



FOOTBALL FOR ALL

LUXEMBOURG FOOTBALL FAIR

ONE WORLD • ONE GOAL
07 – 11 JANUARY 2026
LUXEMBOURG, EUROPE

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PROMOTER : LUXEMBOURG FOOTBALL FAIR S.À R.L.-S. – MANAGEMENT : ID • COMMUNICATION S.À R.L.

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**IMMERSE YOURSELF IN AN IMMERSIVE
AND COLLABORATIVE EXPERIENCE
THAT WILL SHOW YOU HOW FOOTBALL
CONTINUES TO INSPIRE, INNOVATE AND
CONNECT THE WORLD.**

**JOIN US IN BUILDING A FUTURE WHERE
SPORT AND PROGRESS GO HAND IN
HAND.**

FOOTBALL FOR ALL !

1. PRESENTATION OF THE EXHIBITION

1.1. INTRODUCTION

The 'Football for All' exhibition, organised in Luxembourg at **Luxexpo - The Box**, offers a unique meeting place for the world's most popular sport. Driven by the values of **sustainability, diversity and innovation**, this initiative embodies a **global and inclusive vision** of football.



1. SUSTAINABILITY & DIVERSITY

Achieving **social inclusion**, preserving the **environment** and exploring **responsible financing models** to ensure a sustainable future for football. In a world in search of ecological and social solutions, football is positioning itself as a driving force for transformation. In addition, explore how football can become a tool for social change by promoting diversity, equality and inclusion, through concrete projects and inspiring stories that respond to the challenges of current violence and social tensions.



2. INNOVATION

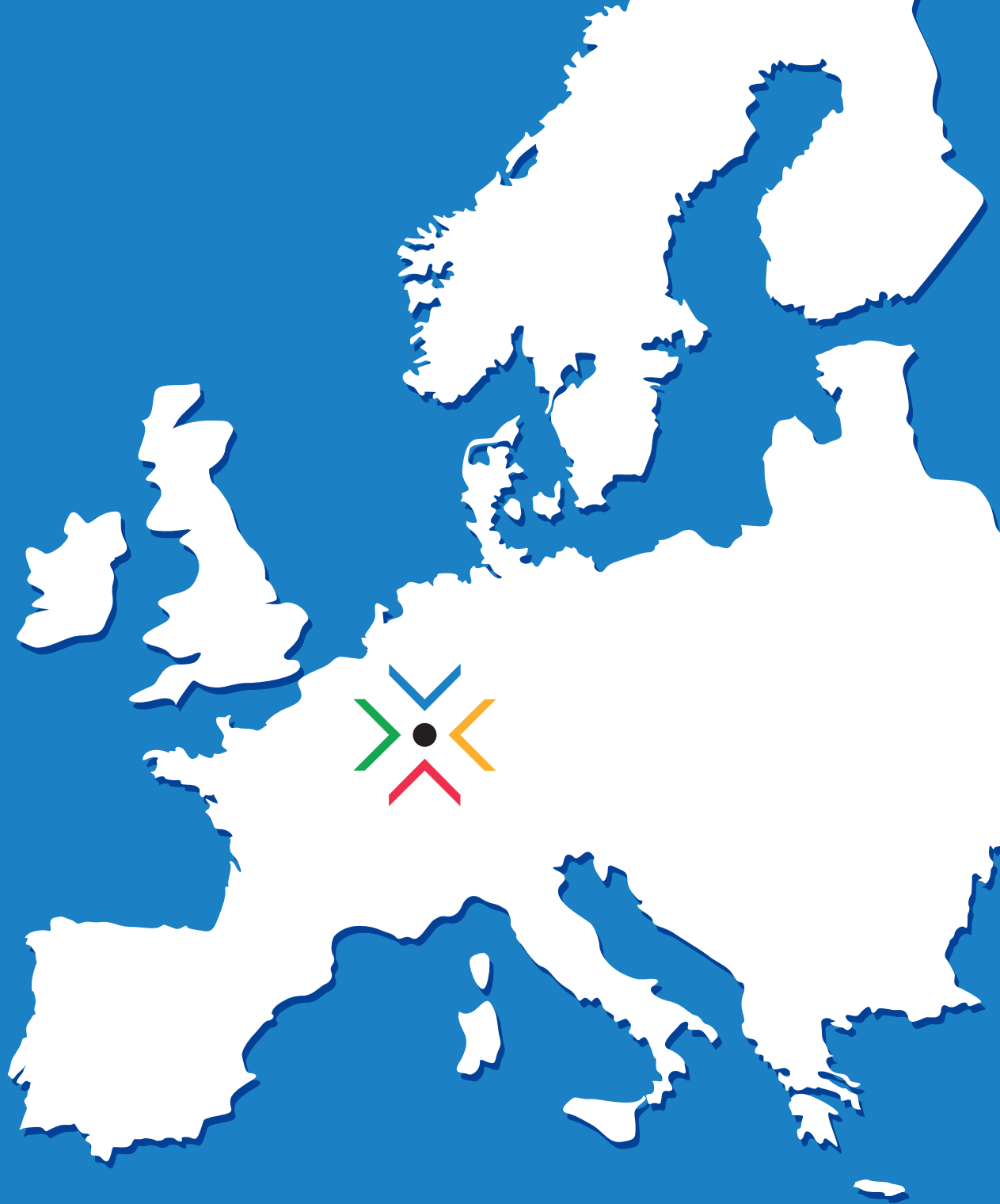
Integrating **new technologies** and promoting initiatives focused on **health and performance**. The exhibition showcases the applications of virtual reality, artificial intelligence and other technologies to enhance the fan experience, improve safety and optimise player health. Immerse yourself in interactive demonstrations and discover how these innovations are redefining the practice and culture of football and sport in general.

The fair will highlight innovative solutions and initiatives, while celebrating the role of football as a lever for social and environmental change. Join us to share, learn and build together a sustainable future for this universal sport.

The event will take place from 7 to 11 January 2026 and is organised by **Luxembourg Football Fair** (www.footballforall.eu), with coordination provided by **ID · Communication** (www.id.lu).



**LUXEMBOURG, AT THE HEART OF
OF EUROPE, IS MUCH MORE THAN
JUST A GEOGRAPHICAL LOCATION.**



1.2. WHY LUXEMBOURG ?

A STRATEGIC LOCATION FOR AN INTERNATIONAL FOOTBALL EXHIBITION

Luxembourg, at the heart of Europe, is much more than just a geographical location. At the crossroads of European cultures, Luxembourg offers an exceptional platform for bringing different nations together, thanks to its expertise in **connectivity, finance and cultural diversity**.

NEUTRALITY: A UNIVERSAL MEETING POINT

Luxembourg is recognised as a privileged location for international exchanges. It offers an impartial space conducive to collaboration between players from different backgrounds, whether sporting, economic or institutional.

CULTURAL DIVERSITY: A MULTILINGUAL AND INTERCULTURAL WEALTH

With its multilingual population and deeply multicultural character, Luxembourg reflects the universal values of football: inclusion and diversity. This vibrant setting brings together participants from all cultures, illustrating how sport can transcend linguistic and social boundaries.

A CENTRAL LOCATION AT THE HEART OF EUROPE

Luxembourg enjoys a strategic position at the centre of Europe, with direct access to major football markets such as Germany, France, the Netherlands and Belgium. Perfectly connected by its modern transport infrastructure, it facilitates the arrival of exhibitors, supporters and decision-makers from all over the world.

FINANCIAL AND ECONOMIC BENEFITS FOR EXHIBITORS AND VISITORS

Luxembourg, with its attractive economic environment and numerous financial institutions, offers unique opportunities for establishing strategic partnerships. Investors, sponsors and technology companies will find fertile ground here to support and develop innovative football-related projects.



2.1. SUSTAINABILITY & DIVERSITY

INCLUSION

At a time when this universal sport brings together millions of fans, 'Football for All' and its exhibitors are proposing concrete solutions to combat **violence** and **racism** on and around the pitch. Through conferences, interactive workshops and inspiring testimonials, 'Football for All' shows how football can become a driving force for tolerance, mutual respect and solidarity.

- Gender equality
- Combating discrimination
- Accessibility for disabled people
- Education and development
- Social and solidarity projects
- Social responsibility of clubs and players
- Promoting local traditions and cultures
- Cultural diversity
- International partnerships and intercultural exchanges

ENVIRONMENT

Driven by the values of **sustainability** and **environmental responsibility**, exhibitors, experts and innovators will be proposing concrete solutions and best practices to build a future where football is fully part of a model that respects the planet.

- Reducing the carbon footprint of events
- Waste management
- Sustainable stadium design and renovation
- Protecting biodiversity
- Stakeholder awareness and engagement
- Circular economy and responsible purchasing
- Green technologies
- Eco-responsibility
- Soft mobility

FINANCING

By bringing together financial experts, club managers, industrialists and sports fans, 'Football for All' offers concrete solutions for building a more resilient and economically balanced football.

- Rigorous club management
- Diversification of revenue sources
- Business model based on the training and development of young players
- Management of investment and infrastructure expenditure
- Sound transfer strategies
- Financial fair play
- Compliance with financial rules
- Investors and financial institutions

2.2. INNOVATION

TECHNOLOGY

‘Football for All’ is a unique opportunity for clubs to discover how **technological advances** can optimise their performance, strengthen their management and better engage their supporters.

- Assistance and arbitration technology
- Data analysis and statistics
- Improved player equipment
- Broadcast and spectator experience technology
- Artificial intelligence and automation
- Stadium optimisation
- E-Sport and virtual football
- Fan and crowd management technologies

HEALTH & PERFORMANCE

‘Football for All’ provides a unique platform for exhibitors to showcase how health and innovation can transform sports management and improve **performance**, while ensuring the **longevity** of athletes and the **sustainability** of clubs.

- Injury prevention
- Recovery and fatigue management
- Fitness and performance monitoring
- Sports medicine
- Nutrition and well-being
- Monitoring and managing physical performance and health of players
- Psychology and mental well-being

3.1. THE EVENT

EXHIBITION

- Exhibitor stands
- Networking & Conferences
 - Daily networking session
 - B2B conferences
 - Various conferences
 - **Exhibitor contributions welcome**
- Life Events & Experiences
 - Entertainment and fun experiences
 - Shows & tournaments
 - B2C conferences
 - Practical programmes & workshops
 - **Exhibitor contributions welcome**



3.2. EXHIBITORS

SUSTAINABILITY & DIVERSITY

INCLUSION

- National and international federations, inclusive football clubs and leagues, etc. (see p. 18)

ENVIRONMENT

- Manufacturers, specialist carbon reduction manufacturers, etc. (see p. 18)

FINANCING

- Financial institutions and banks, Investors, Financial technologies (FinTech, crowdfunding), etc. (see p. 18)

INNOVATION

TECHNOLOGY

- Stadium and security technology suppliers, Analysis systems suppliers, E-Sport, etc. (see p. 19)

HEALTH & PERFORMANCE

- Sports medicine, nutrition and regeneration, digital health and data analysis, mental health, etc. (see p. 20)



3.3. VISITORS

B2C

- Families and children
- Football fans
- Amateur and recreational footballers
- Young people and fans of e-sports and technology
- Health and fitness visitors
- Multicultural communities

B2B

- Company directors
- Sponsors
- Start-ups, industrialists, producers, manufacturers, data specialists, etc.
- Football associations and institutions
- Professional football clubs
- Amateur and semi-professional clubs,
- Government and political representatives
- Finance institutes and banks

RESEARCH & EDUCATION

- Schools
- Youth centres
- Sports initiatives
- Universities (researchers, students, scientists, etc.)



4.1. EXHIBITORS

EXHIBITOR PACKAGE "BASIC"

BASIC 9

4.605 € ~~5.100 €~~

9m² Stand – 3 x 3m

EXHIBITOR PACKAGE "BASIC"

BASIC 18

9.060 € ~~10.050 €~~

18m² Stand – 6 x 3m

EXHIBITOR PACKAGE "BASIC"

BASIC 36

16.200 € ~~18.000 €~~

36m² Stand – 6 x 6m

EXHIBITOR PACKAGE "PREMIUM"

CONFORT 18

10.905 € ~~12.100 €~~

18m² Stand – 6 x 3m

EXHIBITOR PACKAGE "PREMIUM"

CONFORT 36

18.900 € ~~21.000 €~~

36m² Stand – 6 x 6m

EXHIBITOR PACKAGE "PREMIUM"

CONFORT 54

29.250 € ~~32.500 €~~

54m² Stand – 6 x 9m

* Prices in red are valid up to and including 30 April 2025. Barred prices valid from 1 May 2025.

PACKAGES "EXPOSANT BASIC"			PACKAGES "EXPOSANT PREMIUM"		
BASIC 9	BASIC 18	BASIC 36	CONFORT 18	CONFORT 36	CONFORT 54

EVENT	Prices (excluding VAT)	5.100 €	10.050 €	18.000 €	12.100 €	21.000 €	32.500 €
	EXCEPTIONAL 10% DISCOUNT until 30/04/2025	4.605 €	9.060 €	16.200 €	10.905 €	18.900 €	29.250 €
	Allocated bare surface area	9m² (3 x 3m)	18m² (6 x 3m)	36m² (6 x 6m)	18m² (6 x 3m)	36m² (6 x 6m)	54m² (9 x 6m)
	Additional m² (subject to availability)	140€/m²	130€/m²	120€/m²	130€/m²	120€/m²	110€/m²
	Reserve				1m²	1m²	1m²
	Stand	Basic	Basic	Basic	Confort	Confort	Confort
	Number of free sides	1	1	1	2	2	2
	Partitions / Lights for partitions	Included	Included	Included	Included	Included	Included
	Carpeting	Included	Included	Included	Included	Included	Included
	WI-FI (+LAN on request)	Included	Included	Included	Included	Included	Included
	Electricity connection (additional 40KW = 575€)	12KW included	12KW included	12KW included	12KW included	12KW included	12KW included
	Number of exhibitor badges (10€ per additional Badge)	2	4	6	4	6	8
	Number of parking badges (150€ per additional Badge)	1	1	1	1	1	2
	Digital “Guest” tickets (Additional digital tickets: 150€ per 10)	10	20	40	30	40	60
COMMUNICATION	DIGITAL						
	Website www.football-for-all.lu	Logo	Logo	Logo	Logo	Logo	Logo and Presentation
	Social Media (Facebook, Instagram, Linkedin, Tiktok, Youtube, Snapshat)	Text, visual or video delivered by the exhibitor	Text, visual or video delivered by the exhibitor	Text, visual or video delivered by the exhibitor	Text, visual or video delivered by the exhibitor	Text, visual or video delivered by the exhibitor	Text, visual or video delivered by the exhibitor

4. PARTICIPATION PACKAGES

4.2. PARTNERS

By becoming a partner of the 'Football for All' fair, you will **benefit from increased visibility** on all our communication media, a free exhibition area to showcase your products or services or organise events to boost your reputation and involvement in the world of football.



PARTNER PACKAGE

SILVER

18.000 € ~~20.000 €~~

18m² bare surface – 6 x 3m

PARTNER PACKAGE

GOLD

36.000 € ~~40.000 €~~

36m² bare surface – 6 x 6m

PARTNER PACKAGE

PLATINUM

90.000 € ~~100.000 €~~

54m² bare surface – 6 x 9m

** Prices in red are valid up to and including 30 April 2025. Barred prices valid from 1 May 2025.*

		PACK SILVER	PACK GOLD	PACK PLATINUM
EVENT	Prices (excluding VAT)	20.000 €	40.000 €	Exclusivity "Powered by" 100.000 €
	EXCEPTIONAL 10% DISCOUNT until 30/04/2025	18.000 €	36.000 €	90.000 €
	Allocated bare surface area	18m² (6 x 3m)	36m² (6 x 6m)	54m² (9 x 6m)
	Additional m² (subject to availability)	110€/m²	110€/m²	110€/m²
	Stand	Estimate on request	Estimate on request	Estimate on request
	WI-FI (+LAN on request)	Included	Included	Included
	Electricity connection (additional 40KW = 575€)	12KW included	12KW included	12KW included
	Number of partner badges (10€ per additional Badge)	4	8	12
	Number of parking badges (150€ per additional Badge)	1	2	4
	Digital "Guest" tickets (Additional digital tickets: 150€ per 10)	40	80	120
COMMUNICATION	DIGITAL (Content: Logo, text, visuals to be delivered by the partner)			
	Website www.football-for-all.lu	Logo and Presentation	Logo and Presentation	Logo and Presentation
	Social Media (Facebook, Instagram, Linkedin, Tiktok, Youtube, Snapshat)	Text, visuals or video supplied by the partner	Text, visuals or video supplied by the partner	Text, visuals or video supplied by the partner
	Best-of video		Logo	Logo
	PRINT			
	Flyers (Distributed to all exhibitors and targeted public places)		Logo	Logo
	Posters (Distributed to all exhibitors and targeted public places)	Logo	Logo	Logo
	Post Signs (1km around Luxexpo)		Logo	Logo
	MEDIA			
	Tramedia		Logo	Logo
	National Media Partner			Quotation
	ON-SITE (Content: Logo, text, visuals to be delivered by the partner)			
	Stage Banner or LED Screen (Display according to value)	Included	Included	Included
	T-shirt "Staff"		Logo	Logo
	Admission Tickets	Included	Included	Included
	Front Display		Logo	Logo
	Signage (Beachflags at the entrance, lettering on the floor, etc.)			Included

5.1. MEDIA PLAN

DIGITAL

- > Social Networks
(Facebook, Instagram, TikTok, X, ...)
- > Website www.footballforall.eu
- > Google Ad

PRINT

- > Strategic distribution of Flyers
- > Posters distributed according to our targets
- > Signage around the exhibition site

MEDIA

- > Tramedia (Tram, bus, ...)
- > Radio spots
- > Press

NETWORKING

- > Networks of participants, exhibitors and partners

GEOGRAPHICAL DISTRIBUTION

- > Luxembourg and Europe

	3 months prior	2 months prior	1 month prior
DIGITAL	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
PRINT	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
NETWORKING	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
MEDIA			<div><div></div><div></div><div></div><div></div></div>



* This plan is a provisional, non-exhaustive version that is subject to change.



5.2. TAILOR-MADE CREATION



6.1. EXHIBITORS

INCLUSION

Manufacturers of equipment for disabled sports: adapted wheelchairs for football, blind football equipment (football for the visually impaired), sound balls, etc. Brands specialising in inclusive sport, programmers of applications facilitating access to pitches and infrastructures for disabled people, technologies for hearing or visual aids in stadiums, Suppliers of subtitling or live translation systems to make events accessible to all, **Educational organisations and NGOs:** training programmes on diversity, inclusion and anti-discrimination for clubs, Suppliers of educational content to train coaches, referees and staff on social inclusion and the fight against racism, **Federations and clubs committed to inclusion, Professional clubs:** Stands highlighting their CSR (Corporate Social Responsibility) initiatives focused on social inclusion, National and international federations: such as UEFA, with inclusive projects (e.g. Football for All Abilities), Fashion and inclusive textiles Brands of customised equipment: clothing adapted for players with disabilities or requiring specific outfits, Manufacturers of eco-responsible and inclusive textiles: inclusive ranges that incorporate comfort for all types of morphology. **Local and international NGOs:** associations promoting inclusion in sport (e.g. Streetfootballworld, Football Without Borders), **Social companies:** start-ups offering integration programmes through sport for refugees, disadvantaged young people or people with disabilities, Suppliers of inclusive sports infrastructure, **Builders of adapted pitches:** infrastructure accessible to people with reduced mobility, Suppliers of urban equipment: benches, changing rooms and inclusive public spaces around pitches, **Media and content for social inclusion:** Sports media highlighting stories of inclusion in football, Audiovisual production to broadcast inspiring stories or campaigns against racism and discrimination, **Nutrition and well-being, Suppliers of adapted products:** adapted nutrition for sportspeople with specific needs (intolerances, special diets), Mental and physical coaching companies to promote the overall well-being of players, etc.

ENVIRONMENT

Suppliers of environmentally friendly infrastructure and equipment, Sustainable pitch builders: companies specialising in recyclable synthetic turf, low-water consumption natural turf, and energy-efficient infrastructure (eg. GreenFields, FieldTurf), **Resource management and renewable energies,** Solar and wind energy companies: solar panels for stadiums, micro-wind turbines for football pitches, Water recovery and reuse solutions: sustainable irrigation systems and rainwater management technologies. Experts in carbon-neutral systems for sports clubs and facilities. **Recycling and waste management,** Suppliers of recycling solutions: sorting containers for stadiums, recycling programmes for sports equipment. Organic waste management companies: composting of food waste from events and stadiums, recycling programmes for used balls, nets, shirts and other sports equipment. **Sustainable equipment and textiles,** Manufacturers of eco-friendly sportswear: shirts, shoes and

accessories made from recycled materials (e.g. Adidas Parley, Nike Move to Zero). Suppliers of sustainable balls: balls made from environmentally friendly materials. Brands committed to circularity: collection and recycling services for old equipment. **Innovative technologies for sustainability,** technology start-ups for carbon tracking: tools for analysing and reducing the ecological footprint of clubs or events. Digital solutions to optimise travel: software and applications to organise public or shared transport for fans and players. Technologies for connected and intelligent stadiums: energy sensors, people flow management to reduce the energy footprint. **Sustainable catering and food,** eco-responsible catering suppliers: services offering local, organic and low-carbon footprint food options. Biodegradable or reusable packaging solutions for stadium catering. Programmes to combat food waste: platforms for redistributing surplus food from matches and events. **Transport and green mobility,** Electric vehicle manufacturers: solutions for transporting teams and spectators (Tesla, Mercedes EQ, etc.). Providers of shared mobility services: electric bikes, car-sharing or electric shuttles for events. Electric vehicle recharging solutions: charging points for stadiums and training centres. **Sustainability certification and consulting,** Eco-certification agencies: FIFA Green, ISO 20121 (standard for sustainable events). Sustainability consultancies: supporting sports clubs and organisations in their ecological transition. Environmental assessment agencies: carbon audits for clubs and sports facilities. **Sustainable financial partners and sponsors,** banks and green investors: financing sustainable projects for sports clubs and infrastructures. Eco-responsible sponsors: companies promoting environmental initiatives in sport. **Environmental organisations and NGOs,** Sustainability awareness associations: WWF, Greenpeace, or local organisations promoting ecology in sport. Sustainable sports initiatives: such as SportPositive, which supports clubs in their environmental commitments. **Green communication solutions,** sustainable marketing agencies: to promote the ecological actions of clubs and events. Suppliers of green signage and media: stands, panels and brochures printed on sustainable materials. **Events and environmental education,** Providers of educational workshops on sustainability for clubs, fans and young players. Organisers of campaigns to raise supporters' awareness of the need to reduce their environmental impact.

FINANCING

Financial institutions specialising in sport, banks and investment funds offering financing solutions for clubs, stadiums and infrastructure. Financial products for long-term management and optimisation of clubs' cash flow. Investment funds specialising in sustainable sports infrastructure or young sports talent. **Suppliers of sponsorship and partnership solutions,** sports marketing agencies: experts in sponsorship strategy to maximise revenue. Global brands and committed sponsors: companies seeking to establish financial partnerships with clubs or events linked to sustainability (e.g. Adidas, Coca-Cola, Volkswagen). Innovative sponsorship solutions:

6.1. EXHIBITORS

digital platforms to connect clubs with sponsors aligned with their values. **Sustainable finance consultancies**, firms specialising in club financial management: optimising budgets and long-term forecasts. Green finance consultants: experts in obtaining green grants or loans for sustainable projects. Consultants in structuring funds for projects linked to inclusion or sustainability. **FinTech startups for football clubs**, Crowdfunding solutions: platforms for fans to invest in their favourite clubs. Digital wallets and tokens: to diversify club revenues via blockchain and cryptocurrencies. Financial management applications tailored to the specific needs of football clubs. **Insurers specialising in sport**, Insurance companies offering financial products tailored to clubs, Insurance for sports infrastructure, Products to secure clubs' income in the face of unforeseen events (health crises, injuries, etc.). **Technological solutions for financial management**, ERP and CRM software for efficient financial management of clubs: budgeting, cash flow, sponsor monitoring. Financial analysis tools: enabling clubs to measure their financial sustainability and simulate long-term scenarios. Player and staff payment management platforms: to reduce costs and increase transparency. **Government bodies and public funds**, Ministries of Sport or national organisations offering grants for clubs involved in sustainable projects. European programmes (UEFA, FIFA, European Union) offering funds or calls for projects focusing on financial sustainability. Local funding initiatives to develop sports infrastructure and activities at amateur level. **Financial education programmes**, educational organisations offering training for club managers on financial planning and sustainable business models. Interactive teaching tools: applications and digital solutions for learning financial management. Private investors and funds, Investment funds for the acquisition or development of clubs (e.g. RedBird Capital Partners). Investors in sustainable sports infrastructure: financing new stadiums or eco-responsible sports complexes. Business angels supporting football-related projects, such as youth academies or sports start-ups. **Sports associations and federations**, FIFA and UEFA: with stands dedicated to their programmes to provide financial support to clubs for sustainable projects (such as the UEFA GROW programme). National and local federations: explaining their initiatives to help clubs with financial management and fundraising. Ticketing and fan monetisation companies, digital ticketing solutions: platforms for optimising ticket sales revenue. Fan monetisation companies: development of loyalty programmes or long-term subscriptions to guarantee financial stability. **Players in the development of eco-responsible projects**, property developers specialising in the construction or renovation of sustainable stadiums. Suppliers of solutions to reduce energy costs in sports facilities (solar energy, water management, etc.).

TECHNOLOGY

Sports performance technologies, Performance analysis tools. Suppliers of GPS sensors, biometric trackers and connected watches to monitor player performance (e.g. Catapult, STATSports, Polar). Video and statistical analysis technologies (e.g. Wyscout, Hudl, InStat). Simulators and immersive training tools: virtual reality (VR) and augmented reality (AR) technologies for tactical and mental training (e.g. Rezzil, Sense Arena). **Solutions for intelligent stadiums**, IoT (Internet of Things) technologies for connected stadiums. Energy, spectator flow and service management (e.g. Siemens Smart Stadium, Cisco Connected Stadium). Digital ticketing systems and access control: mobile and contactless solutions to enhance the fan experience (e.g. SecuTix, Ticketmaster). Advanced broadcasting technologies: 360° cameras, 4K/8K broadcasting, immersive streaming solutions (e.g. Hawk-Eye Innovations, Intel True View). **Digital applications and platforms**, Club management tools. ERP/CRM platforms tailored to clubs to manage player, sponsor and financial data (e.g. SAP Sports One, Microsoft Dynamics). Applications for fans: fantasy football platforms, fan engagement or e-commerce for clubs (e.g. Socios. com, OneFootball). E-learning solutions for coaches and players: interactive and digital training (e.g. iCoachKids, Coerver Coaching). **Startups specialising in football**, artificial intelligence (AI) startups. Predictive analysis tools to improve strategies and performance (e.g. SkillCorner, Beyond Sports). Blockchain and NFT: platforms for tokenising clubs and players and creating digital memories (e.g. Chiliz, Sorare). **Innovations in player health and well-being**, injury prevention and recovery technologies. Cryotherapy, electrostimulation and compression therapy equipment (e.g. Game Ready, Therabody). Biomedical analysis platforms: tools for monitoring players' workload and health (e.g. Zone7, Kitman Labs). Cognitive assessment systems: solutions to measure and improve players' mental resilience and reflexes (e.g. NeuroTracker). **E-sport and related technologies**, Sports video game developers: publishers such as EA Sports (FIFA/FC) or Konami (eFootball). Platforms for organising e-sport competitions: online or physical tournament solutions. Interactive streaming technologies: tools to enhance the experience of e-sport spectators (e.g. Twitch, YouTube Gaming). **Virtual and augmented reality (VR/AR) equipment**, VR simulators for training: tactical or physical simulators in VR (e.g. Rezzil). AR technologies for spectators: offering an augmented experience during matches via mobile applications or connected glasses. **Innovative monetisation solutions for clubs**, Digital payment technologies: cashless payment solutions for stadiums and fans (e.g. Square, PayPal). Crowdfunding platforms and tokens: to finance projects or engage fans via tokens (e.g. Socios, Binance). Partnerships with technology brands: collaborations to develop customised products for clubs. **Robotics and drones**, innovative equipment for pitches and stadiums. Automated maintenance systems: robotic mowers for natural or synthetic turf. High-tech synthetic turf: turf that reduces environmental impact and optimises player performance (e.g. GreenFields,

6.1. EXHIBITORS

FieldTurf). Solutions for eco-responsible stadiums: intelligent water management, LED lighting. **Innovative media and broadcasting solutions**, Immersive broadcasting technologies: interactive match experiences via 360° cameras and virtual reality streaming (e.g. Intel True View). Storytelling platforms for clubs and players: creating and monetising exclusive content (e.g. OTRO). Financial partners and technology sponsors, Technology companies sponsoring innovations in football: Microsoft, AWS, SAP. Investors specialising in sports start-ups: funds supporting technological innovation in football. **Technology associations and organisations**, Federations and leagues: FIFA, UEFA, and national leagues presenting their technology projects. Research and innovation bodies: academic or private centres working on sports innovations (e.g. Aspire Academy).

HEALTH

Medical technology and performance monitoring companies, Suppliers of biometric sensors and wearable devices. Connected watches, wristbands, GPS sensors and heart rate monitors to monitor player performance (e.g. STATSports, Polar, Catapult). Motion sensors for biomechanical analysis. Health data analysis tools: platforms using AI to monitor workloads, recovery and injury risk (e.g. Kitman Labs, Zone7). **Solutions for injury prevention and management**, injury prevention technologies. Muscle, posture and balance assessment devices to anticipate risks (e.g. Vald Performance). Software for monitoring injuries and rehabilitation plans. Suppliers of rehabilitation devices: rehabilitation equipment such as anti-gravity mats, exoskeletons or electrostimulation tools (e.g. AlterG, Compex). **Companies specialising in sports nutrition**, Suppliers of food supplements tailored to athletes: proteins, electrolytes, vitamins and products to optimise recovery (e.g. Science in Sport, Maurten). Personalised solutions: diagnostics based on genetic or biological analyses to propose diets tailored to players. Sustainable nutrition products: plant-based and organic options that respect the environment. **Suppliers of recovery and wellness equipment**, Innovative recovery technologies. Portable cryotherapy equipment, compression boots and thermotherapy devices (e.g. Game Ready, Therabody, Normatec). Mental and physical relaxation solutions: hyperbaric oxygenation chambers, VR yoga or guided meditation technologies. **Cognitive and psychological assessment platforms**, Mental training and stress management tools: technologies to develop mental resilience, concentration and emotion management (e.g. NeuroTracker, Soma NPT). Psychological monitoring applications: digital platforms to assess and monitor players' psychological well-being. Burnout support: awareness-raising tools and services to prevent burnout in clubs. **Innovations in sports medicine**, companies offering advanced diagnostic solutions. Portable medical imaging (ultrasound, portable MRI) for rapid diagnosis in the field (e.g. Butterfly IQ). Biological and genetic analysis laboratories: services to personalise treatments and optimise player performance. Suppliers of surgical and orthopaedic devices: prostheses, implants and specialist

equipment for sports injuries. **Suppliers of telemedicine and remote monitoring services**, remote medical consultation platforms: solutions enabling players and clubs to access online consultations for rapid diagnosis. Home monitoring technologies: connected kits to monitor health parameters during recovery. **Performance science solutions**, specialist research centres: academic partners or innovative companies developing solutions to optimise performance and prevent injury. Simulation technologies: immersive virtual or augmented reality devices to simulate game situations and test physical limits. **Suppliers of sleep services and products**, technologies to optimise players' sleep: connected mattresses, sleep cycle monitoring tools and relaxing sound environment simulators (e.g. Eight Sleep). Sleep coaching applications: personalised programmes to improve night-time recovery. **Manufacturers of ergonomic equipment and clothing**, compression garments and temperature regulators: to optimise physical performance while reducing the risk of muscular injury (e.g. Skins, CEP). Orthopaedic shoes and insoles: to prevent posture and wear-related injuries (e.g. Nike, Adidas, Superfeet). **Suppliers of robots and automated technologies**, Physical and medical training robots: devices for rehabilitation and muscle strengthening exercises. Automated massage technologies: devices for effective, targeted recovery. **Educational programmes in sports medicine**, Training institutions: centres offering certification in sports medicine, nutrition or injury management. Digital educational tools: applications or software to train medical staff and coaches. **NGOs and player health initiatives**, Associations promoting health in sport: campaigns to raise clubs' awareness of good medical practice and the psychological needs of players.



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PROMOTER : LUXEMBOURG FOOTBALL FAIR S.À R.L.-S. – MANAGEMENT : ID · COMMUNICATION S.À R.L.