

HOW CAN YOU PARTICIPATE?

THE EXHIBITION

At the very heart of the event, get your products and services into the hands of decision makers from thousands of clubs as they decide what to buy for the new season.

INTERACTIVE SKILLS ZONE

Demonstrate a coaching technique, a cool piece of equipment, or just promote your brand to thousands of football participants in a buzzing experiential location.



"The show has been excellent, great chance for Precision Training to see the end user of our product. The event has just got bigger and better with more visitors and very professionally organised."

David Sanderson, Precision Training

CONTACT US

Find out more by contacting the GRFL Team
Tel: 01727 742977
Email: gbell@vcm.co.uk

SPONSORSHIP OPPORTUNITIES

Grass Roots Football LIVE provides the perfect platform for community engagement and offers leading brands innovative solutions to interact in a LIVE environment. Ask for details on our sponsorship programme.

TARGETING DECISION MAKERS & BUYERS

A NEW strategic and dedicated marketing campaign in conjunction with The FA and over 30 County Associations promises to deliver...

MORE decision makers from the football industry

MORE coaches and managers from all levels of the game

MORE buyers from clubs, schools, colleges & universities

MORE opportunities to do business

Grass Roots Football LIVE 2010 will be the largest ever trade show for the grass roots game.

Don't miss your chance to get involved.....

RAISE YOUR GAME...

... at **Grass Roots Football LIVE**

With over 160 exhibitors be sure you are part of the football buzz at the UK's largest football exhibition.

Sell, network and show off your products and services to thousands of new customers from all levels of the game

WHO'LL BE THERE...

Coaches, managers, players, club secretaries, officials, referees and volunteers from multi-team and professional clubs, league and football associations, academies, community schemes, schools, colleges and universities.

**TARGET THE FOOTBALL INDUSTRY
AND ACHIEVE YOUR GOALS AT
GRASS ROOTS FOOTBALL LIVE**



GRASS ROOTS FOOTBALL LIVE

4 - 6 JUNE 2010 NEC, BIRMINGHAM

In association with:



"The show seemed the perfect target audience for us - grass roots. We've done a lot of shows across Europe and this has been the best show we've done by far, both for the amount of people passing through and the diversity."

Rob McOwan, Soccerade UK

IF YOU'RE LOOKING FOR NEW CUSTOMERS OR BUILDING RELATIONSHIPS WITH EXISTING ONES, EXHIBIT AT **GRASS ROOTS FOOTBALL LIVE** AND MAKE SURE YOUR COMPANY PARTICIPATES IN THE BEST MARKETING OPPORTUNITY OF THE YEAR.

2009 visitor survey results:

72% of adult visitors were coaches or managers

62% of visitors travelled over 50 miles to attend

53% of adult visitors are involved in purchasing decisions for their clubs and teams

95% of visitors plan to attend the 2010 show

"Grass Roots Football LIVE is definitely THE show to attend if you're involved in football in any way, shape or form! The range of football products & information that is available on site is amazing, so you come away having learnt so much about the game. There is definitely something for everyone!"

Nadeem Shaikh, Visitor



"We spoke to clubs, presented to teams, made contact with buyers and met with retailers. Grass Roots Football LIVE provides us with a unique opportunity to get in front of the end user - the consumer."

Duncan Alner, JomaUK



"I think it's bigger, better with more people coming in and as a Platinum Sponsor of the event we are extremely satisfied."

Fabrizio Taddei, Errea Sport



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ACHIEVE YOUR BUSINESS GOALS AT **GRASS ROOTS FOOTBALL LIVE**

CALL NOW 01727 742977

RAISE YOUR GAME