

# *Stadia & Arena*

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## EXCEL LONDON

2-4 JUNE 2010



conference  
programme

EUROPE'S EXHIBITION  
AND CONFERENCE  
FOR THE  
ENTERTAINMENT  
AND SPORTS VENUE  
INDUSTRY

SPONSORED BY

# STADIA & ARENA 2010 • LONDON

## DAY ONE Wednesday 2 June 2010

11.00	Registration	13.30	Tour of the Olympic Park – to be confirmed Restricted numbers – Venue Managers will receive priority on a first come first serve basis
		16.00	Return to hotel
		16.30	IAAM Europe Meeting
		18.00	Drinks reception within exhibition area

## DAY TWO Thursday 3 June 2010

10.00	<b>Welcome</b> Alan Levett – Project Director John Beattie – President ESSMA Henk Markerink – President IAAM Europe	13.15	Lunch and exhibition viewing
10.15	<b>Keynote speaker</b> Sir Craig Reedie CBE – International Olympic Committee	14.30	<b>Technology Session</b> LED Media Facades for Sport Stadia VML Technologies – Geoff Lunn Audio Visual Solutions including Content Strategies and PSP applications Sony – Alain Pauchet
10.45	<b>London 2012 Venues</b> Kevin Owens – Head of Venue Design	15.15	<b>Corporate Manslaughter and Health                  and Safety Breaches: Recent changes</b> Fiona Gill Davies Arnold Cooper
11.15	<b>Coffee &amp; exhibition viewing</b>	15.45	<b>Coffee &amp; exhibition viewing</b>
11.45	<b>Populous</b> Aviva Stadium – Creating Identity through Bespoke Design Ben Vickery – Senior Partner Martin Murphy – Aviva Stadium	16.15	<b>World Cup &amp; Olympics</b> Brazilian Development Plans Carlos de la Corte – Member of Brazilian World Cup Organising Committee
12.15	<b>Energy Savings</b> Environmental Legislation and Energy Procurement Callum Stuart and Nasim Mohamedajob McKinnon Clarke	16.45	<b>Topic to be confirmed</b> Adrian Staiti – Comcast Spectacor Eric Smallwood – Front Row Marketing
12.45	<b>Artificial Turf V Natural Turf</b> Study undertaken in co-operation with FIFA and latest developments Alistair Cox – Director, Labosport Natural Turf in Stadia – Coping with multi-use Richard Hayden – STRI	17.15	Conference Closes
		17.15	ESSMA General Meeting
		18.00	Meeting Ends
		19.00- 22.00	<b>Buffet Reception at the Novotel Excel</b>

## DAY THREE Friday 4 June 2010

10.00	<b>Cirque du Soleil and Arena Shows                  in Europe</b> Finn Taylor Live Nation Entertainment the Next Chapter Paul Latham – Chief Operating Officer Live Nation International	11.30	<b>Coffee &amp; exhibition viewing</b>
10.45	<b>Security</b> Topic to be confirmed Mark Hamilton – G4S Secure Solutions Ltd Counter-Terrorism Jim Maieta – National Counter Terrorism Security Office	12.00	<b>Future of leisure and entertainment                  industry</b> Speaker to be confirmed
		12.30	Conference Closes
		12.30- 13.30	<b>Buffet Reception within exhibition</b>
		13.30	Optional tour to O2 Arena
		16.30	Return to hotel

## Networking Opportunities

The event will open with a drinks reception within the exhibition hall on the evening of Wednesday 2nd June. There will also be a function on the Thursday evening to which exhibitors will be invited. All coffee breaks and lunches during the event will also be served within the exhibition to ensure maximum networking opportunities. These measures will ensure a unique opportunity for networking in a social environment and at the highest level.

- Meet Senior World Class Calibre Delegates and Exhibitors.
- Engage directly with Venue Owners and Managers from the Live Entertainment and Sport Industry.
- Develop long-term relationships with industry peers from the USA, Australasia, The Middle East, South America, The Far East and Europe.
- Come and meet the world of the Large Venue Industry!



Coffee Breaks Sponsored by  
Global Spectrum

conference programme



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### 2-4 JUNE 2010

DELEGATE  
REGISTRATION FORM

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OR REGISTER ONLINE:  
[www.sam.uk.com](http://www.sam.uk.com)

Full Name:

Company Name:

Job Title:

Address:

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Fax:

Email:

#### MEMBER'S DELEGATE PACKAGE *(specify which day)*

- IAAM Member     ESSMA Member     UKSMA Member
- One day 200€ / £200 Sterling Plus VAT (UK only)     Two day 300€ / £275 Sterling Plus VAT (UK only)

#### NON-MEMBER DELEGATE PACKAGES *(specify which day)*

- One day 400€ / £350 Sterling Plus VAT (UK only)     Two day 550€ / £475 Sterling Plus VAT (UK only)

#### PAYMENT DETAILS

Credit Card:     Visa     Mastercard     Security Code    3-digit security code on the back of your card     Cheque    cheques made payable to Alad Limited

Card No:

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Name of Cardholder:

Billing address *(if different from above)*:

Date:

Signature:

- Please send me the hotel reservation form  
*(please tick the box)*

VISIT THE OFFICIAL WEBSITE [www.sam.uk.com](http://www.sam.uk.com)



## CONFERENCE ENQUIRIES AND DELEGATE PACKAGE

Tel: +44 (0)1732 459683

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**Carole Beckham**  
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## EXHIBITION SPACE COSTS AND FLOORPLAN

Tel: +44 (0)1732 459683

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**Alan Levett**  
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VISIT THE OFFICIAL WEBSITE

[www.sam.uk.com](http://www.sam.uk.com)

**STADIUM  
& ARENA**  
management

## Travel & Hotel Bookings

London and Excel in particular are well served by an excellent transport infrastructure which provides easy access and low cost travel. London City Airport is 5 minutes away by car.

Special arrangements have been made with the 4 Star Novotel at Excel for delegates and exhibitors which include: Single occupancy rates from £135 per night including full English breakfast and VAT. These rooms and rates are available to the first 100 individuals who book, therefore early reservations are recommended to guarantee accommodation and price.



**Hotel Details are:**  
Novotel London ExCeL,  
7 Western Gateway,  
Royal Victoria Dock,  
London E16 1AA

Tel: 0207 540 9700

Room Reservations Tel: 0207 055 1914

Reservations Email: H3656-RE@accor.com

Please quote reference: Stadia & Arena

**BOOK ACCOMMODATION  
EARLY TO AVOID  
DISSAPPOINTMENT**

**ORGANISED BY  
ALAD LTD**

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