



FIVE EDITIONS OF

GLOBE SOCCER

WHERE FOOTBALL IS GLOBAL



GLOBE SOCCER THE INTERNATIONAL FOOTBALL FESTIVAL

Since 2010 Globe Soccer has been presenting the most eagerly awaited Awards of the footballing year in Dubai at the end of December. The fifth edition of the Awards, in 2014, will tell us who will succeed Cristiano Ronaldo, Ribéry, Del Piero, Xavi, Falcao, Abidal, Deco, Maradona, Platini, Mourinho, Guardiola, Conte, or Barcelona, Athletic Madrid and Bayern Munich. The intercontinental football event is the only one which rewards all those involved in the game, including agents and directors, referees and fans. The champion in terms of popular appeal will be chosen directly on social networks and will have to work hard to beat Cristiano Ronaldo, the winner of the "Globe Soccer Fans Best World Player 2013", the real media phenomenon of the 21st century.

Globe Soccer celebrates the season at year end, with one eye on the first transfer window set for January. Globe Soccer is the moment when institutions, clubs, directors and agents can meet: two days of debate dedicated to the increase in and knowledge of the problems of the world's most important sporting discipline.



THE FORMULA



THE AWARDS CEREMONY

The Globe Soccer Awards are the first and only awards for the best club director and the best agent of the year, together with other excellences in the football context.

The EFAA (European Association of Player's Agents) and the ECA (European Club Association), have accompanied the growth of Globe Soccer from the start and have understood its aims and intrinsic opportunities. The Globe Soccer Awards have filled the gap in the panorama of football awards to mark a season of commitment at the highest possible level.

Every year Globe Soccer organizes an official Gala Dinner. In this occasion the leading footballing names from all the continents attend the award ceremony broadcasted live on most important TV Networks.





CONFERENCE

Experts from football and business tackle the 'Global Issues' and 'Focused Topics' currently affecting the industry in a series of panels, one-to-one interviews, keynote addresses, presentations and workshops.



GLOBE SOCCER EXHIBITION

It is a networking place which focuses on the sport facilities and especially on the importance of the stadia. Its main aim is the one of making the demand and the offer meet and offer the companies new opportunities and perspectives.

THE UEFA DIRECTOR OF REFEREEING, PIERLUIGI COLLINA, TOGETHER WITH CRISTIANO RONALDO AT THE OPENING SESSION IN 2013:

the former referee provided a brilliant analysis of the style of play of the Portuguese start and involved him in a highly technical discussion.





GLOBESOCCER

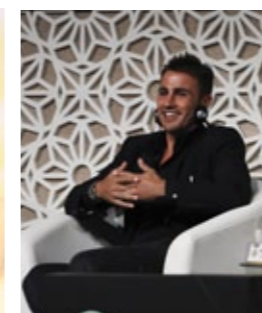


GUESTS AND SPEAKERS OF THE FIVE EDITIONS

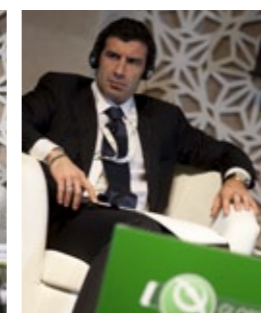
The first five editions of Globe Soccer offered a fascinating vision of football, thanks to the quality of the presentations and the forecasts made by real experts in the sector from all around the globe. The interest of the footballing world has been attracted thanks to the participation of special guests and football stars.



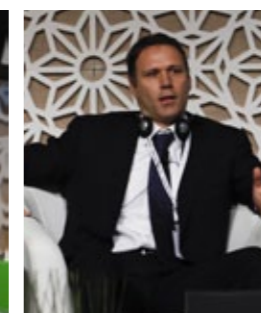
Alex Del Piero



Fabio Cannavaro



Luis Figo



Marco Van Basten



Zinedine Zidane



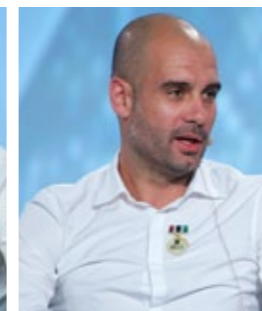
José Mourinho



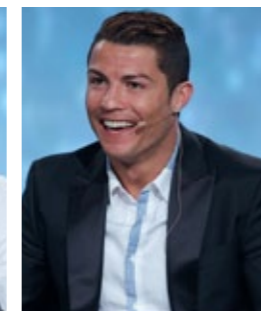
Michel Platini



Franck Ribéry



Josep Guardiola



Cristiano Ronaldo



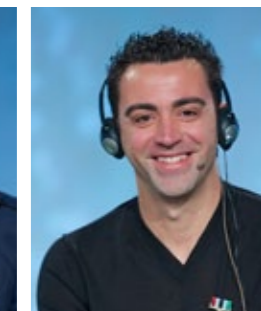
Antonio Conte



Pierluigi Collina



Massimo Busacca



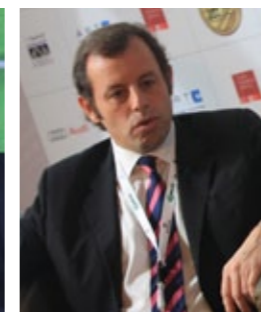
Xavier Hernández



Fabio Capello



Diego Maradona



Sandro Rosell



Eric Abidal



Gianni Infantino



Radamel Falcao



Alberto Zaccheroni



GLOBE SOCCER AWARDS



DURING THE SECOND EDITION OF GLOBE SOCCER IN 2010, THE GLOBE SOCCER AWARDS WERE FINALLY LAUNCHED, THE FIRST AND ONLY AWARDS FOR THE BEST DIRECTOR AND THE BEST AGENT OF THE YEAR.

The success of the Awards was such as to expand the field immediately, as from the second edition, to awards for clubs, coaches and players on the basis of their performance over the season or whole career.

Michel Platini, Diego Armando Maradona, Cristiano Ronaldo, Alessandro Del Piero, Eric Abidal, Jorge Mendes, Radamel Falcao, Adriano Galliani, Sandro Rosell, Pinto Da Costa, Miguel Angel Gil, Josè Mourinho, Rob Jansen, Josep Guardiola, and Franck Ribéry are already in the honours' roll of the Awards and some of these extraordinary personalities are part of the permanent jury for the Awards.

The ECA, the European Club Association, and the EFAA, the European Football Agents Association, are the international bodies which each season draw up the shortlist of award candidates.



CRISTIANO
RONALDO

FANS
FAVORITE
PLAYER
AWARD

THE AWARDS CEREMONY A SHOW FOR NEW MEDIA AND TV

The first four editions of the Awards saw constant growth, after a start which was reserved for those categories which were overlooked in international football, such as player's agents and club directors. The success of the awards night immediately involved footballers, coaches, the great names of the past, and teams, right up to the launch of new categories for Middle East, both for players and coaches.

The potential of the event is truly global, thanks to the Internet and the new applications which let everyone take part: in 2013 Cristiano Ronaldo was voted the most popular star by fans worldwide. For two years an award has been presented, following a competition on social media, to the fan who provides the best slogan on a specific footballing theme.

The Award ceremony is normally broadcast live. TV has already shown its love for the night of the stars and the Globe Soccer Awards. Maradona, Platini, Cristiano Ronaldo, Ribéry, Xavi, Abidal, Falcao, Del Piero, Guardiola, Mourinho and Conte have all been protagonists at this footballing party, but the list goes on. Also Ibrahimovic, Totti, Casillas, Rooney, Messi and many others have cooperated on charitable initiatives for the Globe Soccer Dream for Children project, recording video messages and sending signed shirts to collect funds to help the children.

The new applications and the web will ensure ever greater participation in this event, right up to enabling live simultaneous voting for the year's Award winners.



WINNERS OF THE PAST EDITIONS

Since the first edition in 2010 around 30 awards have been presented. During the different editions the award categories have increased. Now there are 10 categories of awards.

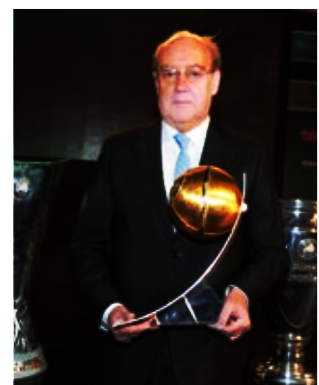


2010

Jorge Mendes - Best Agent of the year

Miguel Angel Gil - Best Club Director of the year

Adriano Galliani - Career Award for Directors



2011

Cristiano Ronaldo
Best Player of the year and Greatest
Media Attraction in football

Jorge Mendes
Best Agent of the year

Alessandro del Piero
Player Career Award

Jorge Pinto da Costa
Globe Soccer Career Award

Sandro Rosell - Barcelona
Best Club of the year

2012

Michel Platini
Director Career Award

Jorge Mendes
Best Agent of the year

Radamel Falcao
Best Player of the year

Eric Abidal
Player Career Award

Diego Maradona
Best Player of the 20th century

Hassan Mohamedr
Best goal scorer of UAE

Miguel Angel Gil - Atletico Madrid
Best Club of the year

Rob Jansen
Agent Career Award

Jose Mourinho
Best Coach of the year and Greatest
Media attraction in football





2013

Cristiano Ronaldo
Fans Favorite Player Award

Josep Guardiola
Most succesful coach and Greatest
Media Attraction in football

Antonio Conte
Best Coach of the year

Xavi
Player Career Award

Deco
Player Career Award

Bayern Munich
Best Club of the year

Giovanni Branchini
Agent Career Award

Mahdi Ahli
Best Coach in the GCC

Jorge Mendes
Best Agent of the year

Franck Ribery
The Globe Soccer Award

AWARDS FUTURE EDITIONS

As from the next edition of Globe Soccer there will be new Awards for:

- Best referee (announced at the end of the most recent edition, in the presence of the refereeing directors from FIFA, Massimo Busacca, and UEFA, Pierluigi Collina);
- Best Under-21 player (Golden Boy);
- Best player in the GCC, which will go alongside the award for the best coach in the Gulf;
- Best and best-selling club shirt.

A lot of attention will be focussed on the club strip Award, as this is considered the symbol of footballing passion, the fans' trophy, the desire of the avid collector, the real distinguishing sign which is increasingly to be worn and to be seen at the stadium or in free time. Thanks to this award, each year at Globe Soccer we will learn the real numbers of the market for football strips with the presentation of dedicated studies.

The major technical sponsors can take part, presenting new products at Globe Soccer, as Adidas did in the last edition with the display of its Brazuca, the ball for the FIFA 2014 World Cup.



THE INVOLVEMENT OF OPERATORS: TECHNICAL SPONSORS AND EXHIBITIONS



The next step, to accompany the awards event and to increase the interest of operators, regards the involvement of other people in the sector, potentially aimed also at possible exhibition opportunities. The technical sponsors are directly linked to football and to the distinguishing colours of the globalised teams, the main national teams and the consistently successful clubs. They deserve an Oscar for their work.

The theatres of football are stadia and TV studios, and that is why we need modern venues that can offer a better spectacle and hospitality. The appointment with Globe Soccer is key also in this sector, both to exhibit innovation and to analyse the results of a major organisational commitment, such as a World Cup.



GLOBE SOCCER 2014

The sixth edition of Globe Soccer, which is part of the IX International Sports Conference in Dubai, will once again touch on topical issues on the eve of the final FIFA transfer window set for January 2015, considering the effects of financial fair play on the number and quality of completed transfers.

Globe Soccer will once again touch on current issues such as:

- Globalization and financial aspects of football
- Present and future of football stadia
- World Cup 2014 in Brazil and its technical and organizational aspects and results
- Development of the role of players' agents by virtue of the expected FIFA regulation



LOCATION AND DATES

The sixth edition of Globe Soccer will take place, as usual, in Dubai on 27 and 28 December 2014. This year too the event will be hosted in one of the most exclusive hotels in the city, the **Atlantis The Palm**, in which significant space will be given over both to the exhibition space and to the conference.

Closing the two days of the event, on the evening of 28 December alongside the Audi Football Night, the Globe Soccer Awards Ceremony will take place, the official gala dinner during which the awards will be presented, all in the fascinating setting of Dubai.



CHARITY INITIATIVES



This year too, Globe Soccer will promote the project “Globe Soccer Dream for Children”, now in its third edition, which will include new initiatives aimed at collecting funds to support charitable associations, as in the past, in favour of the Rashid Paediatric Therapy Centre and Save the Children.

The main fundraising moment will take place thanks to the sale of tables in order to attend the Globe Soccer Awards Gala Dinner. The chance to buy tables will be offered to companies and football teams. The purchase of a table will grant the possibility of showing their logo on a special backdrop which will be used when taking pictures with the celebrities.

The proceeds will be donated to our charity partner for which is envisaged not only economic support, but also a high level of international visibility.



AT EVENT
VISIBILITY
PROMOTES YOUR BRAND TO
THOUSANDS OF DECISION MAKERS.

Globe Soccer Partners have unparalleled branding opportunities at the event, maximising the impact of your brand to the hundreds of top industry executives present and also to the thousands of viewers who catch coverage of the stories breaking live or the Globe Soccer Documentary which is broadcasted worldwide.

Globe Soccer reserves the most prominent positions throughout the event for those companies included within its partnership structure, affording them the increased exposure through inclusion on key areas such as the venue entrance, all of the media backdrops used in the conference and for personal interviews of the VIPs, on the event loop tapes shown for the duration of the event, marketing collateral and much more. Event Title Sponsors receive the additional benefits of receiving the event naming rights and appearing in each and every location where the Globe Soccer logo is used.

THE EVENT GIVES YOU A REAL
PRESENCE
IN THE CENTRE OF A
CUTTING EDGE EXHIBITION.

The Globe Soccer Exhibition is one of the key elements of any Globe Soccer Convention, providing a platform for companies from around the globe to showcase their products, destinations and services.

Offering you a base to operate from, host meetings and promotional events, the option of having a stand is another way in which your partner package places your company at the heart of the football industry.

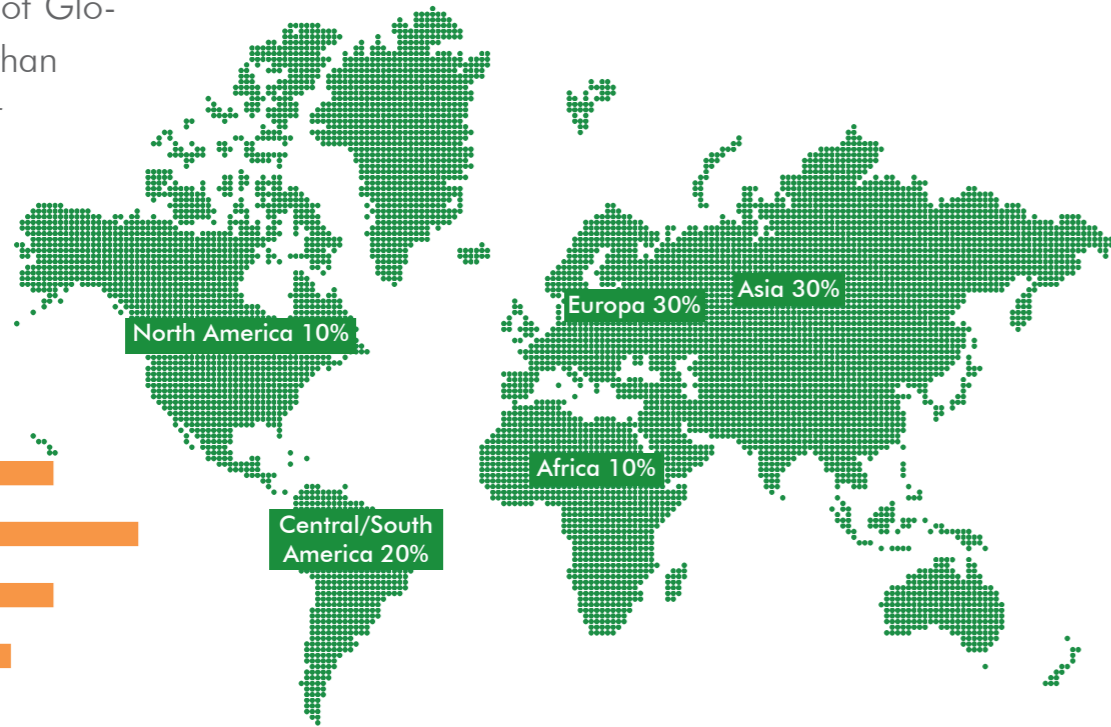
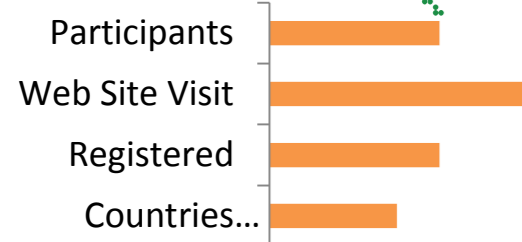


THE NUMBERS

Globe Soccer's mission is to ensure sector operators from around the world to have a chance to meet on the eve of the final market window envisaged by FIFA. In this sense the result has already gone beyond any expectations.

These are the numbers of Globe Soccer which, better than any other statistics, bear witness to the interest generated by the event. The figures are those

AUDIENCE

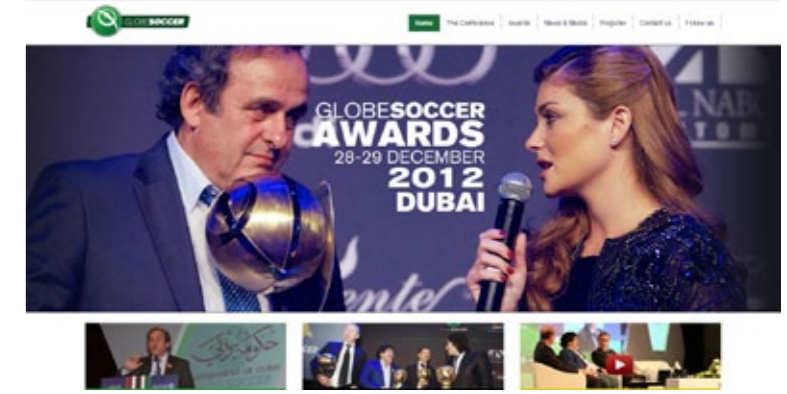


that only a great event can register: indeed the first four editions have involved over 80 countries and welcomed over 20,000 participants, including delegates and accredited representatives.

MAIN SPONSOR



EXCELLENT EXPOSURE BEFORE, DURING AND AFTER THE EVENT



PRINT

Through our extensive media partnerships we have a large amount of print advertising throughout the year to many different targeted groups and markets: broadsheets, tabloids and industry periodicals.



EMAIL MARKETING

From our email newsletter and targeted e-shots to our news services and media partnership network, we have a direct contact with thousands of football key targets.

WEBSITE & SOCIAL NETWORK

With over 100,000 unique visitors per year, presence on Globesoccer.com and over 20,000 contacts on social platforms like facebook, twitter, flickr, youtube, etc, is a guaranteed way to be in touch with the football industry.





GLOBAL MEDIA COVERAGE

LOCAL, NATIONAL AND INTERNATIONAL MEDIA

- Newspaper (over 500 articles per edition)
- Broadcaster (over 150 reportages per edition and live Coverage on several international channel)
- Dedicated press
- Radio
- Billpostings



2,849 Coverage in over 80 countries

PRINT & ONLINE

- EL MUNDO **AS** **Sun**
- Telegraph **MARCA** EL PAÍS
- THE TIMES DAILY NEWS
- the guardian GULF NEWS
- TUTTOSPORT Daily Mail
- L'EQUIPE ANSA
- La Gazzetta dello Sport
- la Repubblica
- THE INDEPENDENT
- Il Messaggero
- Corriere dello Sport

