

STADIUM OPERATIONS

The diagram consists of five vertical, slightly slanted rectangular panels. The first panel on the left is dark grey with a faint, repeating pattern of stadium-related icons. The second panel is bright red with a dense, repeating pattern of the same icons. The remaining three panels (third, fourth, and fifth) are dark grey with the same faint icon pattern. The panels are separated by thin white vertical lines. The text is centered within each panel in a bold, white, sans-serif font.

ACCREDITATION

TICKETING

HOSPITALITY

**PARKING
PASSES**

UNIFORMS

TICKETING CONTACTS



Confederations cup match tickets are a valuable, important and irreplaceable commodity.

If you are designated management of any ticketing assets, the asset management team will ensure you are briefed and obtain an understanding of all the inventory you have been transferred.

If you have any doubts or questions, please contact:

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Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

TICKETING OVERVIEW



AB InBev will have inventory and access to the following type of tickets:

Category 1 – Ticket only. Prime location seats

VIP Tribune - Top Category. . Generally used for celebrities, top influencers, public office. VIP Tribune tickets are to be collected by Match Managers between KO-96hrs and KO-48hrs

Match Hospitality – Grandstand seat with shared hospitality area, used by guests on international and selected Russian hospitality programs

Skybox – (SPB only) – Private hospitality offering with seats located directly in-front of the suite

Business Seat – (SPB only) - Grandstand seat with shared hospitality area

Ticket Security – Ticket and parking assets should be stored in a secure place at all times. Do not leave tickets unattended or not stored in a safe overnight.

Lost / Stolen Tickets – Tickets that are misplaced or stolen CANNOT be replaced. Please treat match tickets with the utmost care.

Tracking – Ensure when distributing tickets that you are distributing the correct match, ticket type and seat assignment. Use tracking tools provided by Octagon Asset Manager.

Buffer Tickets – There will be a small allocation of ‘buffer tickets’ that will be held by Match Managers for distribution. Distribution details will be sent by Octagon Asset Manager under instruction of AB InBev Global Head of Sports Marketing. Under no circumstances should any tickets be transferred without prior authorization.

Unused Tickets – Keep any unused tickets for post event reconciliation purposes.

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TICKET ALLOCATIONS



Tickets to be moved to host cities by Octagon staff.

				COMP CAT 1	COMP SKYBOX	COMP VIP TRIBUNE *Collected on site	COMP BUS SEATS	MATCH HOSP	RTB - CAT 1	TOTAL	Octagon Venue Manager	Octagon Hosp Team (Ticket Desk)	Person Responsible For Ticket Movement	Departure	Arrival	Octagon Transfer date
MATCH NO.	MATCH	DATE	CITY	ALLOT	ALLOT	ALLOT	ALLOT	ALLOT	ALLOT							
1	RUSSIA - NEW ZEALAND	17-Jun	SPB	20	16	0	10	26	39	111	Lindsay Salt	Emily Laker	Emily Laker - Train	05:40 - MSC - Train	09:15 - SPB -Train	15-Jun
2	PORTUGAL - MEXICO	18-Jun	KZN	20	0	0	0	62	7	89	Andrew	Simbi Sonuga	Simbi Sonuga - Flight	09:10 - MSV - Airport	10:40 - KZN - Airport	15-Jun
3	CAMEROON - CHILE	18-Jun	MOS								Steve Leary	Steve Leary	Steve Leary	-	-	n/a
4	AUSTRALIA - GERMANY	19-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	12:35 - SVO - Airport	15:05 - AER - Airport	18-Jun
5	RUSSIA - PORTUGAL	21-Jun	MOS								Steve Leary	Steve Leary	Steve Leary	-	-	n/a
6	MEXICO - NEW ZEALAND	21-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	Transferred on 18/6	Transferred on 18/6	18-Jun
7	CAMEROON - AUSTRALIA	22-Jun	SPB	20	16	0	10	0	0	46	Max / Andrew	N/A	Max Rudakov	12:40 - VKO - Airport	14:05 - SPB - Airport	21-Jun
8	GERMANY - CHILE	22-Jun	KZN	20	0	0	0	0	0	20	Jane S	Simbi Sonuga	Simbi Sonuga - Flight	16:15 - SVO - Airport	17:50 - KZN - Airport	21-Jun
9	MEXICO - RUSSIA	24-Jun	KZN	20	0	0	0	4	14	38	Jane S	Simbi Sonuga	Simbi Sonuga - Flight	Transferred on 21/6	Transferred on 21/6	21-Jun
10	NEW ZEALAND - PORTUGAL	24-Jun	SPB	20	16	0	10	0	0	46	Max / Andrew	N/A	Max Rudakov	Transferred on 21/6	Transferred on 21/6	21-Jun
11	GERMANY - CAMEROON	25-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	Transferred on 18/6	Transferred on 18/6	18-Jun
12	CHILE - AUSTRALIA	25-Jun	MOS							0	Steve Leary	Steve Leary	Steve Leary	-	-	n/a
13	WA - RB	28-Jun	KZN	20	0	0	0	5	53	78	Jane S	Emily Laker	Emily Laker - Flight	16:15 - SVO - Airport	17:50 - KZN - Airport	26-Jun
14	WB - RA	29-Jun	SOC	20	0	0	0	9	57	86	Steve Leary	Steve Leary	Steve Leary - Flight	08:55 - SVO - Airport	11:25 - AER - Airport	27-Jun
15	L 13 - L 14	2-Jul	MOS							0	Lindsay Salt	Simbi Sonuga	Simbi Sonuga	-	-	n/a
16	W 13 - W14	2-Jul	SPB	20	16	0	10	24	160	230	Steve Leary	Steve Leary	Steve Leary - Flight	17:30 - AER - Airport	20:35 - LED - Airport	30-Jun

TICKETING DISTRIBUTION



Hospitality Programs – Tickets will be distributed to guests on Match Day by Octagon Hospitality hosts

Employee Ticket Only – Employee tickets were distributed in May 2017

AB InBev Russia Ticket Only – Tickets will be distributed via collection points in host cities on MD-1 during the hours of 09:00- 12:00 (with exception of matches 2, 4, 6, 7, 8, 9, 10, 11). In most cases this is within the lobby of the hotel

SPB – Raddison Sonya

KAZ – Double Tree Kazan

MOS – InterContinental Moscow

SOC – Imeretinskiy Hotel

VIP – Due to the regulations of VIP registration and ticket collection set by FIFA, Match Managers will be required to collect VIP tickets between KO -96hrs and KO-24hrs at FIFA Ticketing Office. Please take your accreditation and passport. Octagon Asset Manager will communicate collection procedures in advance

SPB – Prospekt Dobrolubova 20 bld.1 litera A, Sankt Petersburg – <https://goo.gl/maps/vPZBbaFYLnM>

KAZ – Kremlevskaya embankment, 5, Kazan - <https://goo.gl/maps/WEHcomj7hiA2>

MOS – Zhitnaya 4, Moscow - <https://goo.gl/maps/YwRWw3SGRww>

SOC - Adler region, Imeretinskaya lowland, Sochi – <https://goo.gl/maps/GoJ1T1TY4452>

Buffer – Buffer inventory may consist of any category ticket. Distribution instructions will be issued by Octagon Asset Manager to Match Managers under instruction of AB InBev Global Head of Sports Marketing in the days prior to the match.

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TICKETING DISTRIBUTION



IMPORTANT

A full brief and ticket policy / procedures document will be shared prior to the distribution of any tickets, however of key importance

- As AB InBev, appointed ticket handling agent we must ensure tickets are handled and used in a compliant way at all times
- Every ticket must have an approved name assigned against the ticket
- Purchased tickets cannot be offered for sale, sold or resold
- At the end of the ticket desk hours, a full report must be provided to the Asset Manager (Steve Leary)
- Under no circumstances can tickets be released without Asset Manager and Client pre-approval
- All unused tickets must be kept and returned to the Asset Manager
- An Octagon representative MUST be at the ticket desk at all times

Movement or travelling with tickets:

- At times it may be necessary for staff to travel with tickets, either intra or intercity.
- When travelling with tickets staff are to ensure that they are stored in a safe place and on person at all times. Where flights or train transfers are involved tickets must be taken as carry-on luggage
- Where deemed necessary, a member of the security team may travel with the staff member
- Tickets are to be stored discreet bag that is lockable

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UNDERSTANDING A FIFA CONFEDERATIONS CUP 2017 TICKET



Key Information

- 1) Match Number
- 2) Match Fixture
- 3) Match Date
- 4) Kick-Off Time
- 5) Venue
- 6) Name
- 7) Category
- 8) Price
- 9) Seat Location
- 10) Sector

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