



2011

**WORLD
CHAMPIONSHIP
SLOVAKIA**

**Bratislava
Košice**

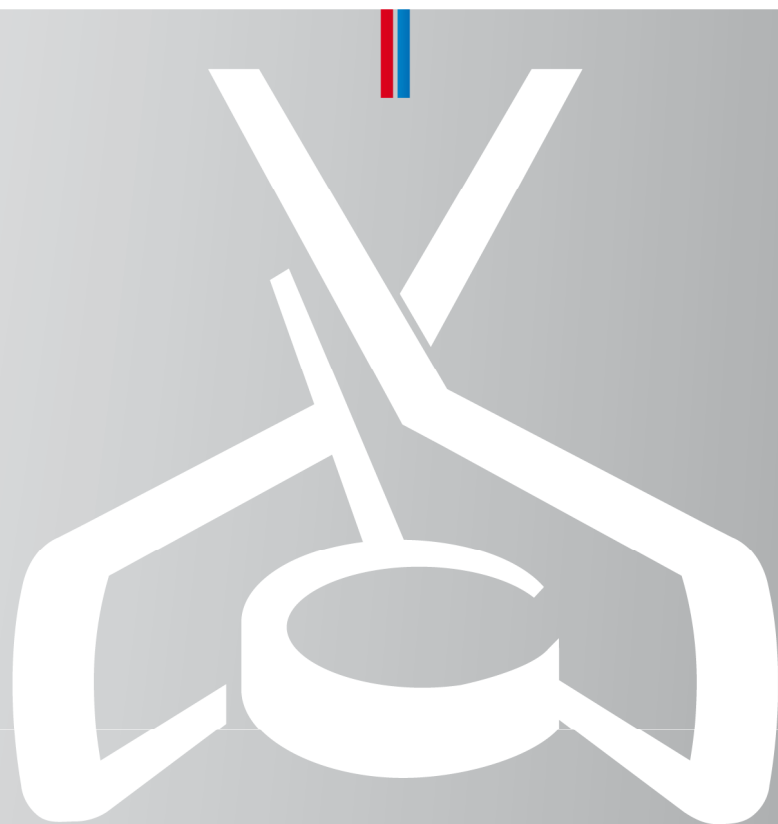
214 DAYS TO FACE OFF

Košice, September 27, 2010

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2011 IIHF WM, SLOVAKIA

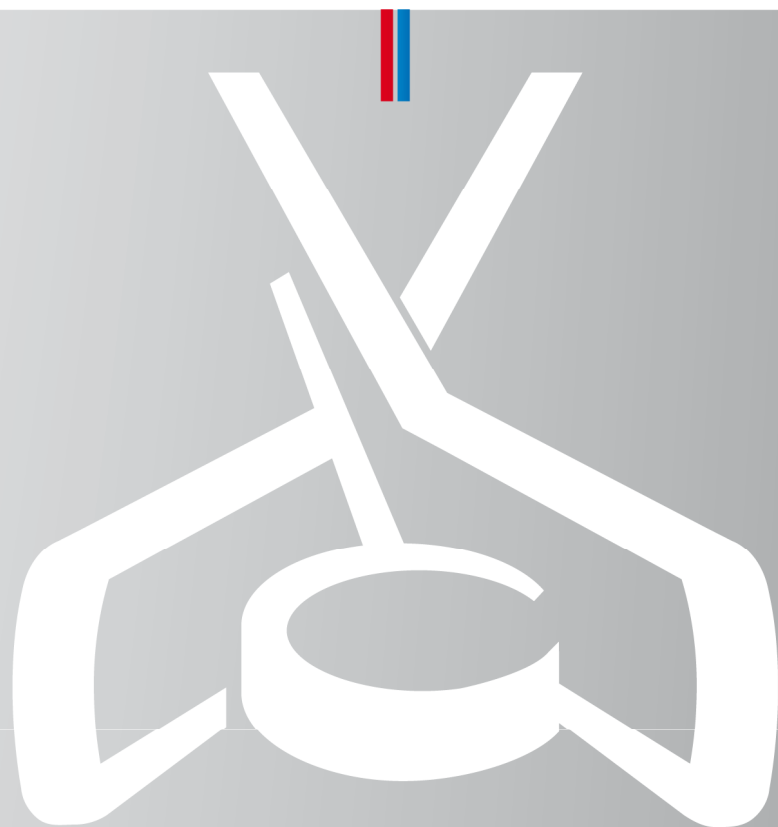


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2011 IIHF WM FACTS AND FIGURES



Date	April 29 to May 15, 2011
Sites	Bratislava and Košice
Organization	Organizing Committee 2011 IIHF World Championship
Governed by	International Ice Hockey Federation, IIHF
Host Federation	Slovak Ice Hockey Federation, SZLH
Participants	16 Nations, competing in 4 groups
Games	24 preliminary round games 18 qualifying round games 6 relegation round games 8 final round games
Audience	approx. 350'000 spectators approx. 600 Mil TV-viewers approx. 2'000 hours worldwide TV-transmission approx. 200 TV-stations



2011 IIHF WM Venues

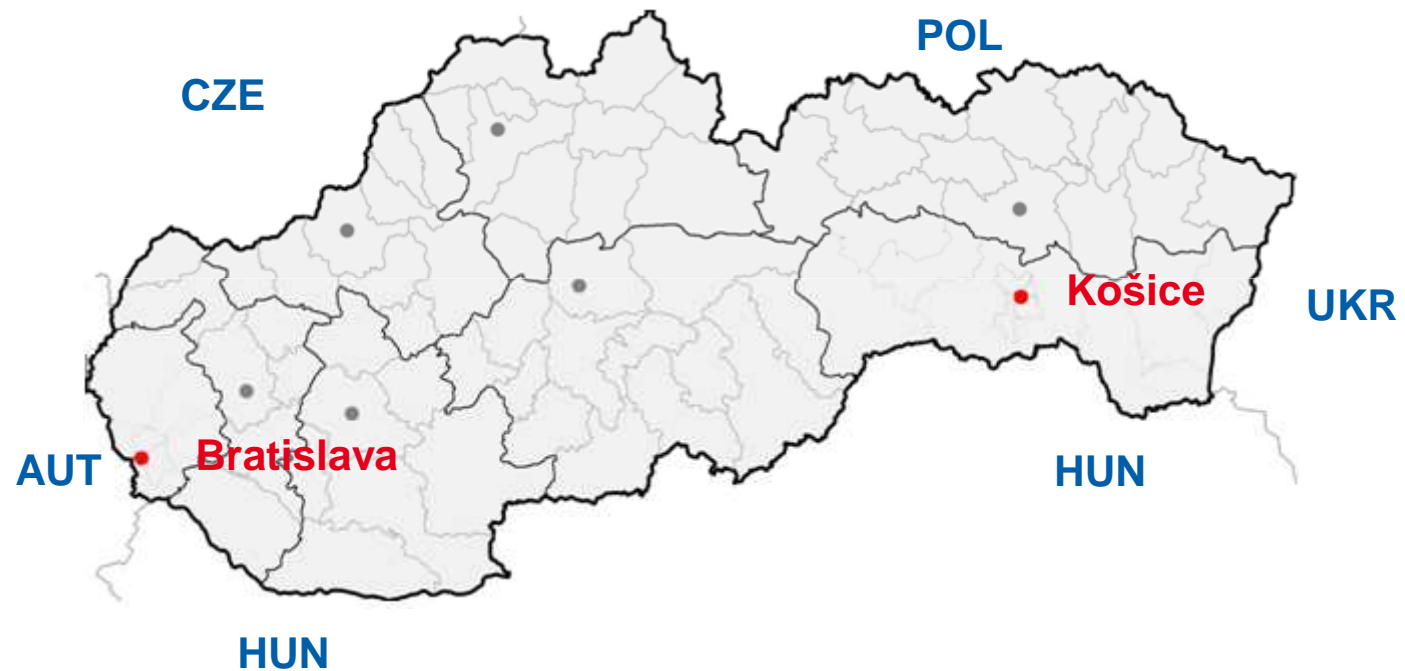


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2011 IIHF WORLD CHAMPIONSHIP VENUES

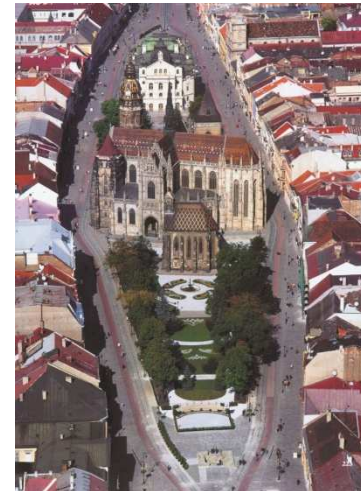


The 2011 IIHF World Championship, Slovakia
will take place from April 29 to May 15 in **Bratislava** and **Košice**

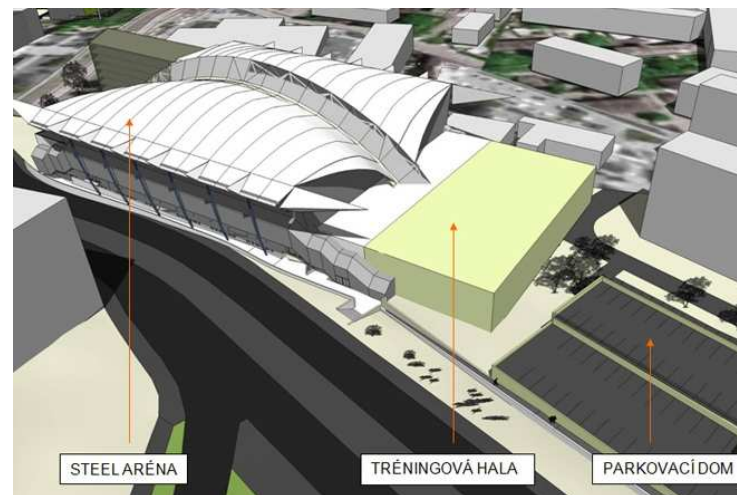


- Bratislava, Capital of Slovakia, largest city with a population of 429,000
- Košice, 2nd largest city with a population of 235,000

KOŠICE – SECOND VENUE



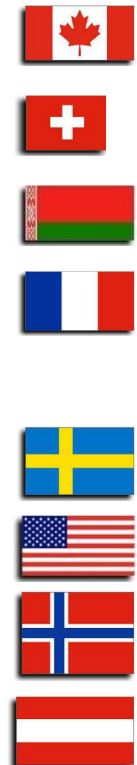
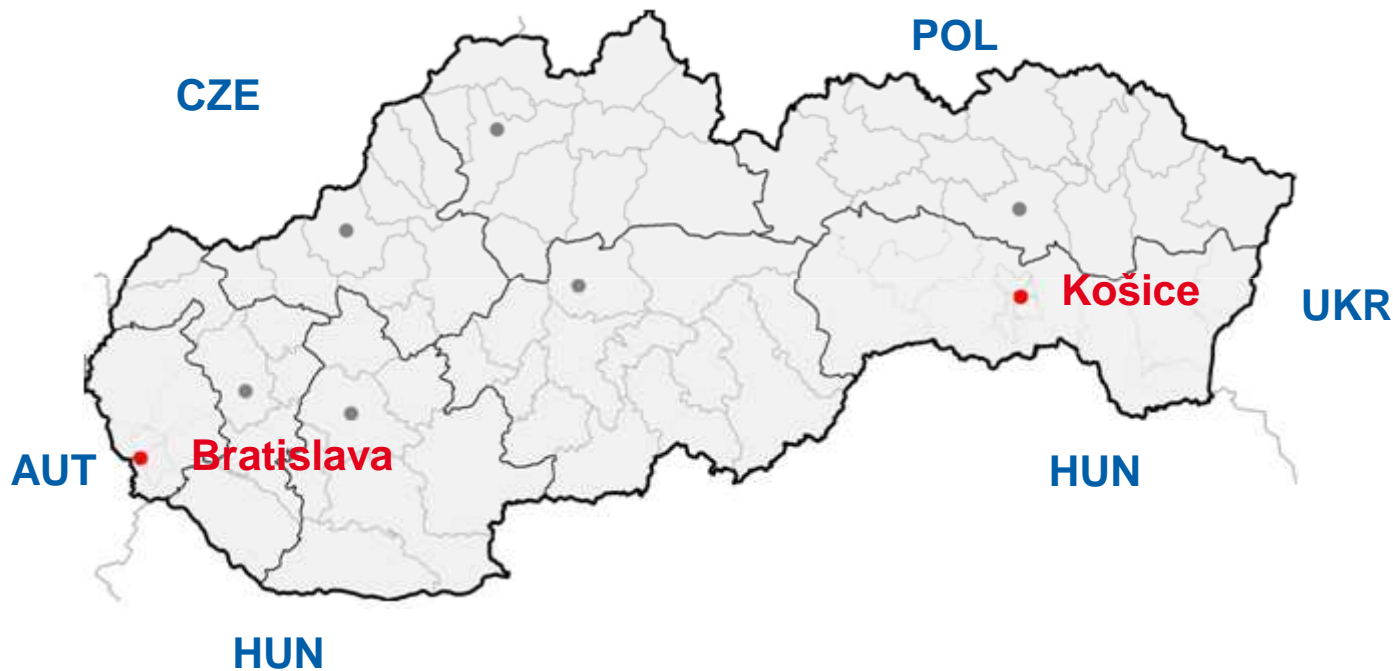
KOŠICE ARENA

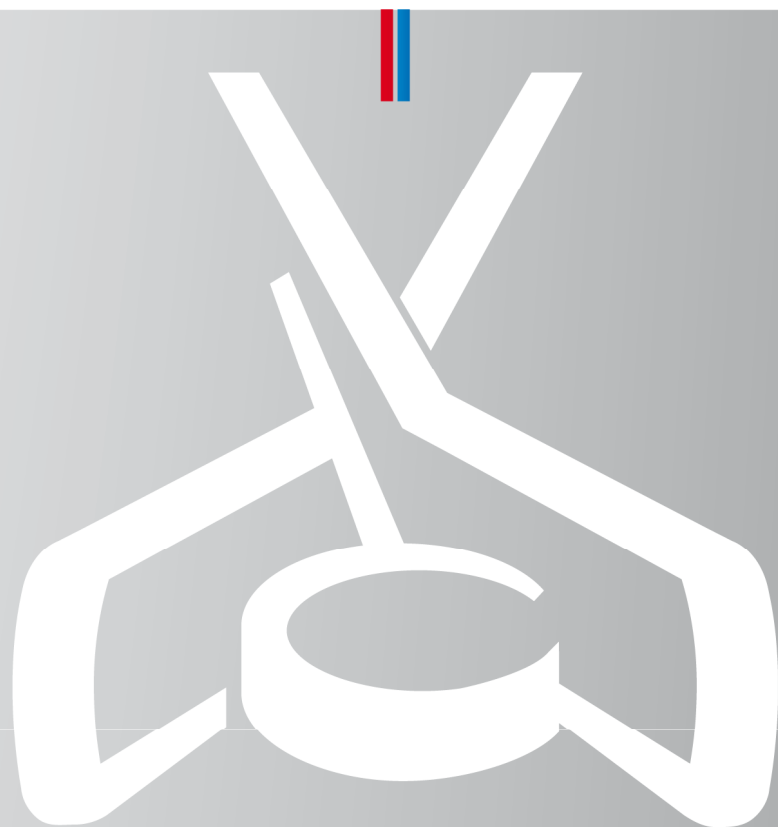


2011 IIHF WORLD CHAMPIONSHIP VENUES



The 2011 IIHF World Championship, Slovakia will take place from April 29 to May 15 in **Bratislava** and **Košice**.





ACCOMMODATION



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OVERVIEW OFFICIAL HOTELS



Bratislava

Team Hotels

- Tatra ***
- Holiday Inn ****
- Gate One ****
- Park Inn Danube ****

IIHF Council, Delegates, Staff Hotel

- Slovan ****
- Crowne Plaza ****
- Austria Trend ****
- City Hotel***

Officiating Hotels

- Devin ****

Košice

Team Hotels

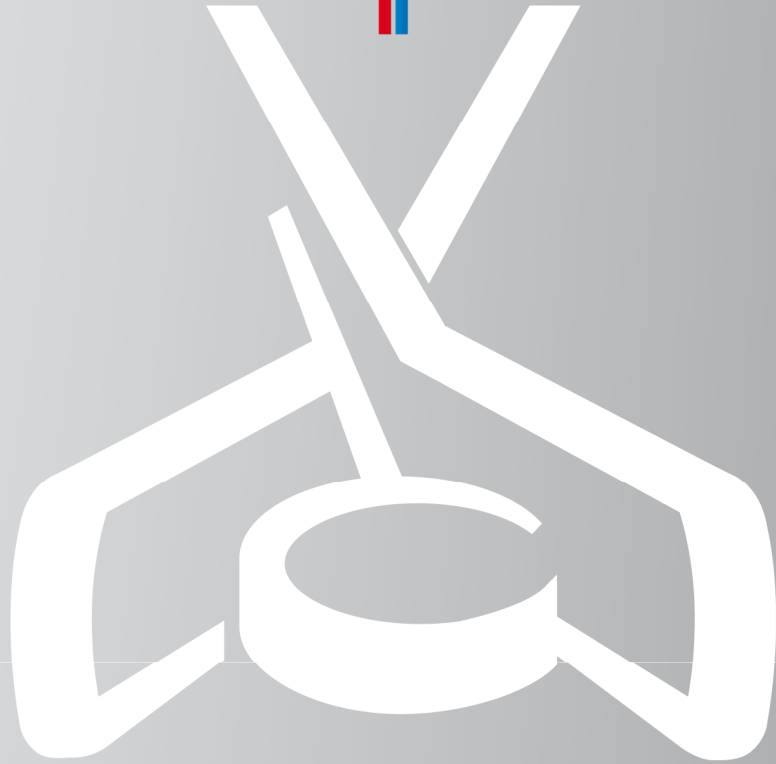
- Doubletree by Hilton ****
- Yasmin ****

IIHF Council Hotels

- Doubletree by Hilton ****

IIHF Staff Hotel, Officiating Hotel

- Bristol ***



MARKETING



SLOVAK REPUBLIC. HOCKEY REPUBLIC.



The official claim

“Slovak Republic. Hockey Republic.”

simply and clearly explains the relationship of the country and its people to the most popular sport, ice hockey



The design elements include the official symbols of the Slovak Republic
- Slovak national emblem and ribbon



The design in the ice surface shows not only the strength of our hockey team, but also the commitment of the organizing committee to prepare a good tournament



GOOOLY - THE OFFICIAL MASCOT

- The wolf - a traditional animal in Slovakia
- The name was selected by fans from Slovakia
- More than 14,000 names were collected



PROMOTION



- 29.4.2010 official countdown 2011 IIHF WM
- Countdown clock at squares in Bratislava and Košice
- Official trailer 2011 IIHF WM introduced in May 2010
- Tournament campaign in February 2011
- Presentation at European tournaments
- Slovak Hockey League
- Ticket campaign starts in September 2010
- Ticket sales starts in September 2010
- Supported by
 - SACR - Slovak Tourist Board
 - SARIO - Slovak Investment and Trade Development Agency





THANK YOU FOR YOUR ATTENTION