

17-18 April 2007
Hamburg Messe,
Hamburg, Germany



Stadia magazine presents

SPORTS TURF SUMMIT

Stadia's 4th Sports Turf Summit will showcase the latest successes, innovations and best practices in advanced natural and sports turf solutions.



Sports Turf Summit is
taking place at
Venue Expo 2007

www.venueexpo.com

FINAL PROGRAMME

SPORTS TURF SUMMIT

Stadia's 4th Sports Turf Summit will offer delegates an enhanced visitor experience, which includes not only the world's leading expert speakers, but also dedicated conference and networking areas and site tours.

The conference will showcase the latest successes, innovations and best practices in advanced natural and sports turf solutions. From groundskeepers to commercial directors, from training academies to city sports departments – if you install, operate or maintain sports turf facilities, this is the place to be.

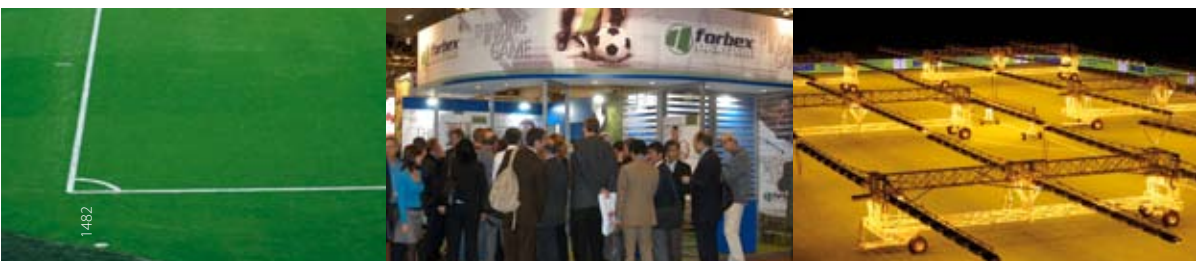
Our Sports Turf Summit will incorporate:

- 25 international experts on all aspects of sports turf technology
- Keynotes from the industry to explain new directions in our industry
- A supplier showcase featuring 100s of innovations to evaluate for your sports turf installations
- A site tour of AOL Arena (the stunning home of Bundesliga HSV Hamburg)
- Welcome reception

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www.venueexpo.com**

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TUESDAY 17TH APRIL 2007

09.00 - 10.00 **Registration**

10.00 - 10.15 **WELCOME TO HAMBURG AND OPENING ADDRESS**

John Lockyer, Sports Turf Research Institute (STRI), and Moderator Sports Turf Summit

10.15 - 10.45 **KEYNOTE PRESENTATION**

Trends, directions and challenges facing the synthetic turf sector in the coming years. John Gilman FieldTurf Tarkett

10.45 - 11.45 **Special joint presentation
FIFA Quality Concept for Football Turf**

FIFA, world football's governing body, has been concerned with ensuring the quality of artificial turf since 2001. The FIFA Quality Concept, a guarantee of premium quality and consistency, is now a respected international standard. The FIFA Quality Concept for Football Turf has made a positive impact on the development of football from grassroots to the professional game. The presentation will highlight the club, community and financial benefits of installing artificial football turf.

Nigel Fletcher, Fédération Internationale de Football Association (FIFA)

Does the game of football change when played on artificial turf?

ProZone is a leading provider of match and performance analysis to over 60 clubs worldwide in addition to assisting the English national team. This presentation will analyse matches played in the UEFA Cup and UEFA Champions League on football turf, and benchmark the analysis to top games in the UEFA competitions and English Premier League played on grass. Objectively and through quantitative analysis, the question will be answered; **Does the game of football change when played on artificial turf?**

Barry McNeill and Blake Wooster, ProZone Group Ltd.

11.45 - 12.00 **COFFEE**

12.00 - 12.30 **Artificial grass pitches... professional through to community use**

Artificial grass pitches are now allowed in many football competitions in the world, subject to compliance to standards and conditions of use. The FA has long debated the inclusion of such pitches in its competitions, and Steve Williams, National Facilities Manager, will be able to advise the conference on what is permitted in England for next season and the conditions under which they must be maintained for use. The FA works closely with FIFA and UEFA to ensure that research into injuries, technological advancements and performance testing continues.

Steve Williams, National Facilities Manager, The Football Association

12.30 - 13.00 **Synthetic turf – from a chemical point of view**

The use of synthetic turf for football pitches has increased very much during the last years. This kind of turf has many advantages, being easier to maintain and less dependent on the weather. One commonly used material for synthetic turf is granulates from used tyres. Used tyres contain several hazardous substances. These substances may persist in the environment, they may be carcinogenic, reprotoxic or mutagenic.

*Christina Rudin Snöbohm,
Swedish Chemicals Agency*

13.00 - 14.00 **LUNCH IN THE VIP LOUNGE**



14.00 - 14.30 **New developments for sports turf in southern Europe**

Intense turfgrass sports use in Mediterranean climatic conditions calls for the adoption of the tougher warm season turfgrass, in particular bermudagrass. The experience in the Rome Olympic Stadium has shown how bermudagrass can withstand the high play volumes of two big-city teams and recover with ease from non-sporting events, such as concerts. But might Zoysiagrass be an even better option?

Marco Volterrani, University of Pisa

14.30 - 15.00 **The Hallowed Turf: Putting the pitch at the centre of the New Wembley**

Register online at www.venueexpo.com

Stadium (Pending confirmation)

The New Wembley Stadium can truly be described as a pitch-led development. The quality of the pitch is the key driver of success for the whole project. Although Wembley will be a multi-use national stadium, at its heart is the provision of the highest-quality playing surface available. Learn more about this radical approach and how to put the pitch back at the centre of your stadium.

Steve Welch, Grounds Manager, The New Wembley Stadium

15.00 - 15.15 COFFEE

15.15 - 15.45 Upgrade your pitch to overcome modern pressures for natural turf

Today's hectic level of fixtures and other commercial events, such as concerts in stadia, can leave the turf damaged and unable to perform as required by the pitch staff and players. This presentation will look at the research trial results of using a plant growth regulator, designed to encourage thicker swards and better-rooted turf, as part of a turf management programme.

*Austen Sutton,
Syngenta Professional Products*

15.45 - 16.15 The introduction of a truly 'high-tech' concept in natural turf pitch management

In the past few years several stadia across Europe have successfully applied special lighting to aid grass growth where there is insufficient natural light. The most eye-catching aspect of some of the installations is most certainly 'the lights' but it's important to understand that it's not only the lights that do the trick.

Nico van Vuuren, Managing Director, SGL Concept

16.15 - 16.45 How to overcome the challenge of limited or no direct sunlight in old and new stadia

Old and new stadium design does not always produce optimum growing conditions for natural turf. Shading or rather no direct sunlight onto the pitch is widely accepted as being the main challenge and obstacle in order to achieve a good and lasting playing surface. Most solutions to date – from palletised pitches to sliding turf trays – require large capital expense and substantial operational costs. Mobile lighting rigs, which deliver enhanced growing conditions within the stadium bowl, have a favourable cost/benefit ratio. Combining the experience and know-how of a competent green keeper with supplemental lighting works wonders. Those who have not yet 'seen the light' will eventually become believers too.

*Øyvind Antonsen,
Managing Director/CEO, Mobile Lighting Rig*

16.45 - 18.30 WELCOME RECEPTION AND NETWORKING



WEDNESDAY 18TH APRIL 2007 DAY TWO

10.00 - 11.00 KEYNOTE JOINT PRESENTATION

A pitch for money: New funding streams to deliver sports and recreation space as part of London's 2012 Olympic legacy

Geoff Webb, CEO, Institute of Groundsmanship

Innovative research supported by the IOG 2012 Fund and the DTI, and pioneered through Newcastle University, electrokinetics has the potential to be a fully controllable turf management system giving groundsmen the capability to control root zone aeration, soil acidity and drainage – all at the touch of a button. Dr Jon Lamont-Black, the pioneer of this research programme, will outline the latest findings of this 10-year research programme and its future potential for sports surfaces as the project makes it to the field trial stage.

Electrokinetic Geosynthetics – field trial stage

Dr John Lamont-Black, Newcastle University

Register online at www.venueexpo.com

11.00 - 11.30

The development and installation of the FIFA 2006 World Championship turf

How did the DFB's Rasenkompetenzteam for the 2006 World Cup Finals achieve a perfectly flat, adequately tight and perfectly coloured turf not just for the stadium spectators but also for a global TV audience? How did they plan and execute a common standard across all stadia and how did they manage to allow only 14 days between installation and first use?

Rainer Ernst, Consultant, DFB Rasenkompetenzteam 2006

11.30 - 11.45

COFFEE

11.45 - 12.15

Using pitch covers to address the increasing challenges for natural turf found in modern stadia

Providing a perfect climate for grass growth can present many challenges. What the grass really needs is a regulated temperature and a constant airflow giving a more natural environment. This presentation highlights the benefits of using particular types of cover and looks at the differing capabilities they provide when used either in conjunction with or as an alternative to undersoil heating. The presentation benefits from the substantial experience of Alan Ferguson of Ipswich Town FC, the current holder and twice winner of the Football League Groundsman of the Year award.

Alan Ferguson, Ipswich Town FC

12.15 - 12.45

Comparing maintenance costs between artificial and natural football surfaces

The second part of the investigation of maintenance cost between natural and artificial turf. A review of last year's Stadia talk will take place and further information on comparing the true cost of maintaining these surfaces will follow. Are we doing too much to natural turf surfaces? Is the concept of large maintenance cost differences accurate between them?

John Lockyer, Sports Turf Research Institute (STRI)

12.45 - 14.00

LUNCH IN THE VIP LOUNGE

14.00 - 14.30

Switching from natural to synthetic turf: Why the Stade de Suisse opted for change

What were the factors that underpinned the decision of the Stade de Suisse Nationalstadion at Wankdorf to make the change to an artificial surface only one year after opting for a natural turf? What experience was gained that is of use to others considering such a move, and how has the decision worked out in practice?

Stefan Niedermaier (MBA), CEO, Stade de Suisse Nationalstadion AG

14.30 - 15.00

The game has changed

Artificial turf has come a long way in 40 years. Technology is revolutionising the quality of artificial playing surfaces, with today's advanced systems now the first choice for many professional sports venues around the world. When designing a pitch, getting a host of different components functioning together is key to artificial turf performance. But it can be an uphill struggle to achieve, as it demands expertise in all the plastic materials that make up its constituent parts. This presentation provides some advice and answers from a specialist team.

Peter Mackay, Dow

15.00 - 15.30

Developments designed to change the long-term performance of future artificial turf systems

Focusing on the development of long-lasting sub-base components, infill materials and specific installation techniques with one goal in mind: long-term performance, both from the players' point of view and from a system durability point of view.

Ralph Jorissen, Airlastic

15.30 - 16.00

The dilemma between natural grass and artificial grass for professional football

Onno Brenninkmeijer, Area Manager North West Europe, Desso DLW Sports Systems
Onno Brenninkmeijer, Area Manager North West Europe, Desso DLW Sports Systems

17.00 - 19.00

STADIUM TOUR

Visit the AOL Arena, the stunning home of Bundesliga HSV Hamburg.

Register online at www.venueexpo.com

CONFERENCE REGISTRATION FORM

VALID FOR ALL SESSIONS OF STADIUM SPORTS TURF SUMMIT

REGISTER ONLINE AT: www.venueexpo.com

Or complete and fax back this form to
+44 (0)1306 877411 to reserve your conference place

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CONFERENCE DETAILS

I confirm my place for a **two**-day open conference pass

Price (pounds)	Price (euro)	Please note: All prices are subject to tax at 19%
395	595	
470.05 (inc tax)	708.05 (inc tax)	

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We must receive all cancellations in writing prior to the event. The following numbers of days indicate the timescale and monies due for different cancellation periods.

Cancellations received:

More than 30 days prior to the event – full refund/no payment due.
More than 14 days and up to 30 days prior to the event 50% refund/50% payment due.
14 days or fewer prior to the event – no refund; full payment due.

Substitutions can be made in writing up to seven days prior to the event.

Useful information



GETTING TO HAMBURG

Getting to Hamburg Messe couldn't be easier if you are travelling ...

...by AIR: 20 minutes from Hamburg International Airport to the exhibition grounds by car. The Airport City bus takes you to the main railway station. Onward transport with S-rail or underground.

...by CAR: A traffic guiding system installed on the Federal and State highways leads directly to the exhibition grounds, in the direction of the TV tower.

...by TRAIN: Destination: Hamburg-Dammtor. Commuter trains: Dammtor station (S11, S21 and S31). Underground lines: U1 to Stephansplatz, U2 to Messehallen. City buses: 102, 109, 111 and 112. Fast city bus systems: 34, 35 and 36.

WHAT TO DO IN HAMBURG

What are the first things that come to mind when you think of Hamburg? Probably the city's stunning location on the Elbe and Alster rivers, the colourful activity in the St. Pauli entertainment district, unforgettable musicals, a night at the theatre, Michaelis Church (colloquially 'der Michel') or the impressive harbour. Hamburg, which is 1,200 years old, is loved for its contemporary scene as well as for its cultural offerings. In between traditional trading houses and renowned theatres, the latest trends are always cropping up.



SPORTS TURF SUMMIT

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SUMMIT OPENING HOURS

Tuesday 17 April 10.00 – 17.00hrs

Wednesday 18 April 10.00 – 17.00hrs