

*Release of "Football industry 2014-2015. Towards to the 2018 World Cup" book is coming soon.  
The universal reference book and practical grant for experts of the industry of soccer.*



**footballindustry**  
**2014-2015**  
*Towards to the 2018 World Cup*



*the edition working for your  
image and sales the whole year*



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*Our edition is a real opportunity:*



To present to acting and potential partners of your business innovative products: modern technologies and the equipment, new collections of clothes and footwear.



Show achievements of the Russian soccer, to show ready objects and projects of stadiums to the 2018 World Cup, to show a variety of the most interesting decisions of the football stadiums which weren't among platforms of the championship.



Unique programs of training for top managers and the personnel, effective decisions for improvement of process of automation.



*release — on October 10, 2014  
Deadline for giving of a material – on October 1, 2014*



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## *Sections:*



- > Presentations of concepts and projects of stadiums to a World Cup.
- > Infrastructure decisions and unique ideas of the participating cities.
- > Interesting decisions of the football stadiums which weren't among platforms of the championship.
- > Design and construction of stadiums.
- > Natural lawns and artificial coverings. Equipment for leaving.
- > System integrators: automation, complex safety and IT technologies for stadiums.
- > Equipment for TV-translations. Screens, media cubes, board and so forth.
- > The equipment and stock for stadiums (chairs, tribunes, etc.)
- > Sports technologies, innovations and analytic.
- > Football brands. Clothes, footwear, equipment, stock.
- > The software for trainings.
- > Training and professional development.
- > Equipment for trainings, rehabilitation and recovery of athletes. Sports medicine.



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## *Audience:*

- > Representatives of administrations of the cities accepting a WC-2018.
- > Members of FIFA.
- > Heads of RFU, RFPL, Organizing committee-2018, Federal State Unitary Enterprise "Sport-engineering".
- > Heads of committees on sports in regions.
- > Directors of football stadiums and training bases.
- > Heads and owners of football clubs.
- > Directors of the design and construction organizations.
- > Heads and managers of the companies occupied in production and sale of goods of the football industry.
- > Heads of the centers of preparation of teams and clubs.
- > Heads of the centers of rehabilitation, medical centers.



## *Characteristics:*

- > Quantity of pages — from 120 pages
- > Format of 210x260 mm
- > Paper density: internal block 150 g/m. cover 300 g/m.
- > Circulation is 5 000 copies





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## *Distribution:*

- > Racks: Ministry of sports, Federal State Unitary Enterprise Sportinzhiniring Moskomsport, Ministry of affairs of youth and sports of the Moscow region, Olympic committee, RFU, RFPL.
- > Football clubs and teams (over 350).
- > Specialized shops (over 400).
- > Administrations and committees on sports of regions – all subjects of the Russian Federation (over 200).
- > The companies suppliers and producers (over 200).
- > Designers and construction companies (over 500).

## *Special distribution:*

- > The international tournament on soccer "Federation Cup". Delegations of administrations and legislative assemblies of regions of Russia and the Commonwealth countries will take part in the Federation Cup tournament. For heads of delegations, many of which head regional football federations, "the round table" on which participants will discuss problems of development of soccer in regions will be organized.
- > The summit "Construction and design of stadiums and sports constructions in Russia and the CIS" – an investment in a package of the participant and a front desk.
- > The international PROSPORT conference – racks at an entrance.
- > INTEGRAETED SYSTEMS RUSSIA – front desks.
- > WORLD FOOTBALL FORUM – in a package of the participant, a rack at an entrance.
- > FOOTBALL BILD EXPO – in a package of the participant, a front desk.
- > Futbolmarket – racks at an exhibition (carrying out action is specified).
- > The scientific and practical conference "Sports Technologies and Analytics" - in a package of the participant.



## *Electronic version:*

- > Electronic mailing: 50000 addresses.
- > Continuous placement of the electronic version on a site sportb2b.ru



*many other business programs  
and specialized exhibitions*



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## *Book tasks:*



To receive unique and structured information on the market



To have an opportunity to compare goods and suppliers



To choose the best and to save time and money



To analyze trends and to build own strategy and assortment policy



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## *Format and placement cost for the companies:*

### Information material of 4/1 pages, including:

- 1/1 page — the general structured information on the company with logo placement.
- 3/1 page — for choice: detailed presentation of new products / services, interview to the head, company or brand history, etc.

Placement of the image model within the chosen volume is possible.

**Cost — € 930**

### Information material of 2/1 pages, including:

- 1/1 pages — the general structured information on the company.
- 1/1 pages — article / the image model.

**Cost — € 700**

## *Placement format:*

- > The name of the company and logo (in a vector).
- > Head.
- > Portfolio of brands.
- > Technologists and innovations.
- > Competitive advantages.

- > Terms of delivery.
- > Financial conditions.
- > Ways of delivery.
- > Possible service and additional maintenance.
- > Awards.

- > Strategy of development of the company.
- > Search of dealers.
- > Regional dealers.
- > Gallery of reference – objects or main customers of the company.



## *For presentations of stadiums 6 pages*

**€ 1150 SPECIAL PREFERENTIAL PRICE!**

Cost includes interview to the top officials of the region supervising the project, the story about technologies and innovations, the description of the project, infrastructure, information on designers, contractors and other.



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## *Contacts:*

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**2014-2015**  
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## *Our projects:*



magazine  
SportB2B



magazine  
SportsFacilities



magazine  
SkiB2B



magazine  
GR Sport



catalog  
The mountain-skiing  
industry



catalog  
Fitness industry



catalog TOP-50  
Sports construction  
and equipment



magazine  
Sports collecting

*and a lot of  
others  
projects...*