENTERPRISES LLC**

Mindset Mastery – Self  
Development Talk: Change  
Your Language / Change  
Your Life

**PURE SPORTS  
RECOVERY**

Signs and Symptoms,  
Athlete Burnout

**JAMERI  
ENTERPRISES LLC**

Enhance Your  
Individual and  
Organization Palette for  
a wHEALTHy Lifestyle

**NEUROCORE**

Brain Training: The Next  
Evolution in Peak  
Performance





# INTEGRITY RESPECT COMMUNITY

Contact:  
[chairmanrich@sheffieldfc.com](mailto:chairmanrich@sheffieldfc.com)



## EXHIBITOR CONTACT DETAILS

THANKS TO ALL THE COMPANIES THAT HAVE DECIDED TO PROMOTE THEIR SERVICES AT SOCCEREX USA

### ACC AVIATION GROUP

**STAND 168****ANDY HUTCHINSON****E:** andyh@accaviation.com**T:** (+44) 173 723 2230**W:** www.accaviation.com**INDUSTRY:** Travel & Tourism**COUNTRY:** United Kingdom

### AIR CHARTER SERVICE

**STAND 217****AIR CHARTER SERVICE****E:** Alex.SadatShafai@aircharter.co.uk**T:** (+44) 208 339 8577**W:** www.aircharter.co.uk/**INDUSTRY:** Travel and Tourism**COUNTRY:** United Kingdom**AIRTON RISK MANAGEMENT - PADDY  
POWER BETFAIR****STAND 164****ROSS GARVEY****E:** ross.garvey@paddypowerbetfair.com**T:** (+353) 873 600 306**W:** www.airtonrisk.com**INDUSTRY:** Insurance**COUNTRY:** Ireland

### AGC CHEMICALS AMERICAS, INC.

**STAND 220****BILL FIEDLER****E:** bill.fiedler@us.agc.com**T:** (+1) 732 266 6797**W:** www.agcchem.com**INDUSTRY:** Stadia**COUNTRY:** United States

### AIR PARTNER

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DAKTRONICS****STAND 113****VICKIE JOHNSON****E:** vickie.johnson@daktronics.com**T:** (+1) 305 720 6780**W:** www.ajtsystems.com**INDUSTRY:** LED Provider**COUNTRY:** United States





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## DUNCAN REVIE AWARD

THE DUNCAN REVIE AWARD WAS CREATED IN 2016 TO HONOUR THE LATE FOUNDER OF SOCCEREX, DUNCAN REVIE. DUNCAN'S VISION AND AMBITION HELPED TO SHAPE THE SOCCER BUSINESS SECTOR FOR OVER TWO DECADES AND HIS WARMTH AND GENEROSITY ENDEARED HIM TO MANY AROUND THE WORLD.



Duncan was a soccer man through and through. As the son of the legendary Leeds United and England Manager, Don Revie, he was brought up in the soccer world, schooled in values he never lost sight of as the Soccerex brand grew. As he was fond of saying, "We need to look after football because the business will look after itself". To honour Duncan and the values he held so dear, The Duncan Revie Award was created to recognise individuals or organisations who, through their innovation and passion for football, have had a positive impact on the beautiful game. The inaugural award was presented to Sheffield FC, the world's first soccer club, at the Soccerex Asian Forum in 2016 and last year the award went to Dutch soccer legend, Johan Cruyff when it was

posthumously presented to Cruyff Football CEO and fellow Dutch international, Wim Jonk on Johan's behalf. In 2018, as Soccerex return to the US, The Duncan Revie Award will be presented to a man who has made an indelible impact on the landscape of US soccer; a man whose vision and drive laid the foundation for soccer's increasing professionalisation and popularity across the country and who is, in many ways, the "godfather" of soccer in the United States. The 2018 Duncan Revie Award goes to Alan Rothenburg.





As President of US Soccer between 1990 and 1998, Alan oversaw the hosting of the 1994 FIFA World Cup with the tournament proving a huge success, setting attendance records and opening the American sports market up to the global game. Following the tournament, Alan oversaw the creation of Major League Soccer and went onto play an integral role in the organization of the 1999 FIFA Women's World Cup. Alan was awarded the FIFA Order of Merit in 2006 and inducted into the US National Soccer Hall of Fame in 2007.

His recognition at Soccerex USA 2018 comes at a fitting time with the country having just secured the right to co-host the 2026 FIFA World Cup along with Canada and Mexico and the Executive Director of the successful 2026 United Bid team, John Kristick, will be on hand to present Alan with his award.





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IN ADDITION TO THE GLOBAL SOCCER EVENTS, SOCCEREX PROVIDES INDUSTRY BUSINESS NEWS, LONG-FORM CONTENT IN THE FORM OF REPORTS, SPOTLIGHT INTERVIEWS WITH INDUSTRY LEADERS AND CONSTANT INDUSTRY AND EVENT UPDATES VIA SOCIAL MEDIA.

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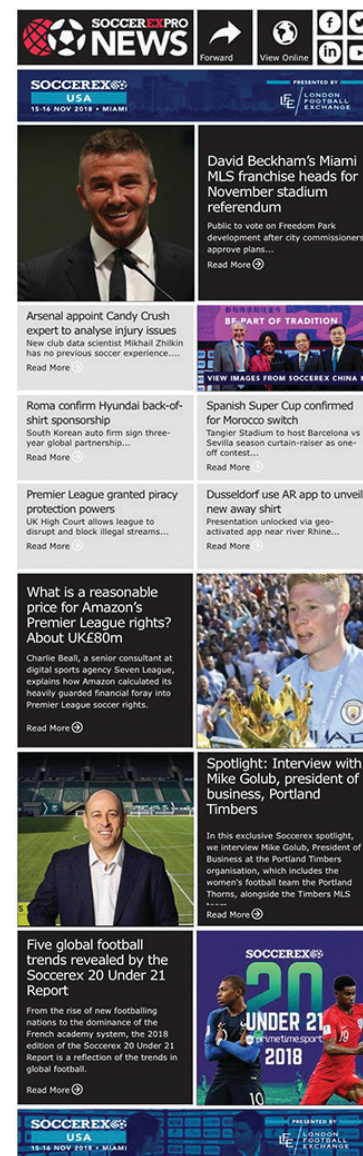
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In this Soccerex exclusive interview with Philippe Moggio, General Secretary of CONCACAF speaks about the development of football in the 41 member associations, the rebranding of Concacaf, new international competitions and the 2026 FIFA World Cup that will be held in Canada, Mexico and the United States.

To support our soccer business news service and showcase the vibrant industry in which Soccerex operates, we search out the leading actors in the global sports industry, conducting in depth interviews with senior figures from the different rights holders, associations and suppliers who make the world of soccer tick. These exclusive insights are published via SoccerexPro News and our different digital and social channels.

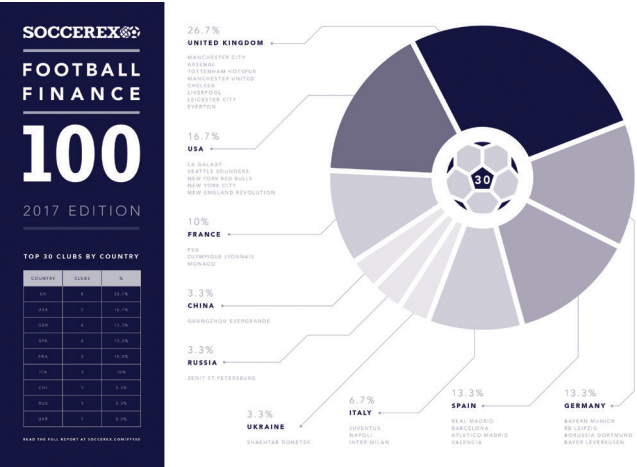




# SOCCEREX REPORTS

## SOCCEREX REPORTS

From the long established Soccerex 20 Under 21s report that brings together a list of the Top 20 most valuable Under-21 year olds from around the world to our most recent addition, the Soccerex Football Finance 100, which uses a bespoke methodology to evaluate and rank the top 100 clubs across the planet based on their finances, Soccerex reports deliver valuable, in depth, market insight and are used as a point of reference by both the media and the wider industry alike.



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## SOCCEREX SPOTLIGHT

### **“GAMBLING ON THE FUTURE OF SPORT? WHAT NEEDS TO BE DONE TO SAFEGUARD SPORT INTEGRITY”**

Emanuel Macedo de Medeiros, CEO of The Sport Integrity Global Alliance (SIGA)



Leagues, players' unions, betting regulators and operators are giddy with excitement about the newly legalized sports betting industry and its expected cornucopia of business opportunities and revenues streams, after the US Supreme Court ruled out the federal law that prohibited betting on individual sporting events. However, what followed so far has been a mad dash to capitalize on a multi-billion-dollar industry, with apparently little or no regard to what is really needed and still needs to be done to safeguard the integrity of sporting competitions.

The regulated opening of the sports betting market represents the most challenging development that US sport has experienced over decades. Its impact should not be underestimated. Nor should it be a tug of war between sports betting operators, regulators, leagues and players' unions. The discussion about the future of sports betting in the US should not therefore be reduced to how much money it will generate. Stakes are simply too high, and too many decisive questions remain unanswered.

How will each individual state regulate sports betting? Will there be a minimum level of consistency and coherence across all states allowing betting? Even if the US does not adopt an overarching federal regulatory structure, as seems to be the case for now, there will likely be commonalities across states. Is there a real willingness to promote a robust collaboration within the sector and support the establishment of data and information exchange mechanisms across sports and between relative authorities, including each state and federal law enforcement, competition organizers and sports betting operators?

How will they identify, assess and manage risks linked to the manipulation of sports competitions, illegal betting and sports betting fraud? Which types of bets will sports betting operators be allowed to offer on sporting competitions, and on which terms and conditions? Which role will be reserved to sports competitions organizers in this context? How will they monitor and protect sport against match-fixing?

Several states already have protections in place, but will the risk of creating a patchwork of regulations and frameworks, allowing crooks and criminals to shop around to find the state with the weakest provisions be mitigated?

Will participants in sporting competitions (e.g. players, coaches, officials, medical entourage, etc.) be able to place bets on games they are involved in and if not, how



will they be monitored?

Will there be capacity building programs, as well as training, education and public awareness initiatives, involving all key participants in sporting competitions (e.g. players, coaches, officials, medical entourage, etc.)? If so, how will all that work? And who will pay for that? How will intelligence be gathered, and by who? And how will information between relevant stakeholders be exchanged if positions continue to be so extreme in the future as they are now?



Is there any intention of working towards a federal or state integrity platform of cooperation involving all key stakeholders?

If so, what progress is being made in that sense?

And what will happen in the event of an integrity breach? Will there be any state legislation or sport regulations foreseeing the identification and definition of conducts that constitute a criminal or disciplinary offense in relation to the manipulation of sports competitions, illegal betting and betting fraud, and respective sanctions? Are there any plans to implement and enforce appropriate whistle-blowing

procedures, allowing for protection and anonymity of whistle-blowers?

This list of questions could go on and on.

The point is this: the discussion about new business opportunities and revenue streams that currently dominates headlines is a legitimate one, but - as questions exemplified above clearly show - the integrity of sport can neither be neglected nor underestimated as without integrity, there is no sport and no profitability.

Sports' betting is not just about a goal here and a dollar there. Europe's and Asia's match-fixing problems have been connected to extremely serious and violent organized crime syndicates and sport has suffered. Having been at the forefront of professional soccer in Europe for more than 20 years, I know what I am talking about. I can guarantee that this is not a path the US wants to go down, and thus really needs to dedicate itself into prevention rather than patching-up and punishing afterwards.

To safeguard the integrity of sport, states, sports organizations, betting regulators and operators do not need to reinvent the wheel or start everything from scratch: the SIGA Universal Standards on Sports Betting Integrity are available. They provide the most advanced regulatory framework, and its implementation is an absolute must to protect the integrity of sport and all values we hold dear. For those who organize it, those who play it, those who legitimately operate in the betting industry, and those who simply love it.



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## NOTES

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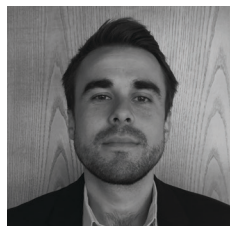
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