



# SOCCKEREX

# MIAAMI



# 2024

EVENT BROCHURE



SPEAKERS  
EXHIBITOR LIST  
AGENDA

# F FOREWORD

Dear Soccerex Miami Attendees,

Welcome to Soccerex Miami 2024! It is an absolute pleasure to have you join us for what promises to be an incredible gathering of football's brightest minds and most influential leaders here at the Seminole Hard Rock Hotel and Casino.

This year's event, our 5<sup>th</sup> in the magic city, comes at an exciting and transformative time for our industry. Football is evolving rapidly—through advancements in technology, expansion into new markets, and an intensified focus on inclusivity, sustainability, and social impact. At Soccerex, we are committed to providing a space where leaders from across the globe can come together to share insights, build partnerships, and collectively drive the game forward.

Soccerex Miami 2024 will be a showcase of the many voices and perspectives that shape our sport. Our panels will feature industry leaders, pioneers and innovators from federations, governing bodies, elite clubs, and leagues to globally established and emerging brands.

Together, we will explore a wide range of topics critical to football's future, including internationalization, fan engagement, digital transformation, and the sport's power to inspire change in communities worldwide.

We've designed this event to maximize your experience—not only through over 24 hours of engaging content but also through countless networking opportunities. Whether it's in the sessions, the exhibition area, the LALIGA lounge or the social gatherings throughout our time here, we encourage you to connect, collaborate, and embrace the spirit of partnership that defines Soccerex.

With the growth of the game in the Americas showing no signs of slowing down and the biggest competition of them all coming to town in the shape of World Cup 2026, we are delighted to have made Miami our adopted home and I am certain that we can look forward to an incredibly exciting future for all involved in the game, both on the pitch and off it.

I would like to thank our partners, sponsors, exhibitors, and each attendee for being here and for your shared commitment to the sport we all love. Let's make this Soccerex Miami an inspiring, productive, and unforgettable experience!

All the best,

Patrick "Mac" McCreanor

CEO, Soccerex

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**2025**

# SOCCEREX MIAMI

## AGENDA DAY ONE

STAGE ONE

### Alexi Lalas and CONCACAF

This November at Soccerex Miami don't miss the electrifying conversation between U.S. soccer icon Alexi Lalas and a senior executive from CONCACAF. Together, they'll explore the dynamic future of football in North America, Central America, and the Caribbean, revealing key strategies as we gear up for the 2026 World Cup and beyond.

Known for his bold and insightful commentary, Lalas will dig deep into how CONCACAF is shaping the sport's growth across the region. Whether you're in the business of football or simply passionate about the game, this exclusive interview offers invaluable insights you can't afford to miss!



### One on One – Peter Moore

Join us this November as we go "One on One" with football business icon Peter Moore, the former CEO of Liverpool FC and a true visionary in the sports industry.

Known for transforming Liverpool into one of the most successful clubs globally, Moore will share his unique insights on the intersection of football, business, and technology, offering a rare look into the strategies that shaped his remarkable career.

### We are 26!

This insightful panel discussion features leading executives from the world of soccer as they dive into the preparations for the 2026 World Cup and its host cities. With North America set to welcome the world, this panel will explore the challenges and opportunities of hosting the largest World Cup in history, discussing infrastructure, fan engagement, and the legacy it will leave behind. From city officials to football executives, these experts will provide an insider's perspective on how this monumental event is being shaped.



## At the Breaking Point? The Modern Footballer's Schedule

Featuring leading ex-players, heads of performance and wellbeing specialists, this session will address the growing concerns over the physical and mental toll of the relentless match schedules that modern footballers face. The panellists, who bring a wealth of experience from both playing and performance management perspectives, will explore the impacts of increased fixture congestion on player health, performance, and career longevity. They will also discuss potential solutions and strategies for balancing player workloads while maintaining competitive standards. This insightful discussion is essential for anyone involved in player management or concerned about the future of footballer welfare.



## Football, connected

At Soccerex Miami this November, a key discussion will centre around the ever-evolving world of football fan engagement, featuring leading football executives from top global clubs and organizations. This session will explore innovative strategies to deepen fan loyalty, leverage digital platforms, and create unforgettable in-stadium experiences. With insights into successful campaigns, the role of social media, and the importance of global outreach, this panel will offer cutting-edge ideas on how to keep fans engaged in an increasingly connected world.

# SOCCEREX MIAMI

## AGENDA DAY ONE

STAGE ONE

# SportsNL

Changing the game together

## SportsNL

This session, powered by Sports NL, will bring together leading sports scientists, medical professionals, and club executives to discuss the latest advancements and strategies in player performance optimization and injury prevention.

Panellists will delve into cutting-edge technologies, data-driven insights, and rehabilitation techniques that help athletes maintain peak condition and recover faster. From load management to the psychological aspects of injury recovery, this discussion offers invaluable perspectives for anyone invested in enhancing player health and longevity.

## Why BMO is betting big on Soccer

In 2023, BMO and LAFC kicked off a groundbreaking 10-year partnership. Join the conversation as they discuss why BMO is betting big on soccer and specifically what motivated them to partner with LAFC.

Learn why BMO chose soccer as the vehicle to introduce their brand in a new market, regulatory changes, and fostering community loyalty.



## Going the extra mile

With global soccer stopping through America year in, year out for the foreseeable future, brands, leagues, agencies, rights holders, and all stakeholders involved in the beautiful game need to find creative methods to stand out, over deliver and go the extra mile to earn fans trust, business, and devotion. This panel, brought to you by LALIGA, will tackle how industry leaders are tackling fandom via partnerships and synergies, unique activations, and holistic marketing efforts to connect with soccer fandom in its totality.



## Only the current custodians?

Join a compelling panel discussion centred on the evolving landscape of club ownership in football. Bringing together owners, investors, and industry experts, this session will explore the diverse models of club ownership today, from traditional family-run clubs to consortiums and global investment groups. Panellists will delve into the unique opportunities and challenges that ownership brings, such as balancing financial growth with fan expectations, navigating regulatory changes, and fostering community loyalty.

# SOCCEREX MIAMI

## AGENDA DAY ONE

STAGE TWO

### “Insert name here”.

Featuring senior football executives from leading clubs, brands, and agencies, this panel will explore the evolving landscape of sponsorship in football, highlighting innovative strategies for creating impactful partnerships and maximising brand engagement.

Executives will share their experiences with successful sponsorship campaigns, discuss emerging trends, and offer insights into how the industry is adapting to new technologies and fan expectations. Whether you're a sponsor, rights holder, or industry professional, this discussion promises valuable takeaways on navigating and leveraging the sponsorship arena in modern football.

### One on One – Rafaela Pimenta

Rafaela Pimenta is one of football's most influential agents and executives. In this candid conversation, Pimenta will share her remarkable journey and insights into the world of football management, from her pioneering role in representing top players to her strategic approach in navigating the global football landscape.

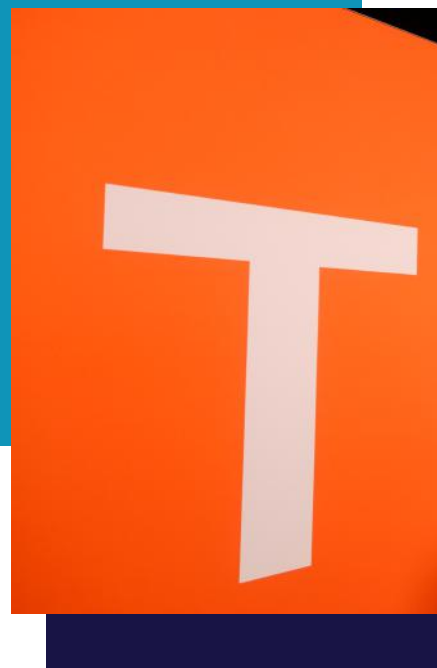
Attendees will gain an unparalleled perspective on the complexities of player representation, contract negotiations, and the future of football management. This is a unique opportunity to hear from a trailblazer who is shaping the future of the sport.

### Special Olympics and Soccerex

The two organisations take to the stage to celebrate their growing institutional partnership, highlighting a shared commitment to inclusivity and empowering athletes of all abilities.

This collaboration underscores how soccer's universal appeal can break down barriers, create new opportunities, and inspire positive social change.

The partnership is set to drive new programs, resources, and events that will support Special Olympics athletes globally, reinforcing the role of soccer as a force for inclusion and unity.



***Special  
Olympics***



## One rule for one...

This session will provide in-depth insights into the complex world of sports law, covering key topics such as contract negotiations, player transfers, compliance issues, and dispute resolution. The panellists, renowned for their expertise and high-profile cases,

will share their experiences and offer practical advice on navigating legal challenges in the sport. Whether you're a legal professional, club executive, or sports industry stakeholder, this discussion promises valuable knowledge and strategies to stay ahead in the evolving field of sports law.

## Content is King

An exciting panel featuring some of the leading content creators in football, as they delve into "Social Media and Content Production in Football." This dynamic discussion will explore the latest trends and strategies in creating engaging football content, from viral social media campaigns to innovative digital storytelling.

The panellists, renowned for their creative prowess and impact on football media, will share their insights on how to captivate audiences, build brand presence, and drive fan interaction in a highly competitive digital landscape. Whether you're a content creator, marketer, or football executive, this session offers invaluable tips and inspiration to elevate your approach to football media.

## Football for Good

Here we focus on the sport's role in driving social responsibility, sustainability, and charitable initiatives. This session will bring together leaders and innovators from across the football community to explore how clubs, organisations, and players are leveraging their platforms to make a positive impact.

Topics will include community outreach programs, environmental sustainability efforts, and charitable projects that use football as a tool for social change. Panellists will share inspiring stories and successful case studies that demonstrate how football can address global challenges and foster meaningful change.



# SOCCEREX MIAMI

## AGENDA DAY ONE

STAGE TWO

### SAP

SAP will lead an insightful panel on "AI and Digital Transformation in Football Operations," exploring how artificial intelligence and digital technologies are revolutionizing the sport.

Bringing together experiences and best practices from leading clubs and federations, SAP's experts will discuss how AI-powered analytics, data visualization, and cloud solutions are enhancing decision-making, optimizing performance, and creating more engaging fan experiences.

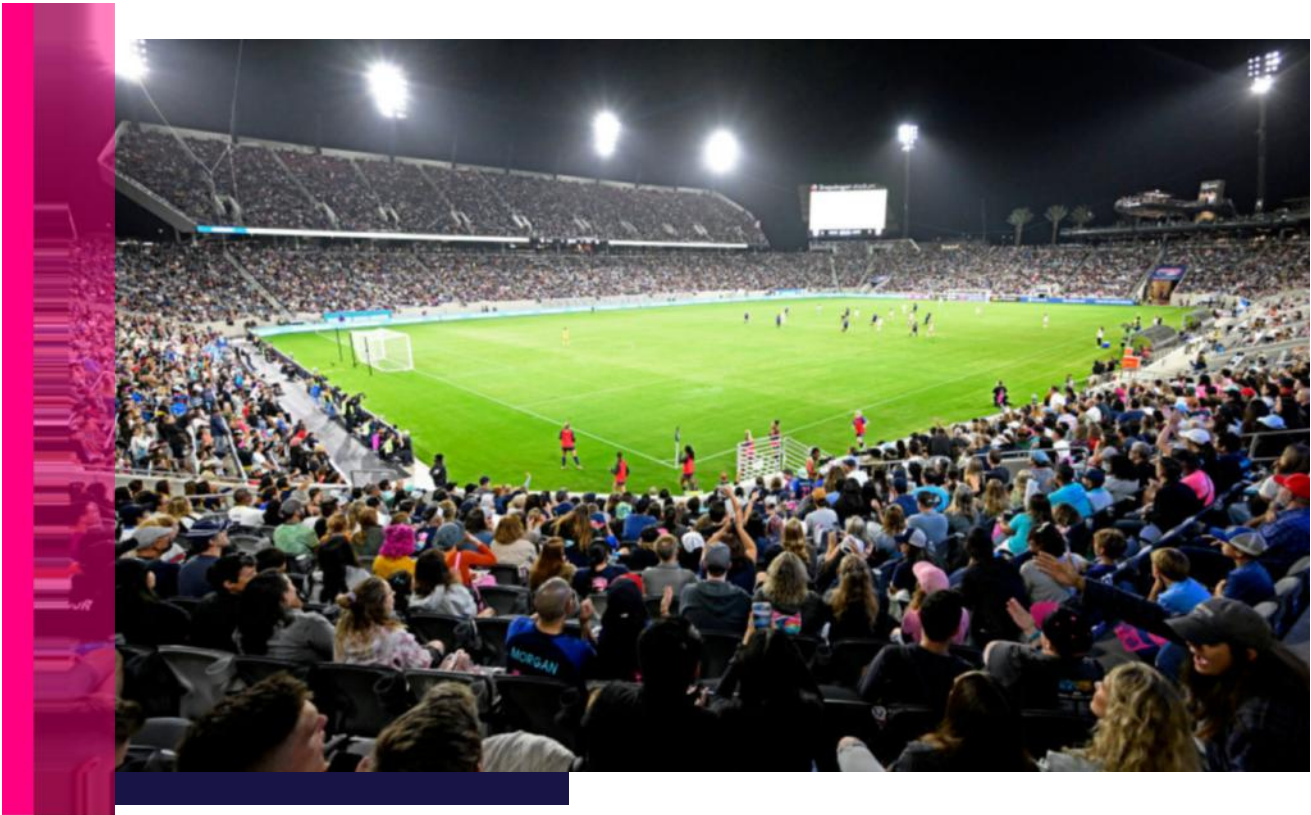
### PGMOL

Don't miss a fascinating panel featuring Premier League referee Anthony Taylor and Mark Geiger of PRO Referees as they discuss the evolving landscape of modern officiating.

Together, these seasoned officials will explore the challenges and advancements in officiating today, from VAR technology and its impact on game flow to the intense mental and physical preparation required for officiating at the highest levels.

They will also share insights into managing high stakes matches and maintaining authority on the field amidst growing scrutiny.





## Boosting Fan Engagement: Turning Data into Lasting Connections (MLS & NWSL)

In this section, you will learn how industry-leading sports teams are transforming their fan engagement strategies using data-driven approaches.

Explore how Inter Miami CF from the MLS and the reigning NWSL champions, San Diego Wave FC, are revolutionizing the fan experience by fostering a culture centered on data.

Through real-world examples, we'll demonstrate how these clubs, with the support of Cogny as their strategic partner in Sports & Entertainment and the Salesforce ecosystem, activate data to enhance fan loyalty, increase revenue, and deliver outstanding fan experiences.

Learn how to harness data and analytics to anticipate fan expectations, deliver personalized content, and create memorable experiences that promote long-term loyalty.

Whether your goal is to retain fans or unlock new revenue streams, this session will equip you with actionable strategies to elevate fan engagement.

Meet us at SOCCEREX to discover how data can create meaningful connections that make fans feel valued and engaged like never before.

# SOCCEREX MIAMI

## AGENDA DAY TWO

STAGE ONE

### Her game too (now!) – NWSL in focus

At Soccerex Miami, a standout panel will feature leading executives from the National Women's Soccer League (NWSL), focusing on the league's remarkable journey, its growing success, and future ambitions. The discussion will explore the NWSL's rise to prominence, its impact on women's football, and the strategies that have contributed to its longevity in a competitive sports market.

With the NWSL continuing to break new ground in fan engagement, talent development, and media coverage, this panel offers invaluable insights into what the future holds for the league and its continued growth on the global stage. Don't miss your chance to learn from the leaders shaping the future of women's football.



### The beautiful game's adopted home

Featuring senior figures from top European clubs and leagues who are successfully navigating the unique landscape of North and South American football markets, this insightful session will examine the strategies European entities are using to expand their fan base, secure sponsorships, and establish lasting presences across the Americas. Panellists will share first-hand experiences, from launching youth academies and partnerships with local clubs to leveraging digital platforms for fan engagement.

### Mowing Down the Competition: The Tractor Boys

Featuring the leadership group from Ipswich Town FC, this session will provide exclusive insights into the club's remarkable back-to-back promotions and their return to the top table in UK football. The panel will explore the strategies behind their resurgence, from smart recruitment and strong team culture to the innovative leadership driving their success. With Ipswich Town now competing among football's elite, this discussion will reveal what the future holds for one of the Premier League's most exciting new clubs.



## Scouting for success

A must-attend panel discussion that will focus on football talent identification and scouting, featuring representatives from top clubs across the globe. Offering a truly global perspective, this session will explore the latest trends, technologies, and strategies that clubs use to unearth the next generation of football stars. From grassroots development to international scouting networks, these industry experts will share their approaches to finding and nurturing talent in an increasingly competitive market. For anyone looking to gain insights into how the best clubs in the world identify future stars, this is a discussion not to be missed.

### (Not so) Secret Agent

Join us for a compelling panel discussion on the role of football agents, featuring some of the most influential agents in world soccer. This session will provide an in-depth look at the crucial role agents play in the modern game, from negotiating contracts and managing player careers to navigating the complexities of transfers and endorsements.

These top agents will share their experiences, strategies, and insights into how they shape the careers of top players and influence the football landscape. For anyone interested in understanding the dynamic world of football representation and its impact on the sport, this is a panel you won't want to miss.

### Argentina Football Association

AFA was the first football federation born in the Americas in 1934 and has always been a world leader. With a rich football history and legacy, the vision of a global property was always in the heart of the federation.

AFA invites you to explore how a regional FA has become a global leader, highlighting the steps and methodology into the World Champion's Global expansion.

This panel will share the insights and challenges faced in becoming a Global Football Leader on and off the pitch.

## Lessons from the top

This content features CEOs from renowned football clubs around the globe. This dynamic discussion will delve into the essential qualities and strategies of successful leadership in the world of football, exploring how these top executives drive their clubs to new heights.

From navigating financial challenges and fostering team culture to steering clubs through periods of transition and growth, the panellists will offer invaluable insights into what it takes to lead at the highest level.

Whether you're a seasoned executive or aspiring leader, this session promises to provide key takeaways on effective leadership and strategic vision in the sport.

## The class of 94

Enjoy a nostalgic panel, where we take a heartfelt look back at the iconic 1994 World Cup. Featuring members of the U.S. Men's National Team squad from that memorable tournament, including former Coach Bora Milutinovic, this session will offer unique reflections and behind-the-scenes stories from a pivotal moment in American football history.

The panel will delve into the team's experiences, the challenges they faced, and the lasting impact of the World Cup on U.S. soccer. Don't miss this opportunity to relive a historic chapter of the sport and hear first-hand accounts from those who lived it.

# SOCCEREX MIAMI

## AGENDA DAY TWO

STAGE TWO

### Internationalisation in sport

Led by Bayern Munich and featuring key representatives from the Kansas City Chiefs and the Brooklyn Nets, this engaging session will explore how leading sports organizations navigate and leverage their international presence to enhance global reach and fan engagement.

The panellists will share their experiences and strategies for building global brands, fostering cross-cultural connections, and managing international partnerships. With insights from powerhouse clubs in football, American football, and basketball, this discussion will provide a comprehensive look at how sports teams worldwide are embracing internationalism to drive success.



### A league of their own

This engaging panel on the USL and its ground-breaking new Women's Super League, featuring top executives from the league and participating clubs, will delve into the launch and strategic vision of the Women's Super League.

We will explore how the USL is expanding its commitment to women's football by creating new opportunities for players, enhancing competitive standards, and growing the sport's fan base.

Panellists will share insights into the league's development, the challenges and successes of its inaugural season, and the broader impact on women's football in the U.S. and beyond. This is a must-attend session for anyone interested in the future of women's football and the evolution of the USL.



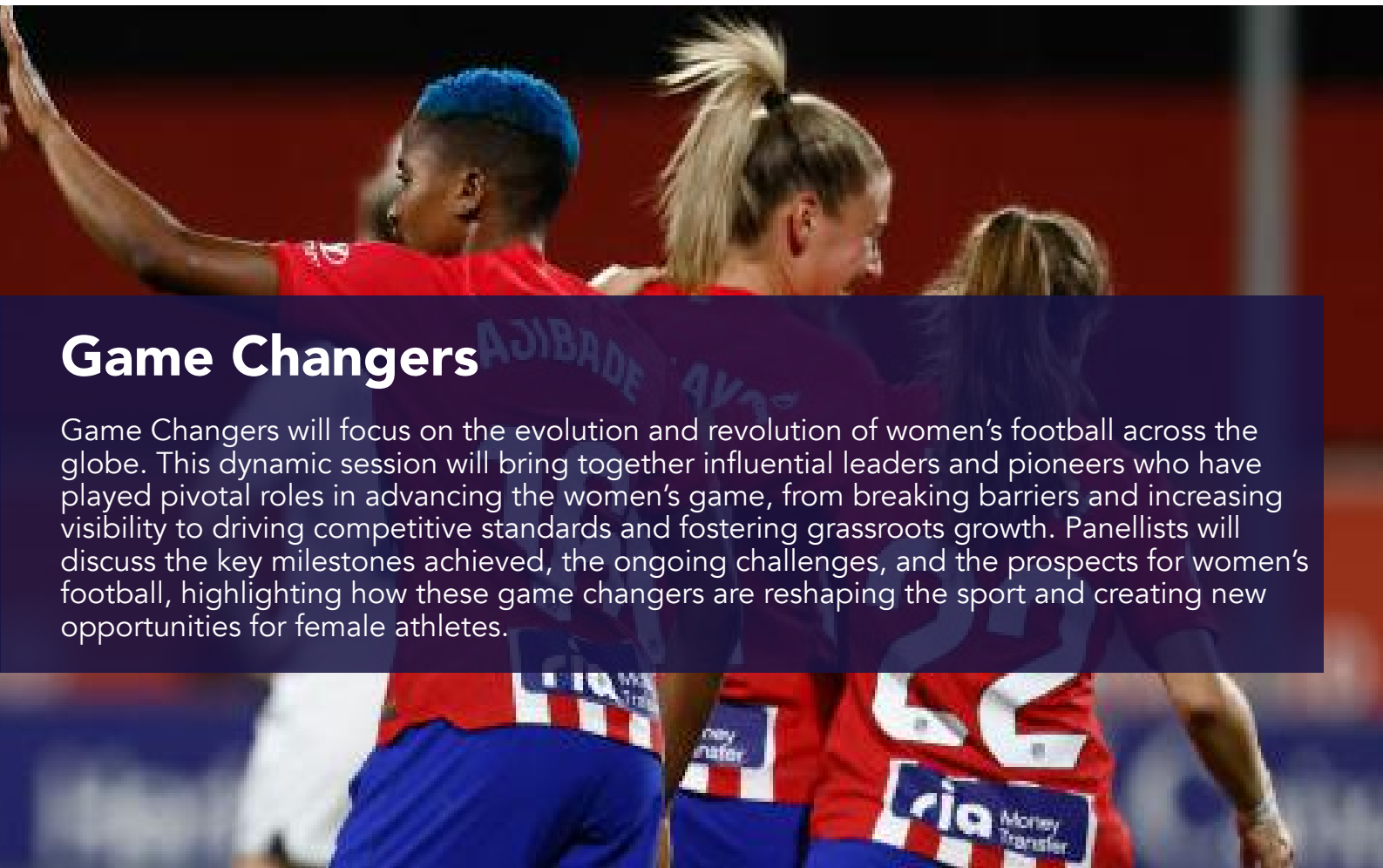
# Building for success

Here, industry leaders will discuss the latest trends and innovations in creating versatile sports venues. This session will explore how modern stadiums are evolving to meet diverse needs, from hosting a variety of sports and entertainment events to integrating advanced technologies and sustainable design. Panellists, including architects, engineers, and facility managers, will share their experiences and best practices for developing multi-functional spaces that enhance fan experience, optimize revenue, and serve communities.



# Game Changers

Game Changers will focus on the evolution and revolution of women's football across the globe. This dynamic session will bring together influential leaders and pioneers who have played pivotal roles in advancing the women's game, from breaking barriers and increasing visibility to driving competitive standards and fostering grassroots growth. Panellists will discuss the key milestones achieved, the ongoing challenges, and the prospects for women's football, highlighting how these game changers are reshaping the sport and creating new opportunities for female athletes.



# SOCCEREX MIAMI

## AGENDA DAY TWO

STAGE TWO

## More Input!

Including leaders from the fields of sports science, data analytics, and football management, this discussion will dive into how cutting-edge data technologies and analytical techniques are transforming the way teams approach performance, strategy, and player development.

Panellists will share insights on the latest tools and methodologies used to gain competitive advantages, from in-depth match analysis and player tracking to predictive modelling and injury prevention.

Whether you're a data enthusiast, football executive, or analyst, this session will offer valuable perspectives on harnessing the full potential of data in the beautiful game.



## rEvolution

The panel will focus on MLS sponsor activation (with potential discussion on measurement). Key talking points include Continental Tire's status as the second-longest tenured MLS sponsor (only Adidas has been with MLS longer) and its role in the sport over the past several years. This is a great opportunity to showcase the brand and the impact we've made together.







# YALLA VAMOS 2030

MOROCCO PORTUGAL SPAIN

## 2030

A highly anticipated panel features representatives from Spain, Portugal, and Morocco, the three host nations of the 2030 FIFA World Cup, who will share their ambitious vision for the tournament. The discussion will highlight how the World Cup would foster cultural exchange and unity across Europe and North Africa, with each country bringing a unique flavour to the event.

Spain and Portugal will speak on their advanced football infrastructure and fan experience expertise, while Morocco are to emphasise its role as a bridge between continents and its commitment to welcoming fans with renowned hospitality. Together, the representatives will illustrate how this joint hosting effort will make the 2030 World Cup a celebration of football's global reach, uniting diverse fans in a truly historic event.

## Wave your hands in the air!

Senior executives from leading brands, football leagues, and top clubs will explore the innovative approaches and successful strategies used to deepen fan connections and enhance their overall experience. Panellists will discuss how to leverage digital platforms, personalised content, and immersive experiences to build lasting relationships with fans. They will also share case studies of standout engagement campaigns and insights into how they are adapting to evolving fan expectations in a rapidly changing sports landscape. This is a must-attend discussion for anyone looking to understand and implement cutting-edge fan engagement practices.



# INTERVIEW Cristian Petschen

LaBella Associates | Public Venues Practice Leader



only meet today's needs but are flexible enough to adapt to future demands. We also emphasise the financial sustainability of projects, exploring options like modular building systems to reduce costs and speed up construction. Additionally, we champion adaptive reuse, repurposing existing buildings to preserve local history while reducing environmental impact, combining old structures with new design elements for sustainable and meaningful community projects.

## **LaBella emphasises partnerships in all client relationships. Can you elaborate on how this client-centred approach has shaped the company's growth since its inception?**

Our motto, Powered by Partnerships, is at the heart of everything we do. We believe that strong client relationships are key to successful projects and business growth. In the sports industry, we take pride in understanding the business side of sports. Designing stadiums isn't just about architecture—it's about creating spaces that drive revenue, enhance fan engagement, and support team performance. By aligning our designs with our clients' goals, we help them succeed both on and off the field. In turn, their success drives our growth, leading to ongoing partnerships and new opportunities.

## **What innovative solutions has LaBella developed to meet challenges?**

Innovation at LaBella is rooted in collaboration across our various disciplines. One area we're particularly proud of is our work on sports-anchored mixed-use developments, where stadiums are seamlessly integrated with hotels, retail, residential areas, and public spaces. These designs elevate the fan experience and create year-round destinations that generate revenue for clients. Additionally, we're

## **LaBella Associates provides a wide range of services across industries. Can you tell us more about LaBella Associates?**

LaBella Associates provides comprehensive services across multiple industries, including architecture, engineering, and project management. Three years ago, we merged with Odell Associates, expanding from three offices to 36 across the U.S., U.K., and Spain. This merger boosted our team from 50 to nearly 2,000 people and broadened our service offerings beyond architecture. Our Sports and Entertainment practice specialises in soccer-related projects globally, from designing stadiums to mixed-use developments. With expertise in sectors like retail, dining, and hospitality, we create large-scale, multi-disciplinary projects that reflect the unique needs and cultures of local communities.

## **Sustainability is critical in modern stadium design. How does LaBella ensure sustainable practices are incorporated into football stadium projects?**

Sustainability is integrated into our designs from the ground up. While we focus on energy-efficient technologies like PV panels and water conservation systems, we take a broader approach. Our goal is to create facilities that not

pioneering modular stadium design, offering flexible, cost-effective solutions to combat rising construction costs. Modular designs provide adaptability without compromising on the fan experience, ensuring that our projects are financially viable while maintaining high quality.

**With football becoming a global industry, how does LaBella foster partnerships with teams and organisations to deliver tailored solutions for their infrastructure needs?**

Partnership and collaboration are the foundation of how we work with clients. We never use cookie-cutter solutions; instead, we start by immersing ourselves in the local community to understand its essence. Our projects reflect not only the client's goals but also the local culture and environment. By incorporating local businesses, restaurants, and key elements of the community into the stadium design, we create fan experiences that feel personal and authentic. This tailored approach ensures that our solutions meet both the operational needs of the club and the aspirations of the community, while also being financially viable and executable.

**Can you share innovative designs or technologies LaBella has implemented in sports venues to enhance the fan experience at football matches?**

At LaBella, we combine art and technology to create engaging and immersive fan experiences. In our Riverfront Soccer Stadium project in Bridgeport, Connecticut, we've designed a stadium facade with programmable RGB LED lights that sync with key moments in the game, visually connecting the energy of the crowd with the city across the river. Inside the stadium, we're using AI-powered digital displays that adjust in real-time based on the audience, allowing

for dynamic branding and increased sponsorship opportunities. We also incorporate AR, high-speed Wi-Fi, and advanced ticketing systems to keep fans connected, whether they're at the stadium or watching from home. These innovations foster fan loyalty while driving revenue for our clients.



Sports & Entertainment Architecture

**How does LaBella address the evolving demands of modern football venues, from player facilities to accommodating media and technology advancements?**

Modern football venues require cutting-edge technology both for fans and behind the scenes. We design state-of-the-art player facilities with hydrotherapy suites, recovery areas, and data-driven training centres to enhance athlete performance. For media, we integrate advanced broadcasting technology, 5G infrastructure, and support for new media formats like live streaming and immersive content. Additionally, we focus on smart building technologies to make stadium operations more efficient, reduce environmental impact, and lower long-term operational costs. By staying ahead of technological advancements, we ensure our venues are equipped to adapt to future needs while maintaining top-tier functionality.

### 8am

#### REGISTRATION

### 9.30am

#### WELCOME TO SOCCEREX MIAMI

MC Diego Arrijoja officially opens Soccerex Miami  
Soccerex Chairman address, Joe DaGrosa provides opening remarks on behalf of Soccerex  
Mayor Francis Suarez address, Mayor Suarez welcomes the Soccerex attendees to Miami

Soccerex Partnership Announcement, Soccerex + Sports expo = Soccerex MENA  
Patrick McCreanor **Soccerex**, Hazem Hamanda **Delta Conex**

### 10am

#### One on One

Alexi Lalas **Fox**, Philippe Moggio **CONCACAF**

### 10.30am

#### One on One

Jenny Chiu **CBS**, Peter Moore **Santa Barbara FC**

### 11am

#### We are 26

World Cup 2026 host stadia/cities

John Kristick **Playfly Sports Consulting**, Adolfo Romero **SoFi Stadium and Hollywood Park**,  
Jon Persch FIFA World Cup Boston 26 (Host Committee), Lisa Lutoff-Perlo **FIFA World Cup 2026 Miami Host Committee**, Dietmar Exler **AMB Sports + Entertainment**

### 12pm

#### SportsNL

A panel focused on performance and injury management

Maurice Ouderland **SportsNL**, Michael Garrett **MyMotion**, Vincent van Renesse van Duivenbode **SciSports**

### 1pm

#### BMO & LAFC

Shelley Johnsen **BMO**, Peter Gardner **BMO**, Ryan Bishara **LAFC & BMO Stadium**,  
Natalya Pyatkovska **LAFC & BMO Stadium**

### 2pm

#### At the Breaking Point? The Modern Footballer's Schedule

Betsy Cutler **United Soccer League**, Anna Pereira **The Wellness Universe**, Johnny Andris **MLS Players Association**, Claudia Villarinho **Sports Journalist | Content Creator**

### 3pm

#### Going the extra mile

Patrick Lowe **LALIGA**, Matt Ferrel **TickPick**

### 3.50pm

#### Football Connected

Fan engagement

Laura Armstrong **Canadian Premier League**, Sabrina Carrozza **Sabrinacomms**, Leo MacLehose **Fanzo**, Inigo Bonilla Barroso **Sportian**, Tom Muller **OneFootball**

### 4.50pm

#### Only the current custodians?

A discussion on club ownership in modern football

Trevor Watkins **Pinsent Masons**, Kevin Willer **Chicago Ventures**, Shilen Patel **West Bromwich Albion**

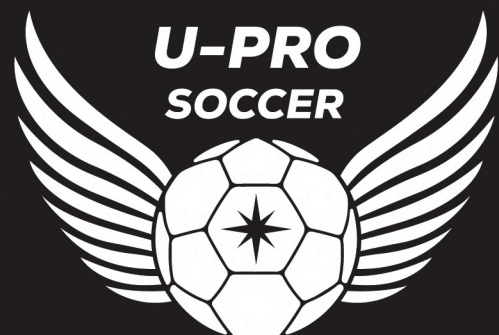
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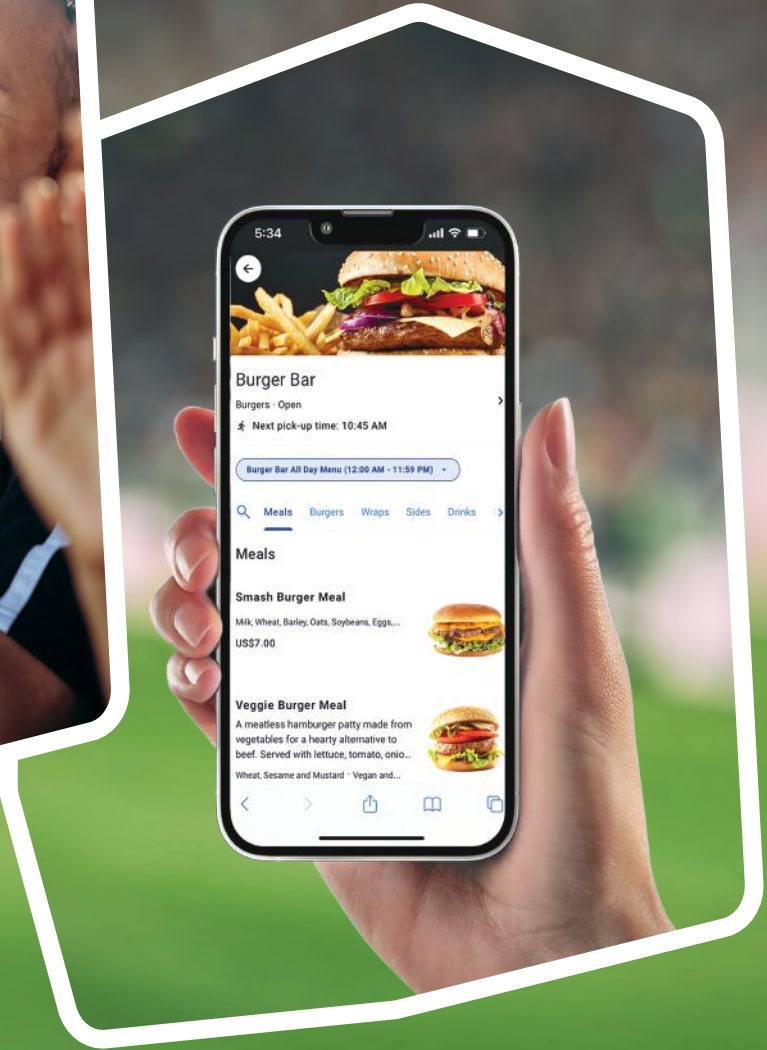
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FOR THE DREAMERS

# The Ultimate Assist for You & Your Fans



From ticketing and retail to mobile ordering, F&B, and fan engagement, discover how **accesso** drives revenue and enhances the modern fan experience.

# DAY 1 STAGE TWO

**10.15am**

## Content is King

Social media/content production

Aviv Levy **Double Tap**, Adrián Segovia **LALIGA**, Robbie Lyle **AFTV | Global Fan Network**, Lucas Bugter **433**, Richard Pitts **Getty**

**11.10am**

## Sports Illustrated/Minute Media

Alex Gaicon **Minute Media**, Nandita Misir **EA**, Andres Cardenas **Minute Media**, Katherine O'Malley Randall **Minute Media**, Stephen Cannella **Sports Illustrated**

**12.05pm**

## SAP Panel

AI & digital transformation in football operations - experiences & best practices from Clubs & Federations

Jenny Chiu **CBS**, Achim Ittner **SAP**, Stefan Reinartz **Impact**, Jonas Boldt Former Chief of Sports **Hamburger SV & Bayer Leverkusen** Co-Founder **POWWOW Sport**

**1pm**

## One On One

Tony Cherchi **Major League Soccer**, Rafaela Pimenta **Tatica**

**1.25pm**

## PGMOL

Chris Rivett **Professional Referee Organization**, Anthony Taylor **PGMOL**, Mark Geiger **Professional Referee Organization**

**2pm**

## Boosting Fan Engagement

Turning Data into Lasting Connections (MLS & NWSL)

Diego Arriola **Major League Soccer**, Ephraim Perez **Inter Miami CF**, Jody K. Gilbert **San Diego Wave FC**

**3pm**

## One rule for one...

Sports/Football law

Jose Martin **Squire Patton Boggs**, Giorgio Polacco **Arce Law**, Daniel Geey **Sheridans**, Julian Diaz-Rainey **Pinsent Masons**, Roberto Najera Reyes **FIFA**

**4pm**

## Insert name here

A discussion on sponsorship and their "whys"

Misha Sher **EssenceMediacom**, Michele Rinchiuso **EMW Global**, Luis Rodriguez **FC Juárez**, **Federico Pagliar** Chicago Fire, Nick Cowell **Burnley FC**

**5pm**

## Football for Good

Sustainability/football for good/charity

Diego Arriola **Major League Soccer**, Greg Gormley **SkootEco**, Rogelio Del Castillo **European Football Group**, Preeti Shetty **Upshot**, Emiliano Serrano **Join The Planet**, Jeff Lahart **Special Olympics**

**5.50pm** **Special Olympics and Soccerex - signing/pics**

The two organisations take to the stage to celebrate their new institutional relationship

**10am**

**Her game too (Now!)**

A focus on NWSL and womens football

Amanda Duffy **Amanda Duffy Group**, Tatjana Haenni - **National Women's Soccer League**, Karina LeBlanc - **Portland Thorns FC**, David Griffith - **Millers**, Ruba Sbeah - **Major League Soccer**

**11am**

**The beautiful game's adopted home**

Breaking into the Americas/Miami/East coast

Trevor Watkins - **Pinsent Masons**, Marc Lingenhoff - **Borussia Dortmund**, Andy Mitchell - **Serie A**, Adam Holt - **SPIQE**, Nicolás García - **LALIGA**

**12pm**

**"Mowing down the competition" - The Tractor Boys**

Ipswich Town Panel

James Pearce **JP Media Training**, Mark Ashton **Ipswich Town FC**, Ed Schwartz **Ipswich Town FC**, Jake Zahnow **Bright Path Sports Partners**, Berke Bakay **Three Lions**

**1pm**

**INTER MIAMI FOCUS**

A discussion with senior executives about the rise of the worlds newest Soccer Superpower.

**2pm**

**Scouting for success**

Talent ID and Scouting in association with Grintify

Laura Armstrong **Canadian Premier League**, Fred Lipka **Major League Soccer**, Costa Smyrniotis **Canadian Premier League**, Matteo Masuci **Juventus FC**, Scott Gordon **Short Circuit / Forty9 Sports Advisory**, Majdi Allula **Grintify**

**3pm**

**(Not so) Secret Agent**

(Not so) Secret Agent

Sabrina Carrozza - **Sabrinacomms**, Alan Redmond **Roc nation**, Erkut Sogut **Sports Agent Academy**, Eduardo Iglesias **Eagle Football**

**3.50pm**

**Lessons from the top**

A focus on football leadership

Amanda Duffy **Amanda Duffy Group**, Thairo Arruda **Botafogo**, Charlie Methven **Charlton FC**, Dario Sala **Sports Performance Hub**, Rodolfo Morais **XP Investment Banking**

**4.40pm**

**THE CLASS OF 94**

A trip down memory lane, talking to stars of the USA 1994 World Cup squad.

Jason Wormser **The CW Network**, Bora Milutinović **Coach**, Alexi Lalas **Fox**, Eric Wynalda **The**

**5.30pm**

**Argentina Football Association**

This panel will share the insights and challenges faced in Becoming a Global Football Leader on and off the pitch.

Bruno Vain **MLS/AppleTV**, Leandro Petersen **Argentina Football Association**





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# DAY 2 STAGE TWO

10am

**rEvolution**

MLS sponsor activation

Brian Quarles **rEvolution**, Brian Beierwaltes **Continental Tire**, Jen Cramer **Major League Soccer**

11am

**A league of their own**

USL Super league (women), not all have names yet, but 2024 teams are

Sharona Friedman **Global Insitute of Sport**, Amanda Vandervort **USL Super League**, Kim Shelton **Lexington SC**, Christina Unkel **Tampa Bay Sun's**

12pm

**Building for success**

Building multi purpose arenas/stadium building/infrastructure

Sharona Friedman **Global Insitute of Sport**, Brad Batholomew **LaBella**, Kevin Vreeland - **Veridas**, Partho Dutta **Populous**, Court Jeske **echo global**

1pm

**Internationalisation in sport**

FC Bayern Munich, The Kansas City Chiefs and Brooklyn Nets provide their unique perspectives and insight into growing sports properties globally.

Jenny Chiu **CBS**, Dee Kundra **FC Bayern Munich**, Lara Krug **Kansas City Chiefs**, Ron Goldenberg **Brooklyn Nets**

1.55pm

**More input!**

The use of data and analytics in Soccer

Diego Arriola **Major League Soccer**, Skye Redmond **US Soccer**, Daniel Wicker **Charlotte FC**, Timm Jaeger **EintrachtTech**, Dimitrios Sakellaris **Statathlon**

2.50pm

**Wave your hands in the air!**

Are we really engaging with fans, or just trying to obtain new customers?

James Tree **Off The Wall Capital, LLC**, Scott Ross **Champs House**, Mariano Otero **Fever**, Misha Sher **EssenceMediacom**, Benjamin Forrest **The FA**

3.45pm

**2030**

The three host nations of the 2030 FIFA World Cup

The discussion will highlight how the World Cup would foster cultural exchange and unity across Europe and North Africa, with each country bringing a unique flavour to the event.

4.30pm

**Game changers**

A focus on womens football

Giulio Tedeschi **Tedeschi & Partners**, Marlo Sweatman **Brooklyn FC**, Elisabet Spina **AC Milan Women**, Domenico Aurelio **Parma Calcio Women**



Disclaimer: Event schedule is subject to change, see soccerex.com for the latest version.

# EXHIBITOR PROFILES



**ALCOR EQUIPEMENTS**, is the French leader in modular grandstands for stadiums and events. Highly focused on our technical solutions, we have developed a unique expertise in this field. Alcor is a key partner for building sports and events infrastructures both in France and worldwide.



**AMI GRAPHICS**, the Preferred Signage Supplier of Orlando City SC and Orlando Pride, designs, prints, and installs sports facility and event signage. AMI partners with teams, leagues, and events nationwide, helping to bring brands to life through their innovative signage solutions. Learn more at [amigraphics.com](http://amigraphics.com).



**ARCE IMMIGRATION LAW**, is one of the top law firms representing professional athletes in the U.S. Our clients include World Cup Winners, Olympians, MMA World Champions, UFC Fighters, WWE athletes, Judo Pros, and Collegiate Athletes, just to name a few. Our founding attorney, Carmen Arce, has practiced for 21 years & has the rare distinction of being a board-certified immigration lawyer, one of only 79 out of more than 110,000 lawyers in the State of Florida. Combined, our lawyers and legal professionals have more than 70 years of experience practicing U.S. immigration law.



**ARNETT CREDENTIALS**, Based in Southern California, we make customize credentials for some of the biggest events in the world. Providing unparalleled security, design, style, artistry and quality for 20 years, we've been around the block and know what you need to make your event run smoothly and get the job done. Offering custom wristbands, laminates & badges, satin stickies, and more, we take great pride in the work we produce for our many awesome clients in the event and sports industries.



**BRAINLIT**, BrainLit's Biocentric lighting technology addresses the challenge of humans spending over 90% of our time indoors. By replicating the benefits of natural daylight, it optimizes human performance and well-being. Trusted by top sports organizations, BrainLit passively enhances environments, supporting health, focus, and recovery.



**CLUB DE FUTBOL AMERICA S.A. DE C.V.**, is the most successful and popular team in Mexican football, known for its passionate fanbase and rich history. The club has won numerous titles both domestically and internationally, including multiple Liga MX championships and CONCACAF Champions League titles. It has a total of 50 titles (including the Women's team) and is the current 2-time winner of Liga MX, with more than 45 Million fans in Mexico and 15 Million in the US

# EXHIBITOR PROFILES



**EKIPSTAR**, specializes in the customization and sale of high-quality soccer uniforms. As an authorized dealer of top global brands and creator of its own line, Jogatti, Ekipstar delivers tailored solutions with fast turnaround, exceptional customer service, and innovative designs. Empowering every team to showcase their identity on and off the field.



Geiger Lynch Emery Campbell Engineers P.C.  
www.geigerengineers.com

**GEIGER ENGINEERS**, excels in designing retractable roofs for soccer stadiums; creating versatile venues that enhance both player performance and fan experience. Our innovative structural engineering solutions ensure optimal playing conditions while maximizing comfort and seating capacity. We are committed to shaping the future of soccer infrastructure worldwide.



**GPS DATAVIZ**, is an innovative cost-effective solution to easily get actionable insights from your daily data collection. We efficiently manage your data and optimize your weekly practice planning, using machine learning and predictive analytics to ensure your players are match-fit, keep them healthy and help your team WIN MORE GAMES!



**HANS GLOBAL SECURITY GROUP**, deliver a bespoke security service, strategically tailored to individual client requirements and specialise in close protection, event and team security, training and logistics. We're proud to partner with elite soccer teams, VIP guests, and tournaments including World Cups, European Championships and the Champions League.



**IDENTITY FC**, We create IDENTITY for BRANDS!  
Providing high-performing solutions in Products, Technologies and Services for industrial, retail, aftermarket and licensing. IDENTITYFC® merges the areas of Conceptualization, Design, Industry and Logistics, IT and Marketing.

IFC partners are committed to innovation as a driving force, creating synergies, for reinforcing brands to reach for the stars.



**KWIK GOAL**, was founded on the revolutionary concept of providing transportable goals that the everyday coach could easily set up and take down. Since 1981, Kwik Goal has become the leading supplier of high-quality soccer goals, field equipment, training equipment, and seating to the domestic and international markets.

# EXHIBITOR PROFILES



**LABELLA**, is a global architecture, engineering, and planning firm with 40+ offices and 2,000 professionals. We deliver innovative solutions for sports projects and sports-anchored mixed-use developments, driving positive community transformation. Our diverse team provides comprehensive services under one roof, from project inception to execution.



**LYLE & SCOTT**, have been at the heart of British fashion and culture for 150 years, always keeping one eye on heritage and the other on an inclusive and innovative future. Today it's a globally recognised lifestyle brand with a story that spans high fashion, football, golf, and music.



At **MSA SPORT**, our love for sports and design fuels our innovative approach. Since 1997, we've been enhancing player and fan experiences through cutting-edge sports facility designs. We specialize in stadiums, state of the art training facilities, and brand identity across all levels, ensuring every project reflects our passion and expertise.



**MUSCO LIGHTING**, has been the world leader in sports lighting and facility solutions since 1976. Musco's TLC for LED® system, Show-Light® special effects technology, and Mini-Pitch System™ modular sports solution provide unmatched quality, performance, and reliability, and are backed by a long-term parts and labor warranty.



**OSPORTS**, believes that Architecture should inspire our future. We are a collection of architects, planners, engineers, designers, thinkers and innovators who specialize in creating immersive sporting & entertainment environments that connect people digitally and physically on the worlds stage.



**PREMIER RELOCATION LTD**, is a trusted leader in the relocation industry, specializing in confidential and seamless moves for football players and sports professionals. With years of experience, we provide tailored services, expert coordination, and a customer-first approach, ensuring stress-free transitions for high-profile clients. The best partner for your secure and efficient relocation experience where high level of confidentiality is required.

# EXHIBITOR PROFILES



**RETAILCLOUD**, delivers innovative, cloud-based retail and F&B solutions tailored for spectator sports and live entertainment. With our deep industry expertise, we customize solutions to enhance fan engagement, streamline operations, and provide actionable insights—empowering businesses to thrive with smarter, data-driven decisions



**SALT ATHLETIC**, Salt Athletic is a premier sports brand specializing in smell-proof bags and innovative athletic apparel. Dedicated to enhancing athlete performance through cutting-edge design and technology, we are committed to quality and excellence that empower athletes to keep it fresh on and off the field.



**THE SPORTS PERFORMANCE HUB (SPH)**, in South Miami-Dade is a comprehensive sports, education, and wellness project. It integrates an academy for student-athletes, professional soccer teams, a sports-themed hotel, a school, restaurants, and a community-focused stadium. SPH's innovative financing model, through public-private collaboration, supports sustainability and community growth.



**SUN GLOBAL TRANSPORTATION**, Our company provides global transportation solutions for events like the Soccer World Cup and Olympic Games. From airport meet-and-greets to large-scale event logistics, we ensure reliable, comfortable transportation. With expertise across various locations, we tailor services to meet your group's unique travel needs.



**THE LOOK COMPANY'S**, The Look Company's visual engagement solutions transform sports environments into engaging and memorable brand experiences. Our solutions provide everything you need to fully outfit your sports venue or event, including field-of-play, VIP and premium seating areas, sponsor branded zones, concourse wayfinding, stadium exteriors, locker rooms, and business and team operations.



**UNOZERO**, is a premium football brand, known for crafting top-tier soccer cleats by hand in Italy. Produced in small batches using only the finest materials, each pair is expertly made by master shoemakers. UNOZERO cleats are available across the U.S. through select retail partners and globally through our website, unozero.com. Since our founding in 2017, UNOZERO has grown steadily, earning recognition for delivering some of the highest-rated cleats in the game. We're excited to bring this commitment to quality and craftsmanship to Soccerex.

# EXHIBITOR PROFILES



**U-PRO SOCCER**, is a trailblazing sportstech company reshaping the youth training landscape. With real-time feedback and data-driven insights, our AI-powered mobile app creates a gamified training tailored by age, gender, and level, offering a fun, engaging, and effective player development experience, all from the comfort of their homes



**VIP EVENTS TEAM**, is a premier provider of travel, hospitality and match day experiences for sports and cultural events worldwide. Having signed an official agreement with Atletico Madrid and with several more agency agreements in the pipeline, VIP Events Team is currently looking to expand its portfolio of official club partnerships. We are also looking for federation sponsorship opportunities and will be presenting our hospitality and travel packages for groups and delegations looking for options during upcoming major tournaments.



**VOLANTEUS**, Volanteus is a trusted global partner in sports travel, delivering premium group and private jet charters. With a dedicated account manager, 24/7 operations, and in-flight support, we guarantee seamless transportation. From pre-season tours to multi-stop international tournaments, our expertise ensures reliable travel, with tailored aircraft solutions to meet every need.



**VOZZI**, Vozzi is an SMS/MMS company changing how brands interact with their audience. Tried and trusted in the Sports & Entertainment industry, our all-in-one texting solution empowers brands to modernize their fan engagement strategy and boost revenue



**WJHW**, WJHW is a global technology design and consulting firm with over 34 years of experience in sports venues in the US, UK, EMEA, and APAC.



**WORLD SPORTS USA**, specializes in sports turf solutions, providing consulting, services, products, and equipment to over 1,000 clients across the Americas since 1995, including top clubs, stadiums, and sports leagues such as FIFA, NFL, and Olympics. The company stands out in the industry due to its deep expertise and proprietary technology.

# PARTNER PROFILES



**BID 2030**, Two continents, three nations unified by sun, wind and sea. An inclusive History lived with common inspiration. Shaped by football fascination. This isn't just a candidature. This is a legacy for the next generations.

A commitment to sustainability. A purpose of innovation. Celebrating football's past hundred years. Pioneering the next with an inspiring vision. Let's go. YallaVamos.



**THE CANADIAN PREMIER LEAGUE**, Canada's Tier 1 domestic men's soccer league, develops homegrown talent in support of Canadian soccer both domestically and internationally. The CPL partners with strong ownership groups, world-class corporate partners and passionate fans to build a league Canadians can proudly support on and off the field from coast to coast.



**CHAMPS HOUSE**, is a leader in athlete apparel brand-building, now making waves in the soccer kit arena with cutting-edge designs that combine epic quality and innovation. Our kits, crafted for professionals yet affordable for recreational players, set a new standard in the industry. As we expand into other sports, our mission is clear—to become the premier kit provider worldwide. We don't just design; we create visually stunning, game-changing kits that will leave you in awe!



**DB SCHENKER**, With around 72,700 employees at more than 1,850 locations in over 130 countries, DB Schenker is one of the world's leading logistics service providers. The company operates land, air, and ocean transportation services, and it also offers comprehensive logistics and global supply chain management solutions from a single source. Aiming for a sustainable future of the logistics industry, DB Schenker continuously invests in innovative transport solutions, renewable energies, and low emission products for its customers.



**AFTV**, Where sports meets entertainment, DR Sports delivers the ultimate sportainment experience! The DR Sports YouTube channel offers a captivating blend of sports and entertainment, providing viewers with the latest updates, highlights, and analysis with some of the biggest football personalities. From exciting match recaps to humorous commentary, we redefine the sports experience, one entertaining video at a time. DR Sports is part of the GFN network, the largest football fan channel network with 7M subscribers and 1.5 billion views a year.



**fcbusiness**, is a magazine dedicated to the football industry, serving as a practical guide for those involved in managing the game at all levels since 2004. With the largest readership of decision-makers in the football sector, fcbusiness continues to make significant strides in connecting buyers and sellers. Additionally, it provides valuable insights, discussions, research and information on various topics that impact the football industry.





## FEDERAÇÃO PORTUGUESA DE FUTEBOL

Founded on March 31, 1914 by the Associations of Lisbon, Portalegre and Porto, under the name of the Portuguese Football Union, its main objects are the representation of Portuguese football at national level and International; the competitive management of National Teams; one organization of competitions at local, district and national level or guaranteeing the development of football in the territory Portuguese in accordance with the sporting spirit, values educational, material, cultural and humanitarian, through training programs for different sports agents.

The Portuguese Football Federation ensures the management of twenty-four National Teams, male and female, in the areas of football, futsal and beach football and organization 52 annual competitions. Portugal has 220 thousand practitioners federated.

FPF assumes itself as the entity that promotes Football as an economic, social, educational and leisure activity, considering the growing relevance in the training of youth, in the economy and in the country's international image.

The FPF's mission is to coordinate, dynamize, develop and organize football in all its dimensions and categories, in a harmonious whole, ensuring its continuity and growth throughout the national territory and in all social circles and age groups, with the objective to position itself as one of the most competitive on the international scene.

FPF cooperates closely with its partners international and national, public and private, from a perspective of independence and mutual benefit, in favor of success of your mission.



In October last year, FIFA announced that the 2030 World Cup will be held in Spain, Portugal and Morocco. The slogan "Yalla Vamos" refers to the ambition to innovate and organize a World Cup that history will remember not only for being the best ever, but for being the one that defined new standards for the future of the competition.



## FIFA Women's World Cup Australia & New Zealand 2023 – case study

For the first time, the Women's National Team participated in the final stage of the World Cup. A historic moment that clearly highlights the evolution of women's football in Portugal and the talent of the current generation of Portuguese athletes.

This participation became even more epic with the growing enthusiasm and interest of the Portuguese people in the Women's National Team, thanks to a communication campaign that introduced these athletes to the country and leveraged the World Cup to position women's football at a level never before recognized in Portugal, serving as an inspiration for new generations of athletes.

The campaign exceeded all objectives, generating interest, support, and participation like never before in the history of women's football in Portugal. And the best part? The number of registered girls increased by 38%. It's fair to say we scored a fantastic goal.

# PARTNER PROFILES



**FOOTYTUTOR**, is a dedicated media platform focused on enhancing football development and business insights. Our mission is to provide players, coaches, and enthusiasts with valuable information and resources. Connect with us at [footytutor.com](http://footytutor.com) and follow our journey on Instagram @footytutor as we elevate the football community.



**GENIUS SPORTS**, is the official data, technology and broadcast partner that powers the global ecosystem connecting sports, betting and media. Our technology is used in over 150 countries worldwide, creating highly immersive products that enrich fan experiences for the entire sports industry. We are the trusted partner to over 400 sports organisations globally, including the Premier League, FIFA, NFL, FIBA, NCAA, LA Clippers, Brentford FC, LA Rams and many more



**GETTY IMAGES**, is a preeminent global visual content creator and marketplace, serving customers around the globe. Getty Images delivers powerful visual content from the world's best photographers and videographers, working with over 550K content creators and more than 300 content partners across editorial and creative. Each year, Getty Images covers more than 160,000 news, sport and entertainment events providing depth and breadth of coverage that is unmatched.



**GRINTAFY**, is the largest football talent discovery platform in the Middle East. Founded in 2019, it has already reached 2 million players and counting. Grintagy is dedicated to connecting football enthusiasts and aspiring professionals with clubs and opportunities worldwide



**HAYTERS TV**, is the digital arm of Hayters, the UK's foremost sports news agency since 1955. Hayters TV creates hundreds of hours of video from the Premier League, Champions League and women's football each year, generating almost half a billion video views on Hayters TV's social channels, plus global coverage via our B2B clients in broadcasting and digital publishing



**INDE**, is a world leading and award-winning augmented reality activations and mixed reality solutions developer. We create interactive and immersive experiences in sports, advertising, retail and entertainment. INDE's augmented reality studio has developed award-winning AR experiences for a huge variety of clients, including franchises and leagues in Major League U.S. Sports and Premier League Soccer Clubs, alongside working with the largest brands in North America and Worldwide.

# THE WORLD'S ONLY TRAINING EQUIPMENT PROVEN BY SCIENCE



soccerflick.com

Flick, Official Global Training Partner of Soccerex, are delighted to be continuing our journey in Miami again this year.

As the World's ONLY soccer training range 'Proven By Science' and the pioneers of the Train at Home philosophy, Soccerex provides an unparalleled opportunity to bring the Flickbrand to a global audience and showcase our unique products to the soccer business community.

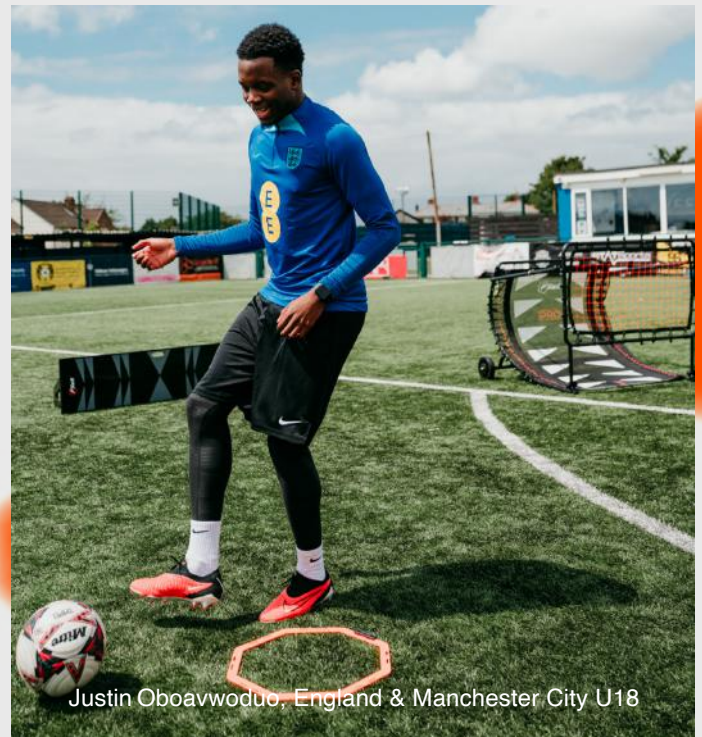
Since attending Soccerex Miami 2023 Flick have made significant steps forward, particularly within the US soccer space. Our revolutionary partnership model that gives partners the opportunity to purchase Flick equipment at a preferential rate whilst also generating additional revenue via parental 'Train at Home' sales has seen major academies such as Borussia Dortmund International Academy North America begin rolling out the partnership across all 18 of their locations. Further clubs, academies and state association partnerships have resulted in the brand expanding quickly and Flick are delighted that Soccerex provided the platform for many of these initial discussions to take place.

It is also important that Flick's major sports retail partners such as soccer.com, Dick's Sporting Goods, Scheels and Walmart see the commitment from the brand to ensure exposure is maximised and Soccerex is the perfect event to do so.

Providing something truly unique within soccer can be challenging and it is important to inform and educate new stakeholders about how Flick's scientific validation can help players achieve their true potential both on the training field and within the home training environment.

Within Europe, Flick also attended Soccerex Amsterdam and were again hugely positive about the opportunities the event presented. New club partnerships have been agreed in The Netherlands which possibly would not have occurred as quickly without the Soccerex event.

This year's event in Miami will once again provide the opportunity to network with partners, friends and new stakeholders. Flick will be showcasing how technology can be integrated into our training equipment to further enhance players' experiences and take their skills to even higher levels.



Justin Oboavwodu, England & Manchester City U18

Thanks to Soccerex for putting on the best soccer business events around the world, bringing the global soccer community together and giving Flick the opportunity to bring our world-first training equipment to thousands of potential stakeholders.

Gareth Hodkinson, CEO, Flick



Nico O'Reilly, England & Manchester City U20



SoccerExMiami 2023

# PARTNER PROFILES



**INTER KASHI**, is the first-ever national-level football club from Uttar Pradesh - in the heart of India. This groundbreaking Club effectively represents 3% of the World's population, and after an impressive debut season in the I-League last year, Inter Kashi is all-set to make its mark in 2024 led by Antonio López Habas, the most successful Coach in Indian Football.



**KEY TRANSPORTATION**  
CUSTOMER DRIVEN.

**KEY TRANSPORTATION**, With over 20 years of expertise in event transportation, Key Transportation will ensure seamless and reliable services for all attendees and participants. From airport shuttles to VIP transport, Key's team is committed to making any journey smooth and stress-free, so you can focus on the event!



**KRH MEDIA**, based in Miami, is a multi-format audiovisual production company that prides itself on offering services of excellence and quality. We specialize in creating audiovisual pieces for sports content that meet the highest technical and aesthetic standards.



**LOS ANGELES FOOTBALL CLUB (LAFC) AND BMO**, The 2022 MLS Cup Champion, two-time Supporters' Shield Champions (2019, 2022) and 2024 U.S. Open Cup Champions LAFC has represented the greater Los Angeles area in Major League Soccer since 2018. BMO Financial Group is the eighth largest bank in North America by assets, with total assets of \$1.4 trillion



**MIXZONE**, generates new revenue streams for brands and sports organizations by offering cutting-edge digital backdrops. Through its SaaS platform to manage and change content live, Mixzone enhance brand visibility, eye-catching media, and boosts brand value.



**PLAYBOOK**, Playbook is the Sports Business media outlet read by the leaders of the main sports organizations in Latin America and Spain. Through newsletters, podcasts and videos analyzing the news and trends of the industry, our community of more than 18k sports professionals have what they need to make decisions and stay ahead of the curve.

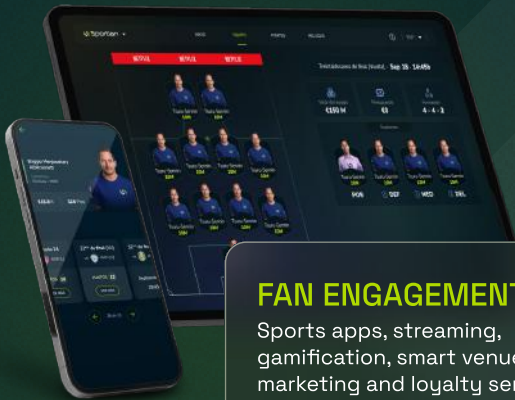


# WE ARE SPORTIAN

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### Can you tell us more about Street Child United?

The Street Child World Cup brings together street children from around the globe to play football during the FIFA World Cup. The initiative began in 2008 when I volunteered in South Africa with my daughters and met a boy named Andile, who shared how soccer helped him feel seen as a person. Inspired by a child's suggestion during a school assembly, the first tournament took place in Durban in 2010, highlighting issues like identity, education, and gender equality.

The event changed perceptions of street children, turning them into heroes in their communities. For instance, after the tournament, Tanzanian players returned home to widespread support and recognition. The success continued in Rio in 2014, with 26 teams participating and notable endorsements from figures like the Pope and Prince William.

John emphasises that the world supports the Street Child World Cup, recognising the

transformative power of football in the lives of these children. Excitement is building for the upcoming event in Miami and the 2026 World Cup in the USA, Canada, and Mexico.

### Street Child United focuses on empowering marginalised children. How do you ensure that the children involved in your programs gain not just a platform, but real-life skills and opportunities for education?

Access to education is essential. We focus on identifying effective projects that work with street children year-round, ensuring these children are engaged in the Street Child World Cup and supported throughout their journey.

Establishing identity is the first crucial step, enabling access to education, healthcare, employment, and other rights. Our approach emphasises selecting the right projects that continuously support young people. After each event, we implement a Young Leaders Program, where projects nominate two participants to enhance their skills in English, team building, communication, and media engagement. This program also includes community projects, allowing young leaders to apply their skills locally.

Initially, the World Cup was our primary focus, but it now represents about 20% of our efforts. The majority, 80%, is dedicated to the Young Leaders Program and ensuring the legacy

of each event, showcasing the broader impact of our work beyond football.

### Sports can be a powerful tool for social change. Can you speak about how Street Child United uses football and other sports to bridge divides between cultures and countries?

When the teams returned to Pakistan after the Rio World Cup, 7,000 people welcomed them at the airport, and they received national television coverage. This attention led the government to fund training for street children on their rights and legal protections, delivered in collaboration with street child organisations and police forces.

In India, Minister Maneka Sanjay Gandhi pledged to provide identity documents to six million street children, inspired by the young players who represented India in 2014. This shows how football can create tangible change and generate goodwill for vulnerable populations.

Beyond football, we also organise a Street Child Cricket World Cup, recognising cricket's popularity in the region. Cultural performances, visual arts, and music are integral to these events, fostering unity among participants from countries like India, Pakistan, and Bangladesh—often seen as rivals. Here, they come together as friends, recognising their shared humanity and the deeper significance of their experiences.

## **Street Child United organises events like the Street Child World Cup. How do these events help change perceptions about street children?**

The goal is to change perceptions of street children by creating a global platform that challenges stigma. Many street children are heavily stigmatised; for example, in Guatemala, they are referred to as "the Dust," while in Haiti, they are called "Coco Red," named after beetles found in lunch bags. Such terms reflect societal shame and dehumanisation.

By wearing a football jersey and representing their country, street children can be seen differently— as heroic individuals full of dreams and potential, despite lacking opportunities. This shift in perspective not only builds empathy but also empowers people to take specific actions to support these children, whether regarding identity, education, or protection from violence. Once people recognise the humanity of street children, they are more willing to engage and act to help them.

## **What role do volunteers play in Street Child United, and how can people get involved with your organisation?**

Volunteers play a crucial role in our organisation, enabling us to deliver major sporting events while managing logistics like birth certificates, visas, and passports for hundreds of children. Our small team has

grown from five to eleven members, but we rely heavily on volunteers, including immigration workers, lawyers, translators, and those assisting with event activities.

Notable volunteers, such as British commentator Vicki Sparks, contribute to our Young Leaders Programme, while our ambassadors, including Alex Scott, generously give their time to make a difference. Volunteers also handle essential tasks like setting up, serving food, and organising materials.

Many of our board members and leadership, including the chair and vice chair, began as volunteers, emphasising the sense of ownership and community in our events. We encourage volunteers to feel invested in the experience, fostering a strong connection to their work, as seen in one volunteer's home filled with event memorabilia.

Our volunteers come from diverse backgrounds, often paying for their own travel and participation fees, although we subsidise those who cannot afford it to ensure inclusivity.

## **What are your plans for the future? How do you envision Street Child United expanding its reach and impact?**

For the 2026 event, we aim to achieve 101 young leaders, 1,001 higher education placements, and 1,000,001 identities for street children. We launched this legacy program in Qatar, and we'll celebrate it in

New York during the FIFA World Cup 2026 at the United Nations alongside Football for the Goals.

As I turn 61, I believe this goal is ambitious yet necessary for street children. However, after working with our young leaders last week, I am increasingly confident they will take the lead in the future. They possess the authority, experience, intelligence, and determination to embrace servant leadership.

I also hope to build closer relationships with governing bodies in football, such as national football associations, FIFA, and UEFA. While they have provided grant funding, I aim for more strategic partnerships now that we have established a strong reputation. I believe we can achieve this.



# PARTNER PROFILES



**rEvolution**, is a global, independent and full-service sports marketing agency for brands comprised of industry experts in consulting and business strategy alongside marketing and creative specialists who produce award-winning sponsorship and marketing campaigns for brands and rights holders throughout the sports industry.



**SAP SE**, a global leader in enterprise software, delivers innovative solutions tailored for the sports industry. These solutions support federations, leagues, and clubs with real-time analytics, team management, training, scouting, and medical data coordination. By harnessing advanced analytics and AI, SAP helps sports organizations optimize athlete performance, enhance fan experiences, and streamline business operations.



**SOCCER 5**, Soccer 5® has “revolutionized the small-sided soccer landscape across the United States with its state-of-the-art facilities. Each Soccer 5 venue is designed to offer an unparalleled playing experience, combining high-quality synthetic turf with modern amenities. The facilities are ideal for players of all ages and skill levels, providing a safe, fun, and competitive environment for recreational soccer.

**Special Olympics**



**SPECIAL OLYMPICS**, The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



**SPORTIAN**, is the global technology partner for the sports and entertainment industry, with a unique ecosystem of products and services that enable growth at all levels. Powered by Globant, Sportian's solutions combine AI, data, experience design and strategy to reinvent fan engagement, streaming, team performance, competition, venue management, and anti-piracy



**SPORTS EXPO EGYPT**, is a world-class annual exhibition founded by DeltaConex and started in 2023, the event designed to connect stakeholders in the sports industry, foster business opportunities and showcasing the latest innovations in areas like gym equipment, sportswear, and sports technology. Sports Expo provides a platform for attendees to explore a wide range of products, engage with service providers, and network with industry professionals. The event attracts a targeted audience of sports enthusiasts, athletes, industry professionals, sports authorities, and sporting clubs...





**ALCOR is the French leader in modular grandstands for stadiums and events. Highly focused on our technical solutions, we have developed a unique expertise in this field. Alcor is a key partner for building sports and events infrastructures both in France and worldwide.**



*International Project 2024 : 5000 seats grandstand for stadium in Bangkok, Thailand*

# PARTNER PROFILES



Changing the game together

**SPORTSNL**, The sports (tech) sector in The Netherlands is constantly developing and innovating: athlete performance, sport infrastructure and operations, events and fan engagement, community empowerment and social impact. SportsNL is the official public-private network that represents the sports sector in The Netherlands.



**SQUIRE PATTON BOGGS**, With a team of more than 100 sports and entertainment lawyers across four continents, Squire Patton Boggs has acted for football governing bodies, clubs, players and agents for decades. They have particular expertise in club acquisitions, commercial and media rights, regulatory investigations and disputes, including involvement in over 350 CAS arbitrations.



**STATATHLON**, bridges the crucial gap between generated data and decision-makers in elite sports, transforming complex analytics into powerful strategies that optimize athletic performance and minimize injury risks. Trusted by top-tier clubs and federations worldwide, Statathlon was recognized as one of Europe's Top-10 Rising Sports Tech firms in 2019.



**STREET CHILD UNITED (SCU)**, uses the power of sport to change the way the world negatively sees and treats young people living in street situations, so they can be protected, respected, and supported to build a life away from the streets. SCU delivers programming and organises international sports events for street-connected children to be empowered and their voices heard – on a level playing field.



**THE WELLNESS UNIVERSE CORPORATE**, offers holistic, data-driven solutions addressing employee performance and well-being by simultaneously optimizing their environment. Through customized assessments, they identify critical needs and create tailored strategies to boost employee engagement, productivity, and performance. Their solutions foster a thriving workplace culture, benefiting both employees and the bottom line.



**USL**, As the largest and fastest growing professional and pre-professional soccer organization in North America, @USL\_HQ is dedicated to uniting communities through the beautiful game and building the future of soccer in the U.S.

# PARTNER PROFILES

## VeriDas

**VERIDAS**, offers the best facial access solution, transforming stadiums into secure, seamless entry points for fans. With unmatched speed and accuracy, we redefine the fan experience, eliminating queues and enhancing security. Trust the leader in biometric technology to deliver the ultimate game-day experience—because your fans deserve the best.



# 2025